Software Product Engineering

Techlogix helps technology startups as well as mature software product companies overcome key challenges. These include technical leadership in specific technologies such as cloud and mobile development and delivering ever-increasing product feature sets in shortening go-to-market timeframes. Our Software Product Engineering (SPE) practice covers engagements ranging from complete platform development to specific module development to targeted enhancements on an existing product codebase.

Having a partner with deep experience of the multiple phases of the SPE life cycle as well as the requisite technology and domain skills, can help you become a market leader!

Are you a technology startup rapidly innovating to create your market? Has your product crossed the proverbial chasm and you are ready to scale up? Perhaps your product is already mature and you are looking to balance customer focus, innovation, robustness and security?

Techlogix provides technology development teams to assist companies through the full product life cycle. With more than 50 success stories sustained over several years, we understand that each software product company is unique and its needs change over time. Our success comes from understanding your unique needs and addressing them swiftly through our technology experts, agile methodology and a host of tools that we leverage for efficiency as well as effectiveness.

We have worked extensively in the development of:

- Mobile and tablet native applications
- Cloud based software platforms
- APIs for existing product platforms
- Biometric systems

Our Software Product Engineering services offer you the following benefits:

☑ Focus on Innovation

Our teams of experts synchronize with you to bring their experience, ideas and design thinking to identify new areas of innovation and then collaboratively implement these ideas.

☑ Reduced Time-to-Market

To capture your market and to keep your customers (and investors!) happy, you need to move faster than internet speed. We provide the right teams at the right time to bring the needed scalability and speed.

☑ Greater Value for your Money

You can choose whether you want the development team co-located or you want to benefit from the cost advantage of offshore teams. Or perhaps you want to have the best of both worlds with a hybrid team.

☑ IP Protection

Our business depends on long-term relationships with our customers built on mutual trust. Protecting your confidential information and IP is engraved deeply in our culture and your IP is secure.

Cloud & Mobility Enablement

The advent of Cloud Computing and Mobility has caused a paradigm shift – products are no longer limited to a geographical region or a specific technology, but are accessible 24/7 across the globe from devices such as laptops, tablets, and smartphones.

We design and develop "real" cloud and mobile applications – not just traditional apps migrated to hosted environments. We offer services to:

- Architect and implement performance centric, multi-tenant and secure products using Amazon AWS, Microsoft Azure, Force.com and OpenStack.
- Re-engineer existing on-premise products into SaaS-based solutions.
- Identify compute, storage, networking, high-availability and scaling requirements to design a flexible architecture and roadmap so that platforms start small and scale up or out judiciously.
- Utilize benchmarking analytics tools to continually monitor and adjust the performance vs. cost tradeoffs as per your current business needs.
- Leverage patterns & development frameworks to build native Android and iOS native applications optimized for device specific feature benefits. HTML, JavaScript experience combined with responsive design allow for mobile websites and cross-browser & cross-device ease of use. The server side back-end is built using Java, ASP.NET, PHP or Python frameworks that best fit your product's architectural needs.

Analytics

We help our customers identify analytical needs from several perspectives - functional, operational, security, audit - and incorporate monitoring hooks within the product design for immediate or future needs.
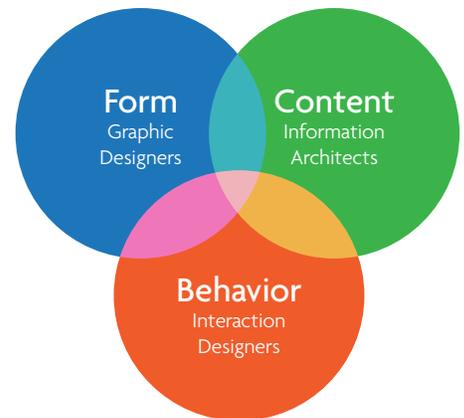
We generate social metrics - such as brand reach, engagement, customer acquisition, conversion and popularity – from streams of data from a range of social media platforms such as Facebook, Twitter, Google+, Linkedin, Youtube, Pinterest, etc.

We also utilize Big Data platforms to collect and process large-scale data feeds and streams from internal systems and third parties such as Google Analytics. We have experience in creating customer personas, usage trends and a multi-dimensional 360-degree view of the user.

User Experience (UX) Design

Our creative design and development experts aim to ensure that every encounter with your user is an appealing, rich and useful experience that invites, engages, and results in repeat usage.

The life cycle starts with the development of aesthetically appealing and conceptually meaningful visual themes of the product using color, fonts and images effectively. Physical or digital visual storyboarding workshops help to chalk out the modules and features on your priority using tools such as colorful sticky notes or Trello. Mobile-first and responsive design screen mock-ups using industry standards such as Google Material Design, are created with prototyping tools such as JustInMind. The design is then published and collaborated to consensus over tools such as InVision.

Form
Graphic Designers

Content
Information Architects

Behavior
Interaction Designers

Our Agile Development Toolkit

The toolkit is a set of roles, practices and templates that enable our teams - trained in agile methods - to deliver using widely accepted industry practices such as product backlog, sprint planning, daily scrums, sprint demos, code reviews, and process retrospectives. You get end-to-end visibility from a long-term product Roadmap plan built using a Gantt chart. The user stories, sprint planning, effort estimation and issue/task management is done in tools like Atlassian Jira and Confluence.

A PMO tracking sheet helps in sprint planning and ETA forecasting through complexity based estimates in relative Agile scales such as story points. It includes requirements change traceability and a PM's RAID Log that at any time provides a 360-degree view and continual de-risking of change management, project risks, issues, action items, and decisions in meeting minutes. The holistic view is transparently visible to the customer and our team in synchronization using collaborative means such as Google Drive, Jira, Asana or Trello.

Quality

The code release cycle is continuous integration, merging, integration and deployment by Dev, QA and Infra teams using code repositories such as Subversion and Git.

The products are tested functionally and for non-functional requirements such as robustness, security, performance, load and scale using manual and automated tools and techniques by our dedicated performance engineering team.

The product Go-To-Market and sales life cycle is supported by syncing the software & hardware stack and data of the product cloud environments so that Dev = QA and Stage = Production. This is key for effective UAT and releases on Production leading to win-win Go-Lives.

An Overview of Our Services

Planning	Design	Development	Testing	Deployment	Support
⊙ Analysis & Requirements Definition	⊙ Platform Selection	⊙ Development & Unit Testing	⊙ Test Planning	⊙ Release Planning	⊙ Root Cause Analysis
⊙ Product Specifications	⊙ Architecture	⊙ Incremental Sprints	⊙ Functional/Non Functional Testing	⊙ Packaging & Deployment	⊙ Bug Fixes
⊙ Resource Planning	⊙ UX Design	⊙ Code Reviews & Standardization	⊙ Test Automation	⊙ DevOps Automation	⊙ Adherence to SLAs
⊙ Milestone Planning	⊙ SOA Enablement	⊙ Globalization	⊙ Compatibility Testing	⊙ Documentation	⊙ Backups and Recovery
	⊙ Application Security		⊙ Performance & Load Testing		⊙ Feature Enhancements
	⊙ Scalability & High Availability				

Platforms – Web, Cloud & Mobile

Governance & Project Management

About Us

Techlogix is an IT Services, Consulting, and Business Solutions company that helps its clients achieve enterprise transformation by harmonizing people, business processes, and technology. Our globally distributed development teams build high performance solutions leveraging our practice-specific delivery methodologies. Our people combine the spirit of engineering excellence with a strong commitment to deliver a delightful end-to-end customer experience. Techlogix employs approximately 300 people in 5 delivery centers worldwide.

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> 66 Working with Techlogix for developing a system for remote monitoring of heart patients, has been an excellent experience for Neutrino Medical. From the initial design concept to the final implementation and launch of the app and web portal, Techlogix was fully vested in the project to complete on time and within the budget. The Techlogix team of top notch developers ensured a smooth implementation on iOS and Android platforms. 99

John Pargulski
Co-Founder & COO of Neutrino Medical