

# HOW TEKMINZ'S PRODUCT ARCHITECTURE HELPED OUR CUSTOMER OUTPACE COMPETITION



## The Client

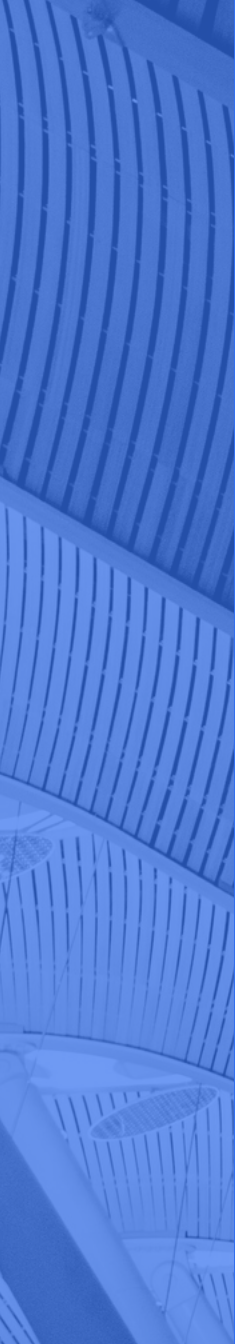
Our client is one of the leading companies providing turnkey solutions in the EV Charging domain across the globe. The demand of EV charging stations is gearing up for saving CO2 emissions to reduce pollution. Many OEMs and utility companies are actively looking for a platform that comprises of various protocols and integrations with third-party systems and interoperability among the charging networks of various charging station operators. Our client's vision is to provide such a platform and ensure that it is scalable, and cost effective.

## The Requirement

TekMindz was involved right from the initial ideation and conceptualization and requirement analysis phase in the development of the EV charging solution. The solution was developed in various phases starting with rapid prototyping, POCs, MVP, etc. It was developed as a SaaS-based white-label solution. The product architecture was monolithic N Tier architecture, responsive and capable of addressing the needs of scalability, security and performance for next couple of years.

Various customers were onboarded as the product was evolving. The product architecture continued to be enhanced with the changes required.

However, after a period of time, there were drastic changes causing an upswing in more EVs being rolled out for individuals, fleets for logistics and public transport companies, e-buses and so on.



Now with new schemes by federal and state governments, growing needs of automotive OEMs specific to their customers, and emergence of new requirements for providing improved customer experience, our client was certain that they would need to look ahead and build a future-proof solution to address the needs of the future. New technologies and trends like micro services based architecture, containerization, the use of NFC for payment using mobile applications, new compliance rules like GDPR and many other factors required for them to take a step back and relook at the product strategy for the next phase the market is entering into.

Given the fact that the client's platform was still in use and many new features were in the backlog, the client was on the lookout for the following-

- Business continuity of the existing end users and clients while making changes/ enhancements to the existing system to onboard new clients
- Quick roll out of new features to stay ahead of the competition
- The ability to win more RFPs on the basis of technical evaluation which included robust Product Architecture
- The ability to deliver reliable solutions in spite of timelines for roll-outs being very aggressive, the absence of a sizeable team being available from day one, commercials being very competitive and so on
- A roadmap for taking their organization to the next tier of industry players offering highly scalable Product Architecture by accommodating new protocols and futuristic features

## The Challenge

As time to market was important and the client wanted to strengthen its market position by winning more RFPs and create a larger user base, the challenge was to enhance the existing system and its Product Architecture while the team continues to add more features.

## Our Solution

Based on strength of working on various Product Architectures, and our experience of re-platforming and modernization, we were able to do the following activities for defining the Product Architecture for next phase of emerging market:

### Business Requirements Prioritization

- Identified the futuristic and new business requirements as per the market needs
- Identified the go-to-market timelines for these features to stay ahead in the competition

### Technical Analysis

- Identified the components of the existing product architecture that were not impacted with any of the new changes
- Identified the modifications/ enhancements that would be required in the existing Product Architecture based on the business requirements
- Identified the approach for making the enhancements like replatforming or modernization of the Product Architecture that would add business value in the long run

- For Replatforming, defined the approaches for converting the existing monolithic architecture into micro services, and accordingly identify new deployment and maintenance strategies for the environments
- For modernization, defined the Product Architecture to be built from scratch with a master set of features for the existing customers and new customers
- Analysed the efforts, resource loading and time to make the changes while comparing it with the time to market to remain agile
- Redefined the Product Architecture and shared the limitations

## **Product Management Review**

- Based on the outcome of the business requirements prioritization and technical analysis, the product manager defined the existing team reorganization and any additional resources required
- Discussed any potential trade-offs required between the new business requirements and the enhancements in the Product Architecture
- Shared the cost estimates for the enhancements
- Got the required approvals to kick off the redefining of the Product Architecture

## **Product Road Map**

- Updated the product road map based on outcome of the Product Management review
- Defined the Product Architecture roll out
- Defined the transition plan and approach for moving existing customers to the new Product Architecture without impacting existing business and upcoming product releases

## The Results

With the help of TekMindz's experienced Product Engineering team, and with our proven process of defining and redefining the product architecture, the client was able to meet its need for speed to market and deliver the solution for its customers.

The Product Architecture designed by TekMindz team helped our client sustain their existing clients, add new customers, and bring to the market futuristic features that become key differentiators for their solution.

TekMindz helped the client organization to leap into the next tier, outpace the competition, strengthen its market position, established itself as one of the game changers and position itself as a leader in setting new trends in the EV charging domain.

This success story has also allowed the client to expand his business and gain confidence in the product engineering, and especially Product Architecture designing capabilities of TekMindz.

## Why Choose TekMindz Solutions for Your Product Engineering Services

TekMindz's offers the competency and capability of complete software product development life cycle activities including conceptualisation, design, architecting, building (coding), testing and implementing the product as per design, verifying and validating the product to ensure that everything works as planned and conceptualized.

TekMindz collaborates with customers at each step of the product engineering life cycle to translate the product vision into tangible designs that are scalable and adaptable to constantly changing technologies.

TekMindz effectively collaborates with ISVs to be an extension of their product teams to deliver complete product life cycle solutions. We have been enabling start-ups to mid-sized product companies deliver greater value to their customers by helping them enhance and future enable their product offerings and achieve rapid time to market.

We work closely with leading global software providers and bring deep expertise to overcome critical industry challenges, leveraging our top-line technology expertise to drive massive bottom-line advantage for our clients.

Our global clients not only vouch for the spectrum of product engineering services we have to offer, but also for the quality of our resources and our delivery capabilities.

Did you enjoy reading this case study on MVP?

Do you have a requirement for the same or similar technology services? Go through our other case studies to learn how we can add value to your business offerings.

Contact Us now and see for yourself how our Product Engineering services offer a cost-effective and viable solution for your business in the ever-changing technology landscape.

## About TekMindz

TekMindz is a growing product engineering company specializes in providing IT solutions and services. We serve our clients across North America, Africa and Asia of all scales. TekMindz is head quartered in India and has a talent pool of 200+ engineers & professionals. In our 12+ years of experience we have delivered more than 250 products/ solutions with complete technology ownership. TekMindz is CMMi Level 3 and ISO 27001. Know more about us by visiting our website at [www.tekmindz.com](http://www.tekmindz.com)

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