



HOW OUR PRODUCT MINDSET APPROACH HELPED OUR E-GOVERNANCE CUSTOMER COMPETE AND WIN

The Client

Our client is successful turnkey solution provider in the e-governance space globally. The client provides advisory services for various ICT based initiatives of the government, and for automation of various schemes rolled out by the government by developing workflow-based software applications.

The Requirement

Our client was involved in providing advisory services for one of the government schemes for a state. The same scheme was to be rolled out in various states of the country during the same time. Each state was looking forward to providing the best benefits to its citizens in the education domain by providing education through distance learning centres and developing the skills of the citizens. Our client was bidding against RFPs for providing the same solution in other states of the country and thus establish this offering as one of the strengths from long term perspective.

Given the fact that the client was more focused on providing advisory services, they were on the lookout for a technology partner who could provide the following-

- Quickly understand the requirements
- Develop the technical solution in aggressive timelines
- Take complete end to end ownership of developing the solution right from requirement analysis to design, development, testing, go live, maintenance and support

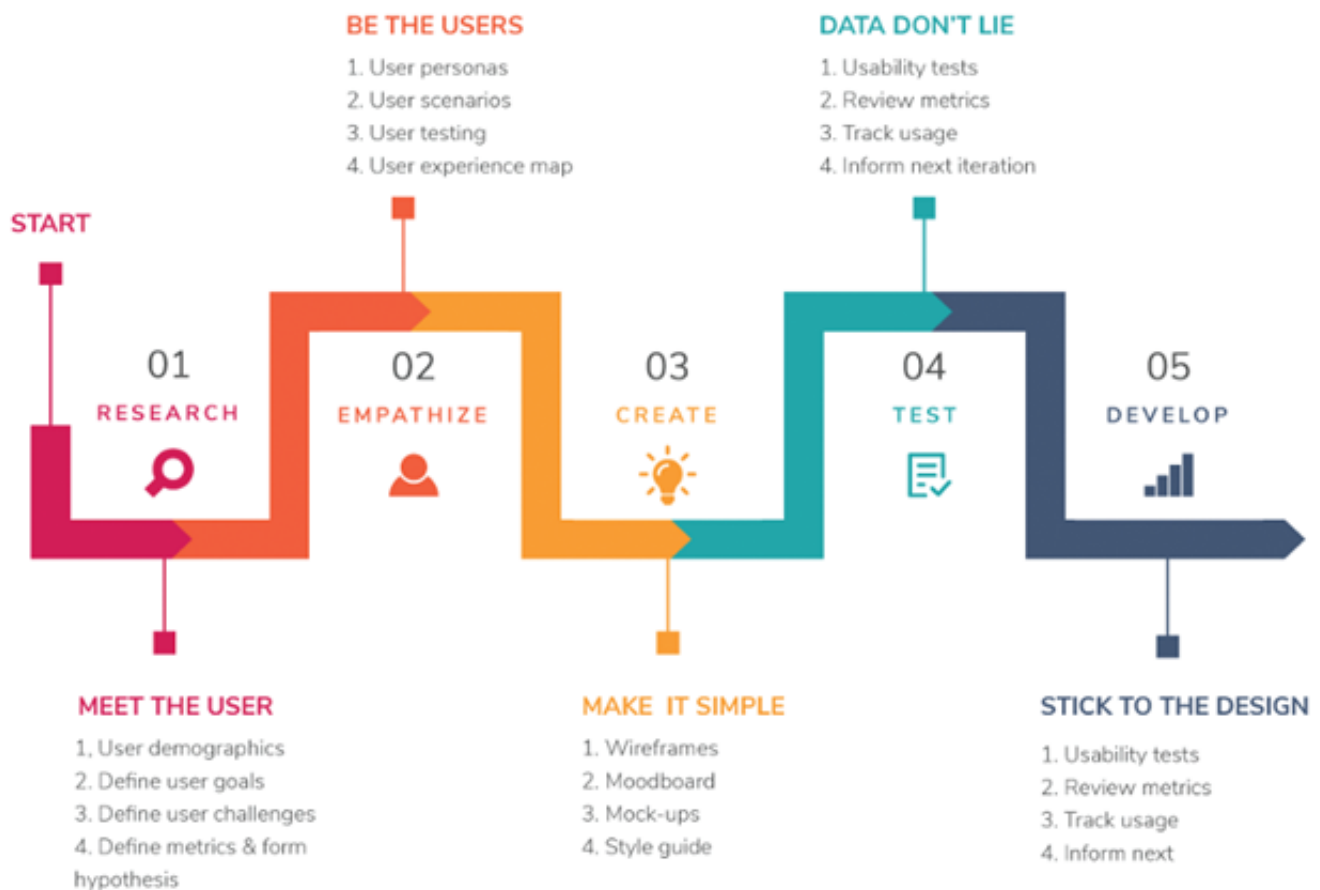
The Challenge

As time to market was important and the client wanted to strengthen its market position by being an early entrant to win more RFPs in the states where a similar solution was required, the key challenge was to define the strategy for providing a very cost effective solution which enables them to win against competition.

Our Solution

Based on our Product Mindset approach and strategy for every feature to be developed, the following methodology was followed:

- Develop the solution as a product rather than an application that could be easily customizable, configurable, would require minimum changes at the source code level
- Apply principles of Design Thinking
- Use a strategic UX methodology for Product Experience which includes
 1. Rapid prototyping of a subset of features to get an early feedback from key stakeholders and validate the product's feasibility
 2. Designing the architecture with our Product Thinking approach so as to ensure maximum reusability and scalability of features
 3. Developing the product in parallel based on the early feedback received
 4. Prioritizing the development of features that would be required to be demonstrated during technical evaluation of RFPs that were being floated in parallel during the development of the core product



The Results

With the help of TekMindz's experienced Product Engineering team, the product we developed enabled the client to win more RFPs and add more showcases for the upcoming RFPs.

The Product Mindset approach helped strengthen the market position of the customer.

As there was maximum reusability and minimum customizations required for each state-specific roll out, there were huge savings and our client was able to bid at a very competitive price and became one of the pioneers for providing this solution.

Our ownership of developing the solution as a product enabled our client to focus more on providing advisory services and defining winning strategies.

This success story has also allowed the client to expand his business and gain confidence in the product engineering capability of TekMindz. The client now continues to involve TekMindz extensively in the various RFPs that they intended to bid for so that we could visualize at a very early stage of the product that could be developed and help them succeed.

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 conceptualization, 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

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