# Software Development As A Service

## Software Outsourcing
## How to Select the Best Engagement Model

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The digital revolution has permeated every aspect of life nowadays, from the purchase of a brand-new car to setting up a trust fund. Everything is now done online, with special software and applications. Therefore, it is not surprising that 70% of companies have already implemented their digitalization strategies. Nevertheless, many business owners recognize that the existing Commercial Off The Shelf (COTS) software solutions do not entirely satisfy their company's needs. This is where custom software development comes into play.

Developing custom software in-house is the most ideal solution as it enables businesses to design and build a solution that exactly matches their needs. It is, however, well-known that software development takes dedicated time, expertise, and a large budget. And, in most cases, one of these elements becomes a barrier. But not any more. Thanks to a dedicated service offering called Software Development as a Service, you can now realize your vision within your planned budget and timelines.
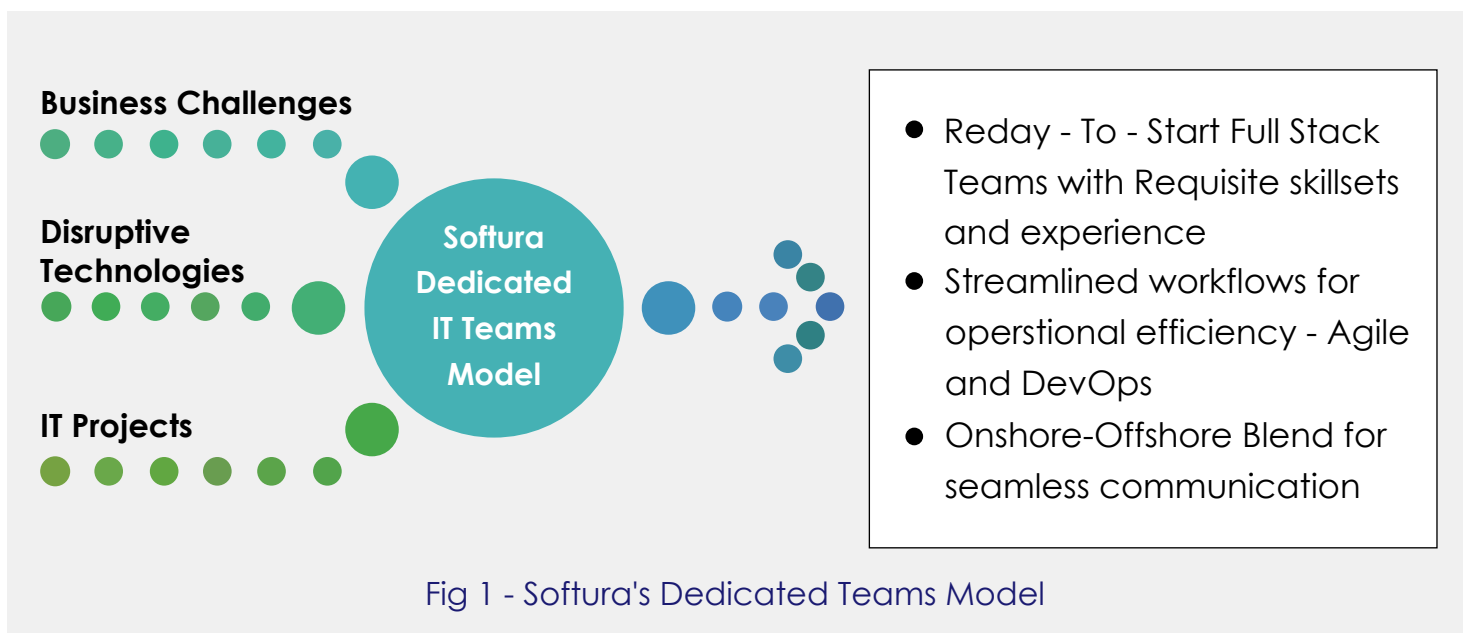
Softura's Software Development as a Service gives you the advantage of our technology expertise and agile development teams to develop world-class solutions tailored to your specific business needs.

Softura's Software Development as a Service (SDaaS) offers three models of outcome-based outsourcing: Dedicated Teams, Staff Augmentation, and Software Outsourcing. This comprehensive guide will take you through the specific business cases under each of these models. The insights you see in this guide are derived from the experience of working with many clients over the span of 22 years. In this guide, we also outline best practices and methodologies for ensuring our engagements benefit you to the fullest extent. Further, in the final section of this value guide, we have provided a handy ready-reckoner that will help you identify the best model for your business.

# Dedicated Teams -
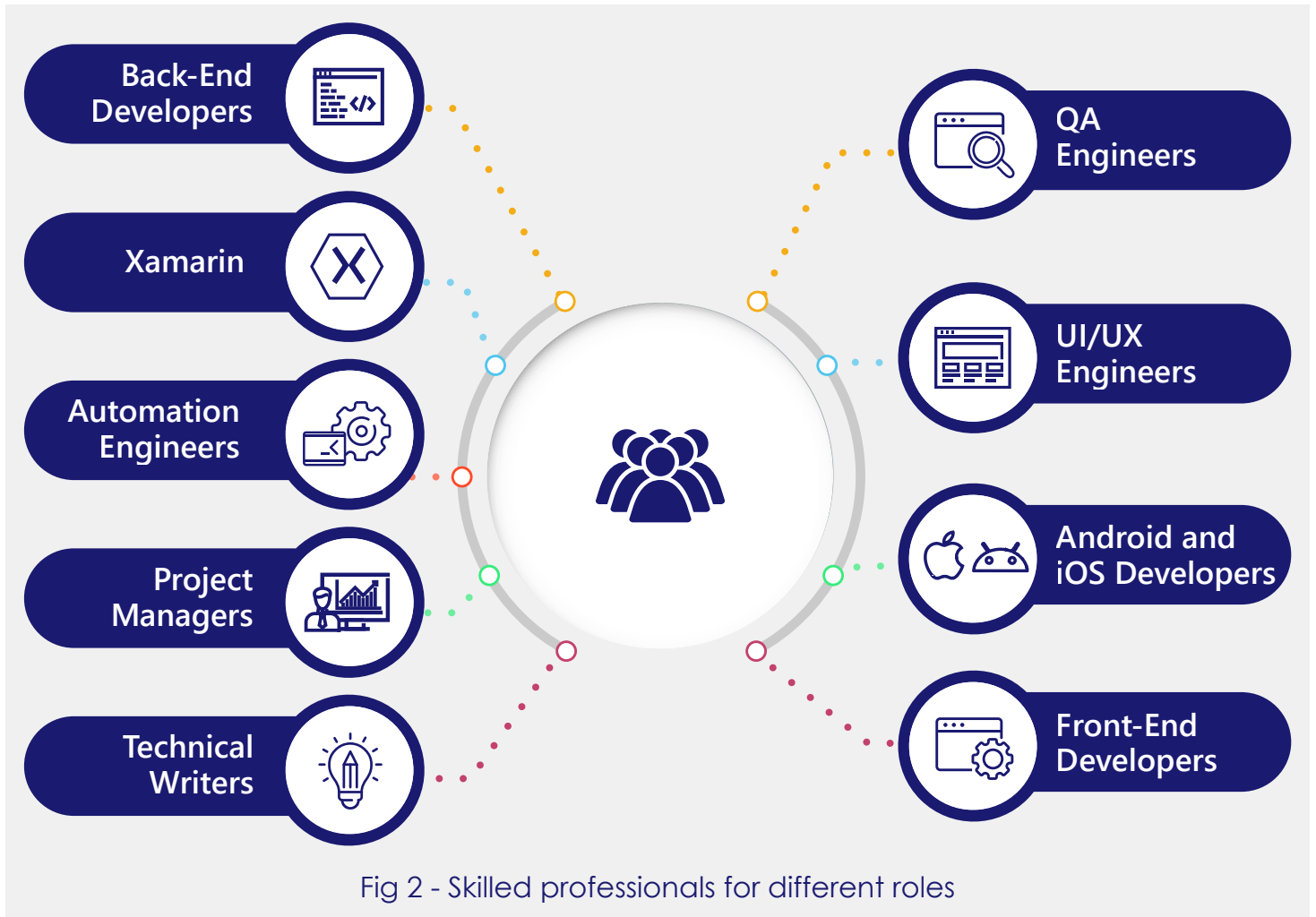# A Simple Model that Maximizes ROI

Born out of the necessity to help companies embark on multiple long-term projects, Softura's Dedicated IT Teams Model allow organizations to maximize their ROI without having to worry about building a team from the ground up. We've outlined the top 5 reasons why our maximizer, the Dedicated IT Services Team, is the best fit for those who need resources for long term software development projects with varying priorities and scope.



Fig 1 - Softura's Dedicated Teams Model

The figure contains:

**Business Challenges**

**Disruptive Technologies**

**IT Projects**

→ **Softura Dedicated IT Teams Model** →

- Reday - To - Start Full Stack Teams with Requisite skillsets and experience
- Streamlined workflows for operstional efficiency - Agile and DevOps
- Onshore-Offshore Blend for seamless communication

## Access to Out-of-the-Box Teams

Our Dedicated IT Teams Model gives you instantaneous access to full-stack teams. We already have the resources with the required skillsets and experience to form your team. For Small and Mid-Sized Enterprises (SME), our maximizer eliminates the need to have software development capabilities in-house.

Depending on the requirements of the project, you can simply "plug-in" an "out-of-the-box team" that comprises of:

Fig 2 - Skilled professionals for different roles

Then when your strategy changes, you can just "plug-out" the team to save on costs.

## Frugal Operations

Companies incur both fixed and variable costs in recruiting, training and managing teams in-house. Money that can be used as growth capital are often set aside to manage operations.

Our Dedicated IT Teams Model results in direct savings of operational expenses, especially when your core business is not IT or Software Development. Our onshore-offshore blended model provides all the right resources to bring your projects to fruition while keeping the costs down by taking advantage of the variance in salary between domestic and offsite resources with the same skillsets.

## Focus on Core Competencies

According to a 2019 study by Gartner, in the last four years, "90% of enterprises have experienced a turn that upset normal operations, such as severe operating cost pressures, political upheavals, leadership turnover, and adverse regulatory interventions." 2020 succeeded in introducing a new turn that has severely affected most enterprises on an unprecedented scale – the COVID-19 global pandemic. The study points out that there are two types of enterprises, 'fit' and 'fragile'.

In the current environment, 'Fit' enterprises come out ahead of such turns by focusing on building core competencies while staying agile. By design, the Dedicated IT Teams Model of outsourcing allows you to still pursue long-term growth projects outside of your core business without having to worry about resources when looking to quickly change directions - depending on the outcome.

## Embark on Growth Projects

Embark on projects that let you cut your teeth on disruptive technologies such as Robotic Process Automation, Artificial Intelligence, Big Data Analytics, and Industrial Internet of Things (IIoT). You might have in-house capabilities to develop applications in one of these technologies, but disparate skill requirements will make it difficult for you to simultaneously experiment with projects in all these areas. Simply put, to stay ahead of the competition, you cannot afford to press pause on innovation.

The Dedicated IT Teams Model provides you access to teams that have successfully delivered projects on disruptive technologies. You can define the requirements and as your partner, we will assemble the right team at the shortest possible time. This model works even if the scope of projects is not well-defined or if the projects are experiential in nature.

## De-risk Operations

Advances in technology happens at a pace which is hard to keep up with. For over 25+ years, Softura has been delivering IT projects for 1000+ clients across industries which helps us understand unique challenges and opportunities in every industry. Our resources continuously work on disruptive technologies which gives us in-depth understanding of the limitations and risks.

When you sign the master services agreement with us for our Dedicated IT Teams, rest assured that we have already identified the risks based on the broad scope of projects you wish to embark on and we have factored in risk mitigation as part of our proposal.

# " Staff Augmentation - An 'Extended Team' Approach that Unlocks Value

The pace at which technologies evolve and mature is accelerated by mounting uncertainties such as the current global pandemic. Companies with in-house IT capabilities do not want to postpone creating solutions to solve today's problems with the technology of tomorrow.

So, what could impede such forward-thinking companies from pursuing growth?

## Challenges of In-House IT
In pursuing Short-Term Projects

**Bandwidth**
Busy with prior delivery and support commitments

**Skill Gap**
Lack specialist skills

**Process Compliance**
Compliance requirements that limits exploring 3rd Party solutions/APIs

Fig 3 - Challenges of having an in-house IT team

Recruiting resources from the market is time-consuming and not cost effective. And ultimately the talent pool is often limited by geography. The solution? Outsourcing. The key to successful outsourcing lies in choosing the model that truly unlocks the most value and gives you the flexibility to aggressively pursue short-term opportunities.

Softura's 'Extended Team' approach to IT Staff Augmentation works best for companies with development capabilities, that have a pipeline of projects but are unhappy with the turnaround times, primarily due to lack of resources. Here we've identified the top reasons why our Staff Augmentation capabilities are an ideal solution for such companies.

## Availability of Resources

We already have a multitude of resources on hand ready to be assigned to your projects. All you need to do is define the required skillsets and skill levels. Here are some examples of specialty skill sets readily available:

- **Machine Learning (ML) Engineers – Python, Spark, and SQL. Experience in Natural Language Processing.**
- **Cloud App Developers and Architects.**
- **UI/UX Engineers – Experience and Interaction Designing Skills.**
- **Data Visualization – Power BI, Google Sheets, Tableau, Highcharts, Carto, Leaflet, GitHub.**
- **Internet of Things (IoT).**
- **Big Data Analytics – Python, R, Apache Hadoop, LINQ, Hive, Advanced Excel – Power Query, Power Pivot.**
- **Mobile App Development – Swift for iOS, React Native, Xamarin, Flutter, Qt, Unity 3D, Sencha.**
- **Programming Languages – C#, C++, Cobra, VB.NET, JavaScript, JSON, REST, XML, PHP, SOAP, Scala, Ruby, Typescript, SQL.**

## Rapid Onboarding

When you decide to partner with our IT Staff Augmentation team, you get instantaneous access to our comprehensive resource database that is continuously updated by our sourcing teams. You can screen, interview and shortlist candidates without delay. We also sign a Non-Disclosure Agreement with you guaranteeing that the intellectual property rights of the solutions you create are entirely yours.

## Seamless Integration into Existing Project Teams

Your Extended Team works as part of your local team, attending your regular meetings, and reporting directly to your staff. The resources you select will adhere to your established internal processes and procedures. We ensure that the organizational assimilation is seamless, both in terms of process compliance and adapting to your culture.

## Immediate Productivity

Your Extended Team will be adept in your preferred software development methodology or framework, be it Agile, Scaled Agile or DevOps. You can directly start assigning tasks to these team members with the confidence that they will be productive from day 1.

Our engagement with your organization begins by not only understanding your requirements but also your value systems, vision, goals and approach to projects. As your partner, we guarantee the following:

- ⊘ **Transparent Cost Structure – Your Extended Team will cost you less than what you would incur by recruiting, training, and managing resources yourself.**

- ⊘ **Access to the best resources that are aligned with your vision and work towards improving your Time to Market.**

- ⊘ **Provide you with the right resources for all types of projects – from assessment, prototyping to full-scale software development.**

- ⊘ **Adherence to confidentiality, intellectual property, non-competing, and non-disclosure requirements.**

To learn how Softura's 'Extended Team' approach to IT Staff Augmentation can unlock value your organization, contact us today.

# ❝ Project Outsourcing - Enabling Your Software Development Vision

'Gartner IT Symposium/Xpo 2020' analysts discussed top technology trends for 2021 and beyond. Some of these trends make a compelling case for reimagining software development in the context of building/-modernizing apps that integrate business systems, expedite time to market for your products, improve customer engagement and usher in process efficiencies.

### HYPERAUTOMATION
Hyperautomation refers not only to the breadth of the pallet of tools, but also to all the stepd of automation itself (discover, analyze, design, automate, measure, monitor and reassess).

### MULTIEXPERIENCE
Conversational platforms are changing the way in which people interact with the digital world, Virtual Reality (VR), Augmented Reality(AR) and Mixed Reality (MR) are changing the way in which people perceive the digital world.

### DISTRIBUTED CLOUD
Emphasis will be on enabling businesses to have their cloud services at close proximity and benefit from lower data costs, lower latency, and better compliance. This will also help organizations utilize the public cloud over managing expensive private clouds.

### INTERNET OF BEHAVIORS
IoB works on the premise that data can be used to monitor and change behaviors. With digitization becoming the order of the day, data that is extracted from both the physical and digital worlds will be leveraged to influence behavioral changes through continuous feedback.

### ANYWHERE OPERATIONS
Global dynamics are driving businesses to adopt an anywhere operation model. In the new normal of operations, Digital First - Remote First means businesses can deliver their products and services from anywhere in the world.

### AI SECURITY
AI creates significant new challenges for the security team and risk leaders with a massive increase in potential points of attack with IoT, cloud computing, microservices and highly connected systems in smart spaces.
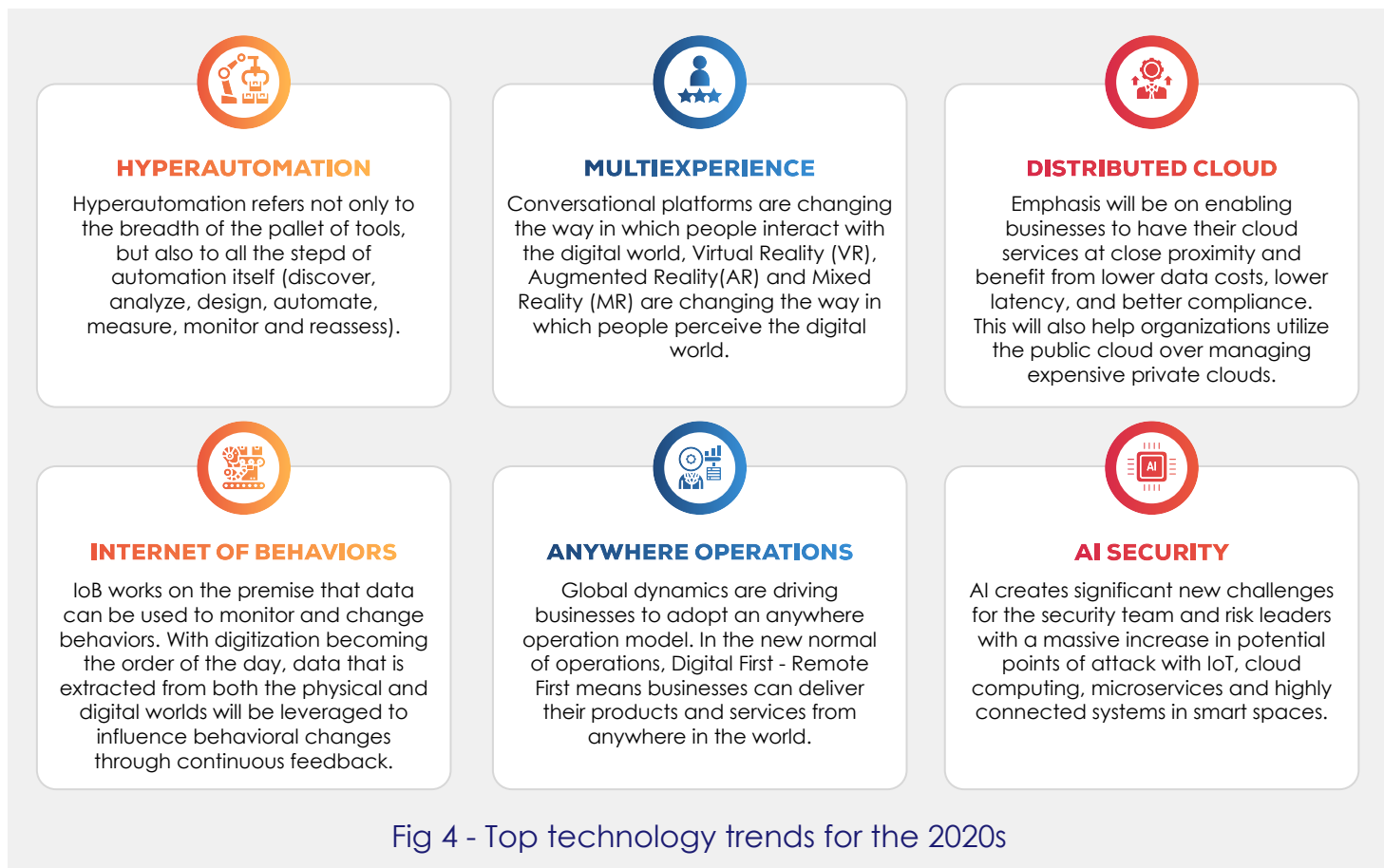
Fig 4 - Top technology trends for the 2020s

To exploit these opportunities, it is critical for companies to do a self-assessment on internal competencies mapped against business goals. Needless to say, recruiting from the market to build apps for the future will only frontload capex and delay ROI. Outsourcing is definitely the way forward but success depends on your ability to identify and work with a partner who can deliver applications faster and at a lesser cost than developing these applications internally.

## The Right Partner

Softura has delivered over 1000 projects in the last 20 years. We have partnered with leaders across industries and delivered complex architecture, applications and systems built on leading modern technologies.

Our proven track record as a trusted technology solutions partner for hundreds of mid-market and enterprise clients means we can consistently provide you with cutting-edge technology solutions that solve your most complex business problems - and drive your most important key outcomes.

Let us discuss the benefits of outsourcing end-to-end software development:

## Accelerate Digital Transformation

Digital transformation is key to offering unmatched experiences to customers but it is only possible if a company has invested in building a foundation of systems and processes. Outsourcing end-to-end development, be it custom application development or modernizing legacy applications, will fast-track the benefits arising from a digital strategy.

## Disrupt Without Getting Disrupted

Migrating to the cloud, building a mobile app to complement your enterprise application or leveraging RPA and Conversational AI to automate routine tasks by deploying digital workers, you need to plan ahead for a smooth implementation.

By outsourcing software development projects to a trusted partner like us, you insulate your business operations from being disrupted while we ensure that the applications we build for you are integrated seamlessly with your existing business systems.

## Thought Leadership and Best Practices

Our Practice Heads are subject matter experts who are pioneers in designing and implementing solutions built on cutting-edge technologies. Their contributions led to the development and adoption of some of these technologies by enterprise customers.

Having implemented solutions around these technologies across industries, we understand the challenges and opportunities that are unique to each industry. Outsourcing allows you to leverage the collective experience of a team that has delivered similar outcomes to your industry peers.

## Blended Development Model to Maximize Value

A right blend of onshore and offshore teams significantly reduces the project cost by taking advantage of the salary differences between two countries. While input from the onshore team is critical to design bespoke systems based on specific requirements, the actual development happens offshore where the team leverages agile processes to deliver applications that are of the highest quality within an optimum timeframe.

## Application Portfolio Management

Application Portfolio Management (APM) involves inventorying systems and creating a roadmap to modernize legacy systems and develop new applications to support business growth. End-to-end development assures companies of support throughout the application lifecycle:

- ⊘ **Business Analysis and Requirements Management**
- ⊘ **Project Management**
- ⊘ **Software Design and Development**
- ⊘ **Testing and Quality Assurance**
- ⊘ **Configuration, Build and Release Management**
- ⊘ **Support and Maintenance**



## Focus on Core Competencies

In uncertain economic conditions, it is prudent to focus on strengthening core competencies than investing in building additional capabilities in-house. Towards the end of last decade, the top priorities of a CIO were more operational in nature such as modernizing data centers, managing enterprise applications, evaluating cloud opportunities and implementing data security best practices.

Going forward, CIOs and CTOs need to transform themselves into business strategists focused on Speed, Security, Agility, Innovation, Automation and Insight. Outsourcing software development to a trusted partner enables you to focus on these priorities instead of having to worry about finding and managing resources for projects.

## " SDaaS - Pick the Model That Suits Your Development Needs

Every software development project is unique and technology and resource needs continue to vary in response to the dynamic technology landscape. Softura's Software Development as a Service allow you the choice of three proven engagement models, that can well align with your software development needs.



## Pick the Best Model for Your Development Needs

We understand that your software development needs may vary from time to time due to the dynamic nature of the technology We understand that your software development needs may vary from time to time due to the dynamic nature of the technology need evolves. Choose the model that perfectly aligns with your objectives!

# SOFTURA's ENGAGEMENT MODELS

| | Staff Augmentation | Dedicated Teams | Project Outsourcing |
|---|---|---|---|
| **Engagement Features** | | | |
| Engagement Scope | Not defined | Estimated | Pre-defined |
| Engagement Length | Low | Medium | Medium |
| **The Measure of Responsibility (Client)** | | | |
| Execution & Delivery Responsibility | High | Medium | Low |
| Client Involvement | High | Medium | Low |
| Tech Expertise | Required | Recommended | Optional |
| Project Management | High | Low | Low |
| Control | High | Medium | Low |
| **Other Factors** | | | |
| Communication | Daily | Frequent | Periodic |
| Team Scalability | High | Medium/High | Low |
| Flexibility | High | Medium | Low |

Discover, Design and Develop your next Custom Software with Softura. Reach out to our experts for a free consultation on how you can leverage our outsourcing platform.