



# Software Product and Platform Engineering

HCL ENGINEERING AND R&D SERVICES

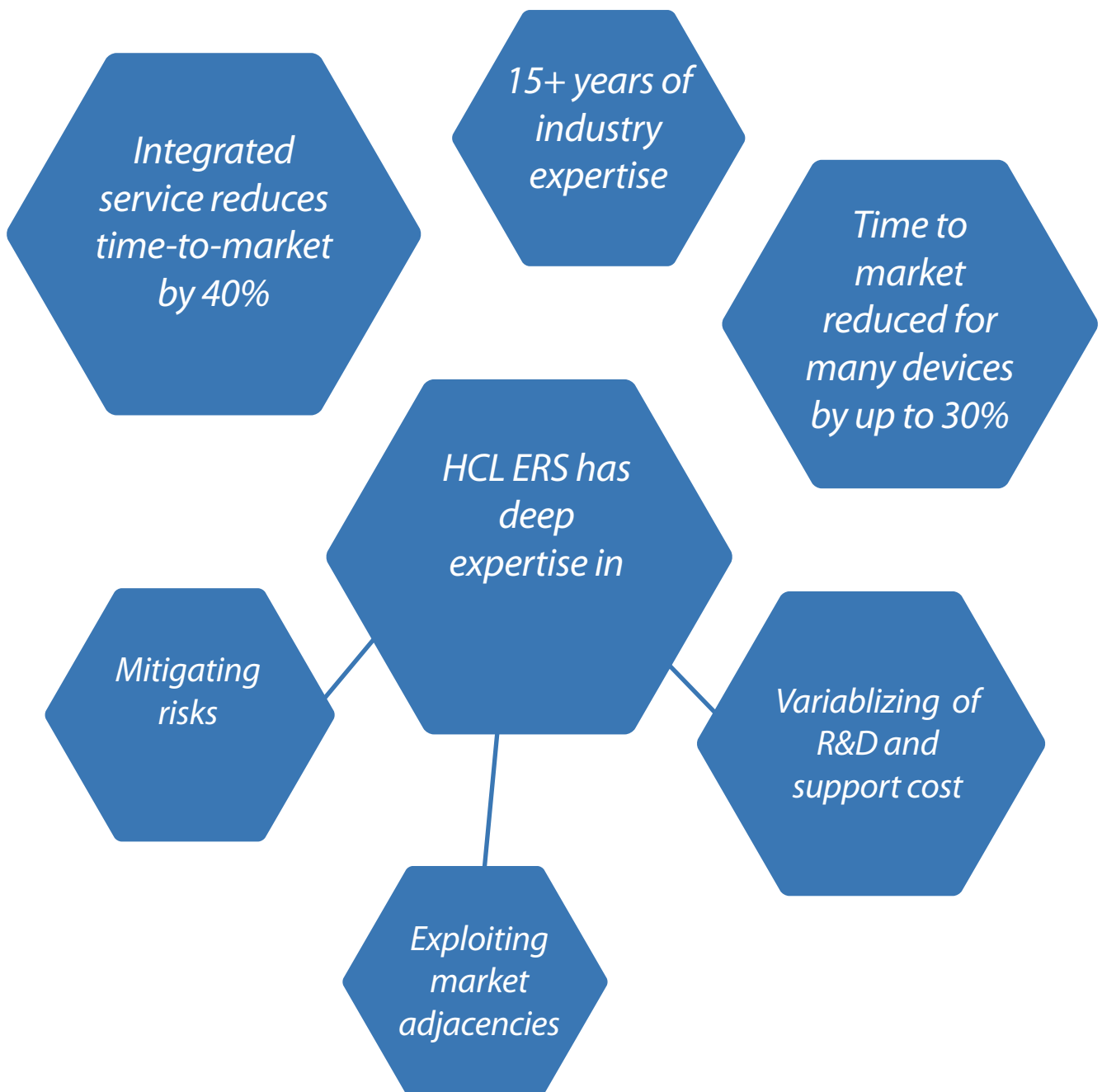
# Maximizing Product Potentials

## Software Product and Platform Engineering at HCL

The ever competitive software product industry continues to witness new technologies sweeping the market, heightened consolidation waves and a move to utility based software delivery through Software as a Service (SaaS) and Web 2.0 technologies. The increasing pace of innovation has in turn shortened the life cycle of software products. Visionary industry leaders have realized the importance of collaboration to stay competitive and have started building their global product development ecosystem to 'out innovate' competitors.

Against this background, Software Product Companies need more than just another offshore services vendor on a piecemeal basis to collaborate for success. They need a Strategic Partner who can share and execute on the product long term strategic vision. At HCL, we share the innovation and product strategy vision of our partners. We are fully committed in increasing the effectiveness of innovation while adding the right value in executing that vision and getting it right the first time!

HCL Software Engineering Practice taps into HCL's multi domain expertise, high impact services, investments in IPs and infrastructure and (r) evolutionary engagement model to help clients launch new products faster, manage unparalleled customer experience, enhance product lifecycles and exploit market adjacencies.



# IP/ Frameworks

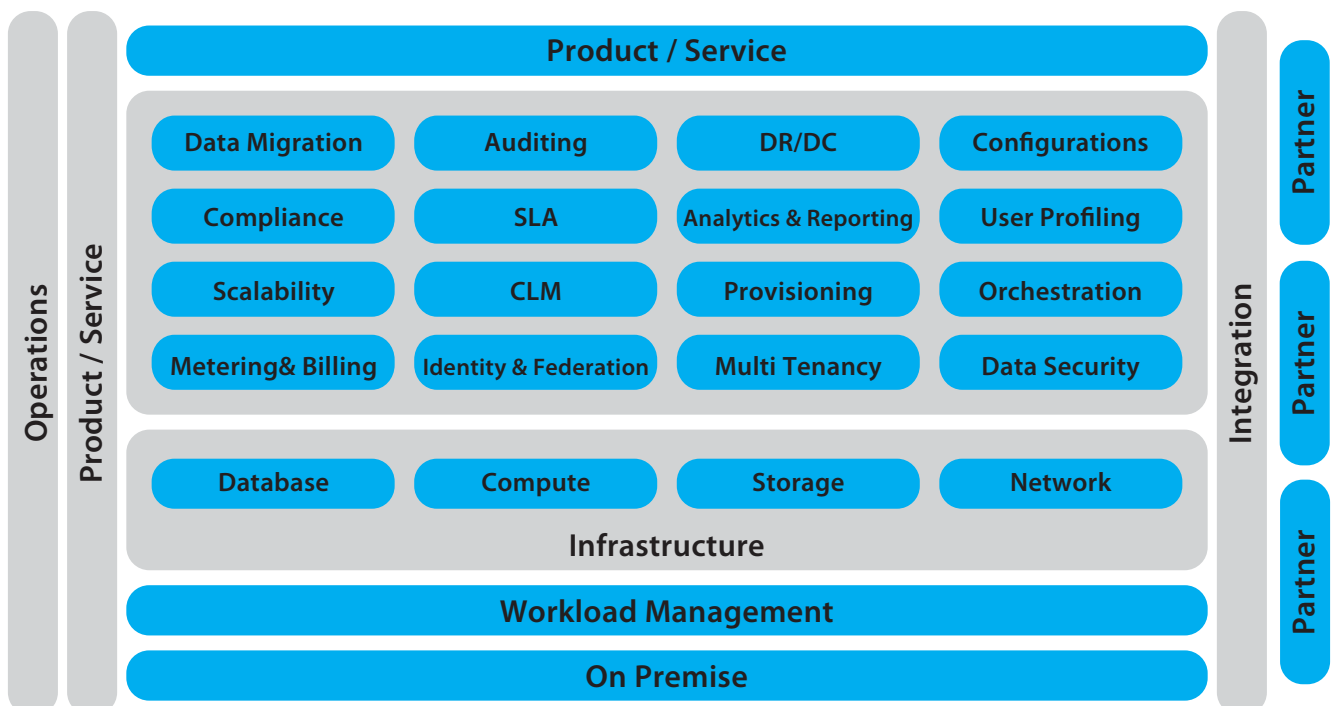
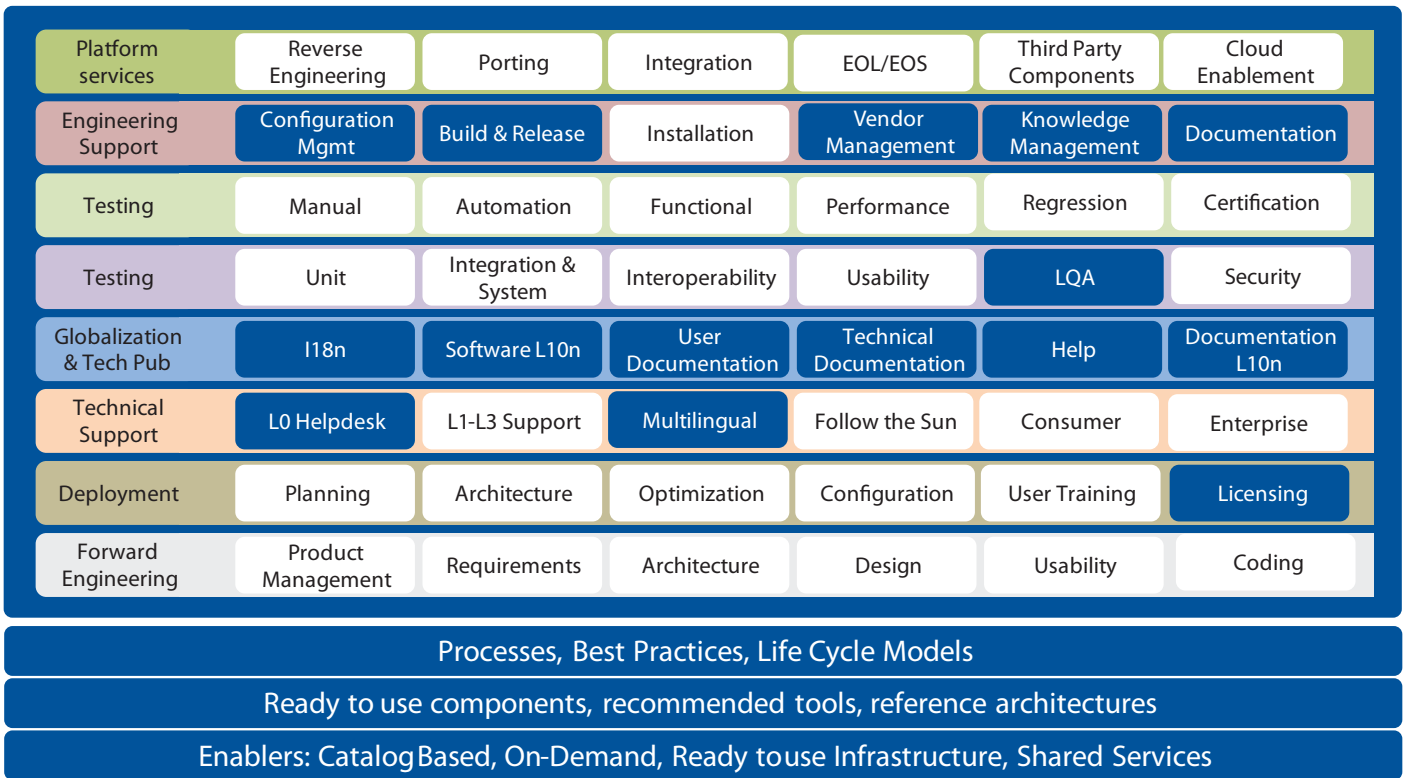
**ASSET** – Transition Framework for comprehensive and rapid product/process/tool knowledge transfer

**PMSmart** – Best-in-class SDLC project management tool for large scale and complex projects.

**aRKmedes** – Knowledge Management Tool for quick training of professionals. Reusable components

**T2ID** – HCL Training Organization: Along with aRKmedes enables rapid boot camp training

## Software Engineering Services



# e) 2 Engineering experiences

~\$ 50 Billion product revenue enabled over last ten years for our customers

Industry leading recognition by Gartner, Forrester, IDC, TBR and Frost & Sullivan

1250+ patents filed, 20+ Engineering Out of the Box Solutions

Delivery Expertise across 4 continents and 100+ development centres

#1 ESO provider from India, fastest growing, 500 basis point market share gain in 3 years

## Experiences Engineered for our customers

- 1 For a Leading IT Security Product Vendor, developed End to End next generation ecommerce platform to drive future growth across all segments and achieve revenue parity with existing store-front.
- 2 For a Global Leader in Enterprise IT Infrastructure, developed Platform that would seamlessly integrate Distributors, Sales channel Partners, Payment partners & Simplify the re-ordering process. HCL delivered complete platform development monitoring and re-ordering solution on a risk reward business model. HCL delivered a on its own platform.
- 3 For a Leading Media & Entertainment Conglomerate, worked on to rationalization of digital platform, standardization of processes, modernization of infrastructure & technologies to reduce capex and opex. HCL delivered Centralized functions, Standard delivery mechanism, blended sourcing model, integrated dispute and communication tools enabling a Collaborative and innovated operating model with 2 Billion + Assets Supported across 300+ digital properties.
- 4 Setup a complete organization which could speed the development & deployment process on a risk reward model. roduct engineered across 4 continents leveraging the best of skills from all over the world. The product was released in 8 languages over multiple mediums and all channels of deployment & partner enablement were covered
- 5 Extended R&D group to 2 of the 5 development centers globally. Over 20 Innovation programs running in parallel. 27 prototypes in 12 months 12 Patents registered, Business created with a Billion Dollar potential in 3 yrs, Largest Innovation partnership deal in India.

 Hello, I'm from HCL's Engineering and R&D Services. We enable technology led organizations to go to market with innovative products and solutions. We partner with our customers in building world class products and creating associated solution delivery ecosystems to help bring market leadership. We develop engineering products, solutions and platforms across Aerospace and Defense, Automotive, Consumer Electronics, Software, Online, Industrial Manufacturing, Medical Devices, Networking and Telecom, Office Automation, Semiconductor and Servers & Storage for our customers.

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