Dedicated ODC for E-Commerce Product Development and Support

Industry: E-Commerce
Project Size: 300 Person Months
Delivery model: Offshore
Process Outsourced: Level 1, Level 2 , Level 3 Product Support

Technology Used:
• Visual C++

Tools Used:
• VS.Net

Key Requirements:
• Enhance Product
• Support customers all over UK
• Seamless extension of customer's UK operations
• Flexible resource base to handle spikes
• Develop an Offshore Product Knowledgebase

Customer:

Qatalys' Customer is a UK based company focused on developing leading edge e-commerce software and providing out-of-the-box solutions for Small and Medium Enterprises who would like to sell online.

History:

If you are an e-commerce software developer and solutions provider, how much more would you like to focus on business development and developing solutions in newer technologies than on product and customer support? I bet the answer is 100%, provided you are able to find a reliable partner who will offer product and customer support services just the same as you would, ie., ensuring quality and consistency. What's better than finding a partner who can not only offer technical support for developing the new e-commerce products you launch, but contribute towards building strong customer relationships and provide feedback that will positively impact the advantage your future products have in the market.

Situation Presented to Qatalys:

Qatalys' Client would like to increase their focus on product development, to address the growing market in the UK. The Client would like to reduce time spent on activities like bug fixes, product enhancements and product patch development whilst improving time-to-market on these activities. While maintaining full control of the product development effort, Qatalys' Client would like to outsource certain processes to a highly skilled resource pool.

Key Challenges:

• Build product expertise and process understanding
• Seamless transition of maintenance and customer support processes
• Coordinate with the distributed team on technical issues and product builds, i.e., managing work packets, quality assurance, version releases and management, etc.
• Keep track of multiple versions of the product customized, and provide support as per SLA provided to each customer.

The Qatalys Solution:

For the UK based e-Commerce Client, Qatalys offered an ODC providing an end-to-end product enhancements and support framework. Backed by its offshore technical experts, Qatalys significantly reduced TCO of product development and support. Qatalys also maintained a variable headcount for scalability whilst enhancing product reliability and functionality.

The Qatalys Advantage:

• Qatalys set up a dedicated facility - supported by Qatalys infrastructure and dedicated communication facilities - at its own offshore center in India.
• Qatalys' certified project management expertise was leveraged to set-up a configuration and version management process for managing the warranty support agreements, including Level 1 and Level 2 Support.
• Standard Operating Procedures followed by the customer were also established.
• The dedicated offshore center was then connected seamlessly with knowledge-bases and collaboration management tools used by the client. This provided the client with access to knowledge gathered by support personnel, thereby assisting them in product development.
• Early stage concept development and prototyping was done at significantly low investment due to Qatalys experience in taking abstract concepts to market
• Qatalys technology practice enabled building a sound architecture for the concept-that was scalable and flexible
• Qatalys continues to be an effective contributor, by enhancing product responsiveness and bettering customer relationships for its e-commerce Client in the UK, even today!