

## PRODUCT DEVELOPMENT – CASE STUDY

### **SERVICES OFFERED:**

Internet Solutions —Content Extraction/Crawling, Online widgets & internal tools development, GIS and Data Analysis, End to end testing of range of products.

### **CLIENT INFORMATION:**

Global leader in Internet Search, web ads and web applications.

### **BACKGROUND:**

- Offers software solutions and products on Internet search, cloud computing, and advertising technologies.
- Manages disparate teams across the globe with multiple vendors.

### **PROBLEM STATEMENT:**

- Proposal requested for centralizing the vendor management process to accentuate the business decisions into delivery, quickly & efficiently.
- Client wished to consolidate the array of vendors into few specialized strategic R&D partners, to achieve the above objective.
- Wanted to setup strong teams in web application and internal tool development. Needs specialized resources with latest Internet technology skill sets to ramp up in short term.

### **SOLUTION SUMMARY:**

- We were selected as one among the four finalists based on merits of past program execution credentials.
- Our associates mastered the proprietary tools of the client, and further developed new tools for various services.
- We introduced new processes to improve & enhance accountability and productivity in the field of content extraction.
- The productivity in the content extraction team improved by little over 100% and the process improvements lead to a 15% reduction in product testing efforts.
- We successfully delivered 50+ gadgets and developed workflow management tool that helps different departments within the organization to work collaboratively.