

Prodapt.

Reimagine. Products.

Create product differentiation
and supercharge revenue growth.

The key ingredients connected platforms and
software product (CPS) firms must consider to
stay ahead of the curve.





Reimagine. Products.

Explore new opportunities enabled by emerging Cloud, Data, Artificial Intelligence, and Network technologies!

In an industry driven by constant change and innovations, connected platforms and software product companies have created tremendous value. Its innovations fuel the digital world, connecting people, things, devices, and networks.

Connected platforms and software product (CPS) companies need to overcome four significant challenges:

- Improving the innovation speed - bringing innovative and differentiated products and features faster to the market
- Analysing large amounts of siloed data sets to understand customer preferences and behaviours, develop customer-centric products, and continually improve customer experience
- Increasing the efficiency of product development and engineering processes while keeping costs under control
- Gaining access to new markets, extending the reach, and accelerating revenue

What key ingredients should the connected platforms and product companies consider to gain an edge?

01

Engineering & Technology innovation

02

Data Analytics & AI on Cloud

03

Strategic Network & Infra Ops

04

Multi-cloud and marketplace

01. Engineering & Technology innovation



Deal with technical debt

Older companies often stick with a few aging products, still generating more significant revenue streams. These products often carry technical debt, such as legacy technologies with design limitations and obsolete, complex, and buggy code that hamper continuous innovation and modernization. Build a modernization roadmap to adopt the most modern, scaled cloud-based architecture, enjoy the benefits of modern architectures, stay relevant and gain a competitive edge. As this is a massive effort, centre your modernization efforts only on faster growth and strategically important products and markets.



Implement agile tools and methodologies

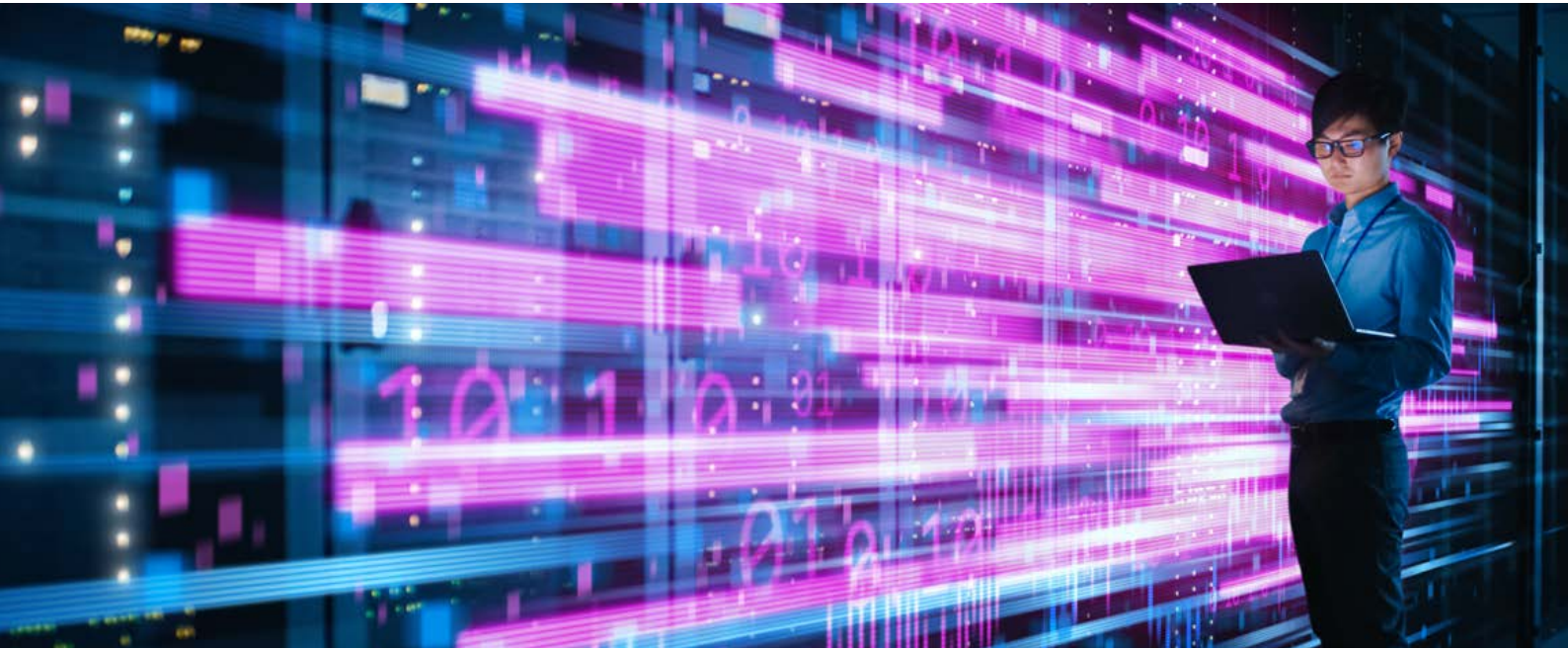
Implementing agile tools and methodologies in product development significantly reduces development time and cost. While traditional DevOps applications offer speed, scale, and functionality, they often lack robust security. Transform traditional DevOps to a best-in-class DevSecOps enabling security across software development and deployment lifecycle.



Focus on Automation

Automate everything from code review to deploying changes to monitoring services. Move to modern, automated applications development and deployment methodologies and processes such as DevOps, DevSecOps, and SRE that strongly focus on automation. Implement test automation frameworks that could automate thousands of quality checks before any change is deployed. This would accelerate innovation and enable easier, frequent product updates.

02. Data Analytics and AI on Cloud



Data analytics and AI

Companies need to harness the power of analytics, and Artificial Intelligence (AI), to uncover hidden insights from vast amounts of data and improve data-driven decision-making. Use data analytics and AI more comprehensively to realize use cases such as

- Analysing and predicting customer preferences and behaviours. Incorporating such data into the design process would help in developing customer-centric product features, personalised products, and product differentiation
- Optimising product development processes and design
- Validating products and services
- Continually measuring and monitoring diverse data sets such as product performance data, field data, customer usage data, device data, etc.

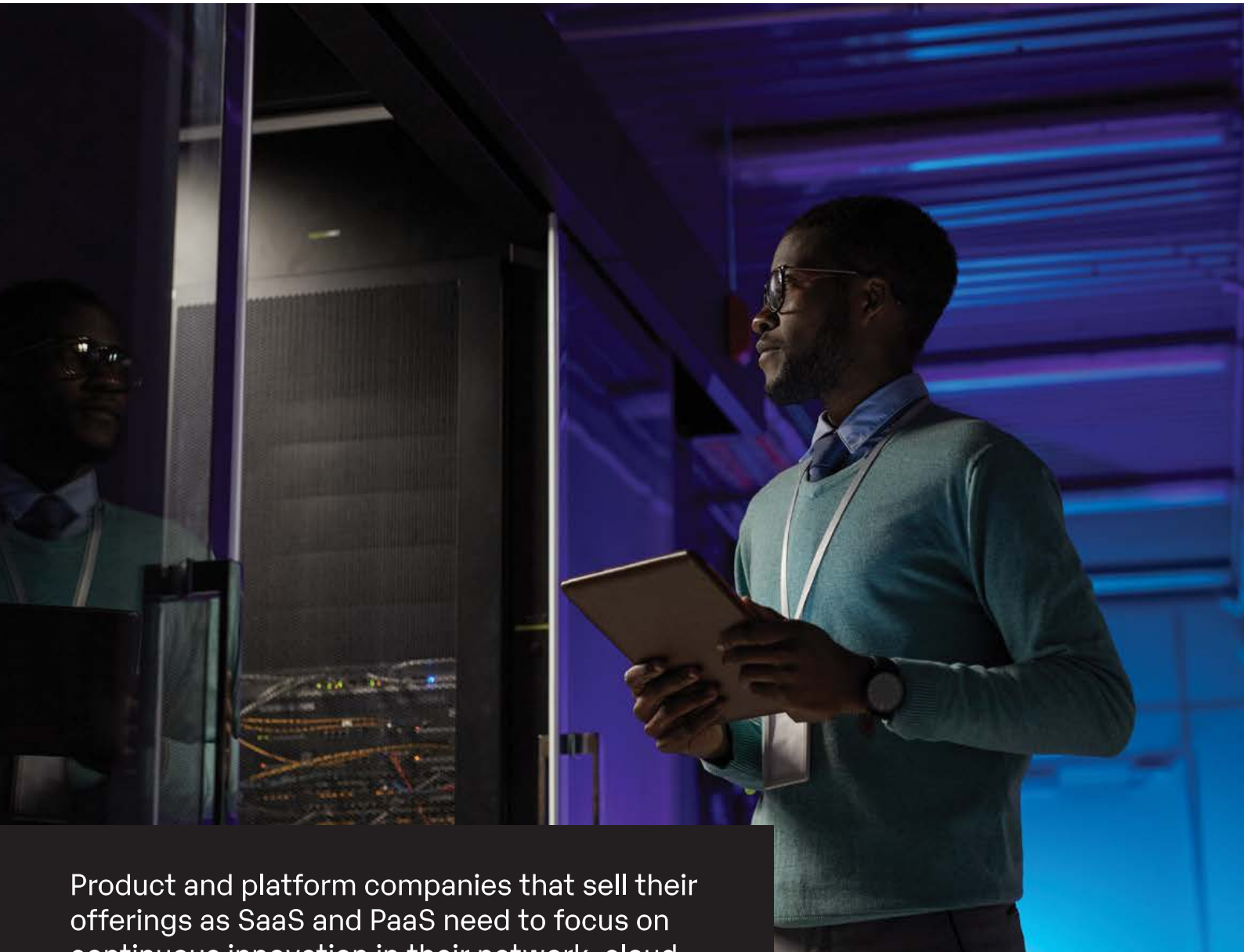
- Implementing customer analytics and social listening solutions powered by AI, advanced analytical techniques like Natural Language Processing (NLP), and deep learning to gain even deeper insights into customers, to understand not just their usage patterns but also better predict what they want in the future
- Monitoring, predicting and improving the quality of service and experience



Scalable & modern data platform

Data residing in multiple siloed systems can hamper decision-making. Build a futuristic cloud-native data platform with fully-integrated, flexible data models to gain actionable business insights into the product lifecycle.

03. Strategic Network & Infra Ops



Product and platform companies that sell their offerings as SaaS and PaaS need to focus on continuous innovation in their network, cloud (public/private), and data center infrastructures. Ensure your global network is reliable, updated, secure, and operating at the speed of your customer needs.

- Shift to proactive 24/7 automated NOC - Proactive network operations, meeting SLAs, FCAPS, incident/patch management
- Improve network efficiency and profitability by scaling network automation use cases – AI/ML-based predictive operations & Assurance, Network testing
- Leverage a managed services partner to continually enhance network efficiency, security, performance, control, user experience, KPI & KQI

04. Multi-cloud and marketplace

Leverage Hyperscalers' infra investments to expand the reach and accelerate revenue.



The current hypercompetitive growth market offers an excellent opportunity for software products & platforms companies' growth. Companies looking to accelerate their innovation, revenue, and time to market should consider onboarding their products to the cloud and adopting a multi-cloud and marketplace strategy. Products on the cloud can scale much faster, reach global customers, and deliver a significantly higher quality of service at lower costs.

With Hyperscalers heavily invested in their global infrastructures, you no longer must build the entire infrastructure stack to develop and deploy new products and solutions. Instead, you can leverage the infrastructure stack of Hyperscaler and deploy your product/application faster. Leveraging the value of a multi-cloud infrastructure is critical for product differentiation and revenue acceleration. Companies must identify the most effective and secure cloud migration method



Simplify the cloud migration journey with the right tools and frameworks

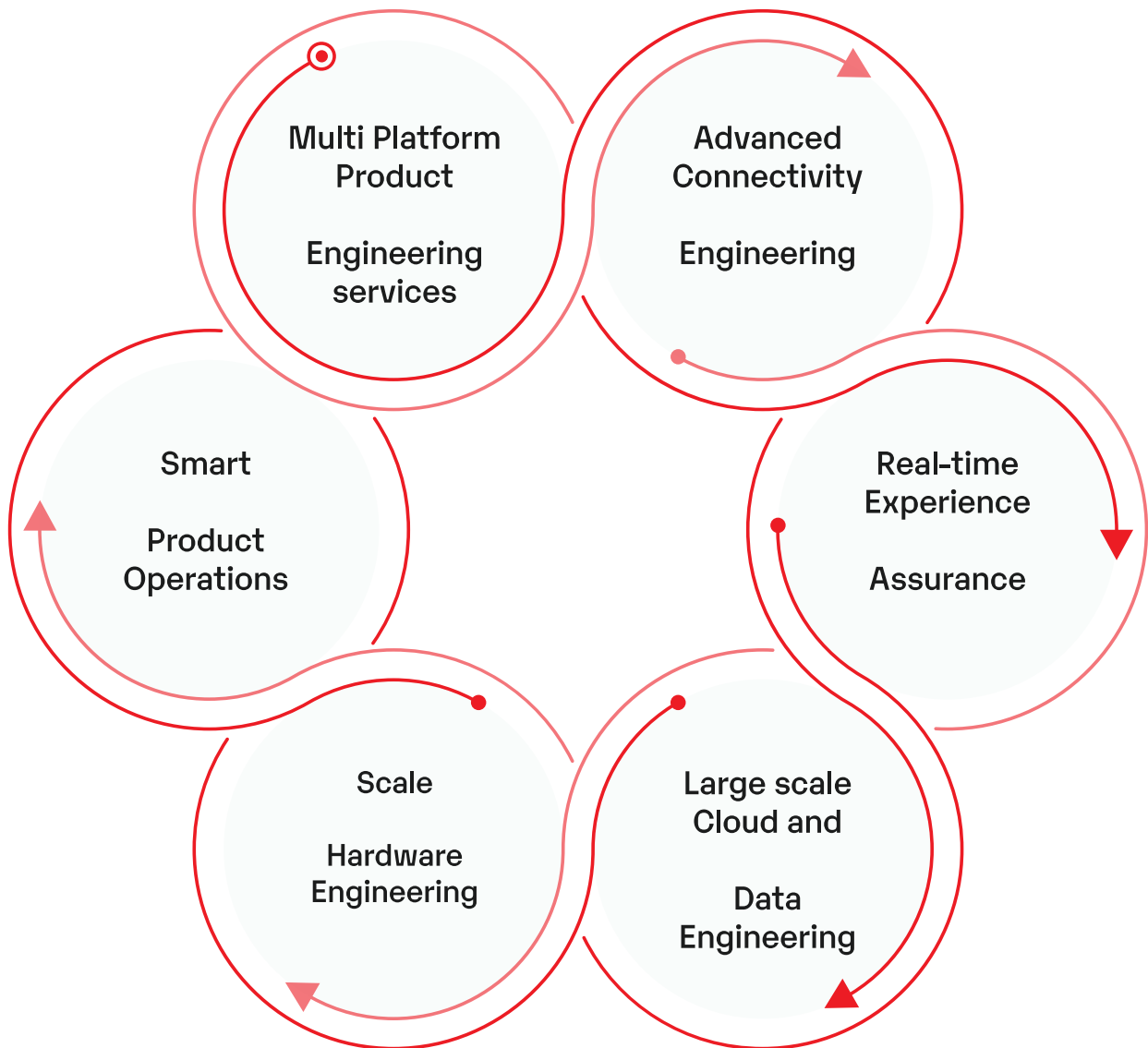
Most Hyperscalers offer modern tools, enablers, and best practices to implement or migrate your product to their Cloud infrastructure quickly. Assess the right tools and frameworks to simplify and accelerate your cloud migration journey, covering workload migration, database migration, data migration, data transformation, etc.



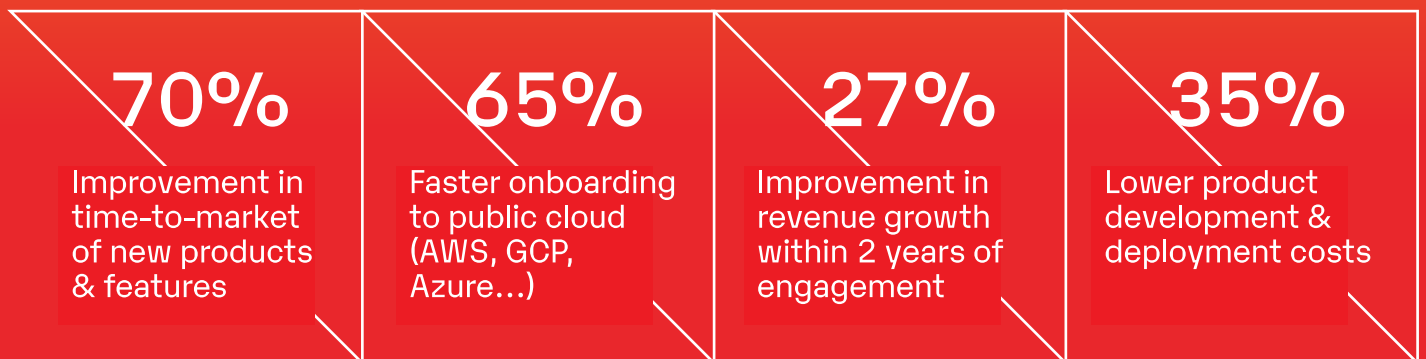
Access new markets, extend your reach, and accelerate revenue

Cloud marketplace offers product companies the ability to expand their market reach and accelerate revenue rapidly. With Hyperscalers offering their marketplace focused co-sell options, the visibility and reach of your product in new markets would grow multi-fold.

Prodapt enables leading connected platforms & product (CPS) firms to **innovate, differentiate, and accelerate revenue globally.**



We deliver business outcomes such as -



Get in touch to discuss how to differentiate your products and accelerate revenue!

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About Prodapt

Prodapt has a singular focus on the Connectedness vertical. Prodapt partners with the leading creators of our hyper-connected world. Prodapt's customers range from telecom operators, digital/multi-service providers (D/MSPs), technology and digital platform companies in the business of Connectedness.

Prodapt builds, integrates, and operates solutions enabling next-generation technologies and innovations. Prodapt services global leaders including Google, Facebook, Amazon, Microsoft, AT&T, Verizon, CenturyLink, Adtran, Vodafone, Liberty Global, Windstream, Virgin Media, Rogers, Deutsche Telekom, among many others. Prodapt's customers help more than a billion people, and five billion devices stay connected.

Prodapt is A Great Place to Work certified company with a workforce of over 7500 domain experts across 32 countries spanning the Americas, Europe, Africa, Asia and Australia.

Prodapt is part of the 120-year-old business conglomerate, The Jhaver Group, which employs over 30,000 people across 80+ locations globally.

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