

Product Engineering

Client

Specialized in manufacturing sales and aftermarket operations.

Business challenge

The client was looking for technology expertise, industry experience, thought leadership, and economy to scale to develop a product offering suite geared towards growing manufacturing aftermarket sales. The client needed technology thought leadership to implement their business vision, but faced several challenges:

- Needed outside resource product engineering expertise
- Lack of infrastructure, expertise, and resources hindered product development
- Lack of an execution roadmap prevented product development and evolution

Approach

Built a fully functional dedicated team to provide full product ownership, technology leadership, and development transparency including predictable annual budgets:

- Helped conceptualize product development and crafted a roadmap based on the client's business vision
- Streamlined all product engineering activities while developing a full product suite
- Specific focus was put on agile business to support revenue generation amidst fluctuating market conditions
- Provided full cost transparency with periodic reporting and expense approvals

Results

The combined team quickly grew to 40 resources with complete technology development ownership for key products and is on track implementing the client's business strategy:

- Successfully implemented product suites for USA and European customers with the predicted schedule
- Creative technology solutions led to automation tool development, reducing implementation costs by 200%
- Gained access to a reliable technology leader and developer resource pool, resulting in more effective product strategy execution

Business benefits

- Cost reduction through creative technology solutions
- Improved efficiency by using our talent pool, infrastructure and expertise

ThoughtFocus is a US based, privately held consulting, software engineering and business process management firm with offices in the US, India and the Philippines. We help clients in avionics, education, financial and insurance services, manufacturing, payment and loyalty solutions industries with their key business and technology challenges.

ThoughtFocus is a Blackstone Innovation Fund portfolio company.