



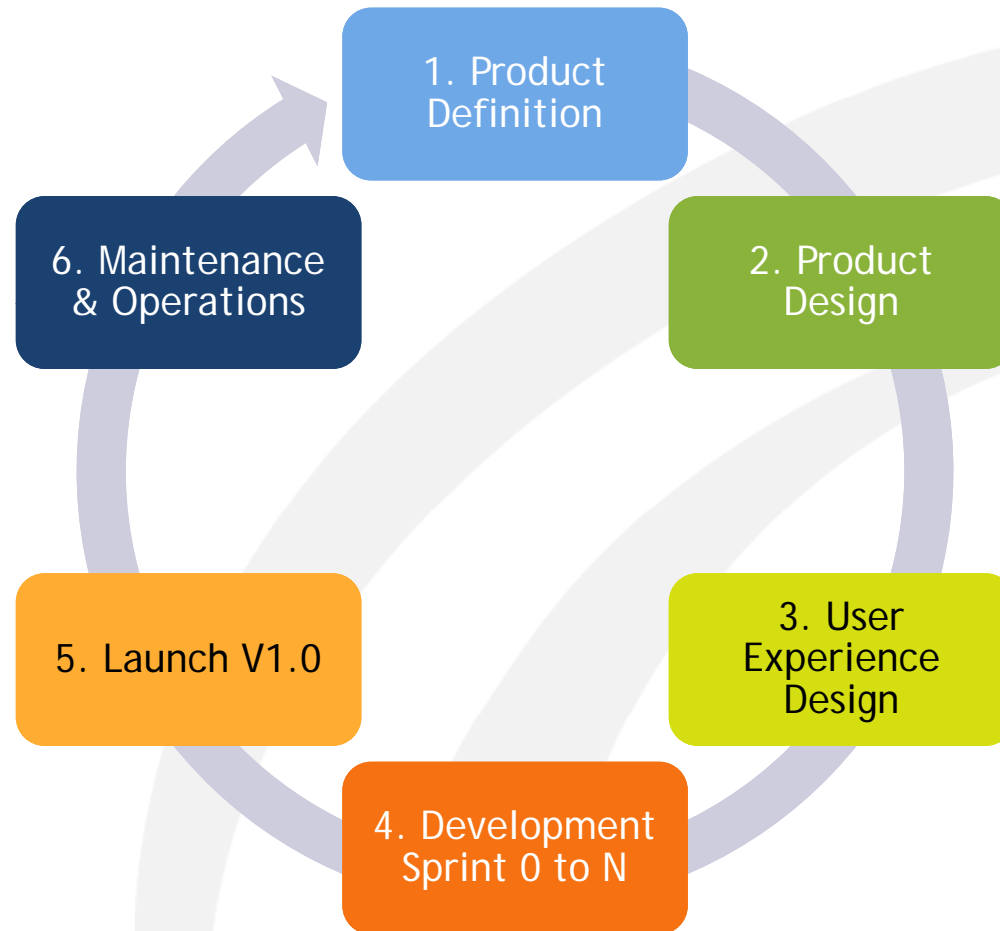
Agility in On-Demand
Product Development

SaaS Enablement Engagement Model

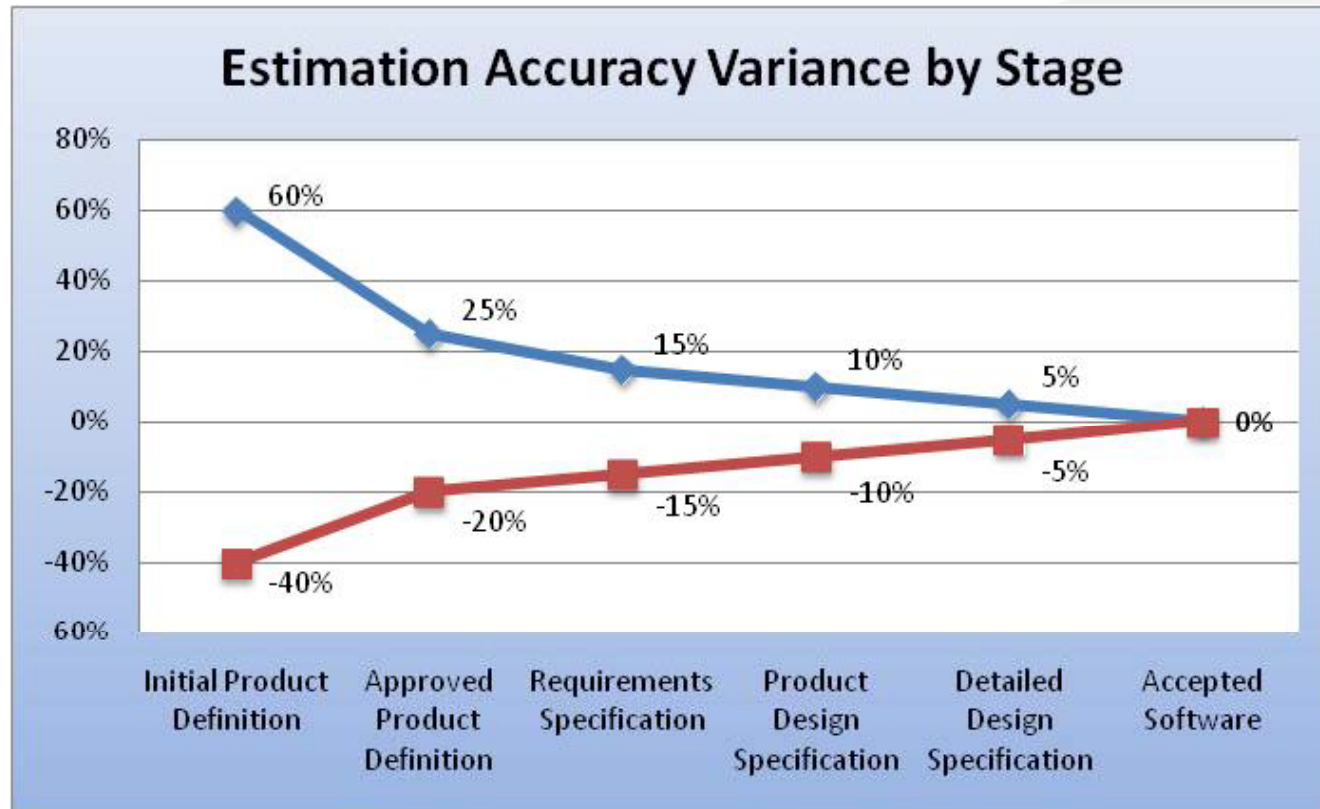
Presentation Overview

- This is a Basic Engagement Framework
 - » Actual engagements will vary to meet needs
 - » Activities and deliverables listed
 - » Based on Agile Project Management
- Assumes new product development
 - » Full product development cycle
 - » Each element of the cycle can stand alone as a spot engagement
 - » How much application development needed?
 - May require more or less depending on components selected

Engagement Model

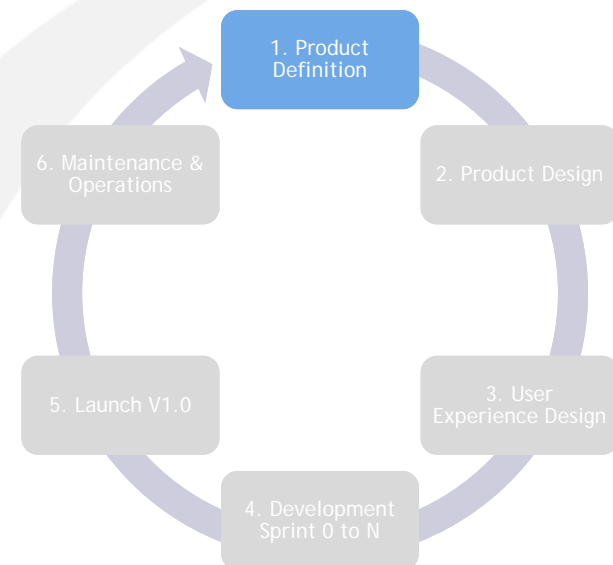


Effort Estimation Accuracy



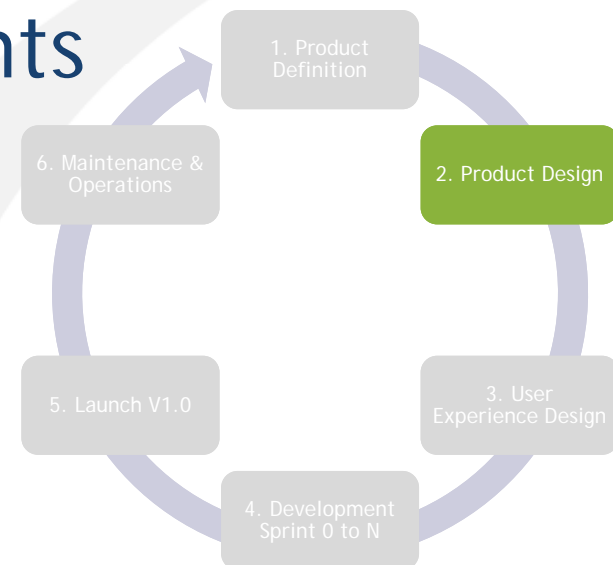
1 - Product Definition

- 2-4 weeks
- Product Positioning
- User Profiling
- Business/Revenue Model
- Product Roadmap
- Operations planning



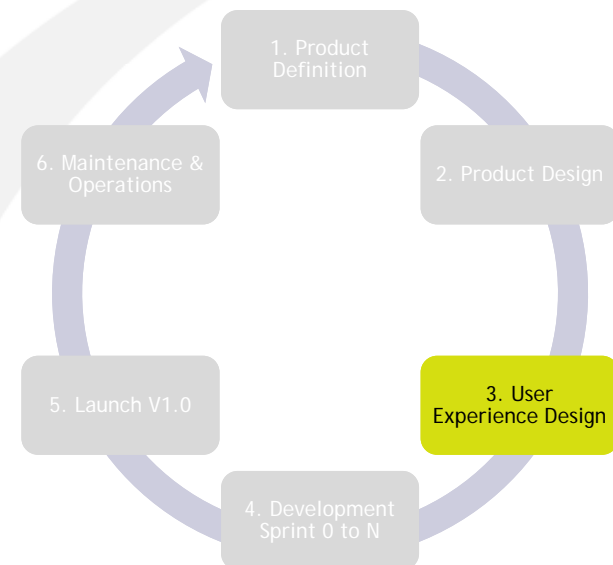
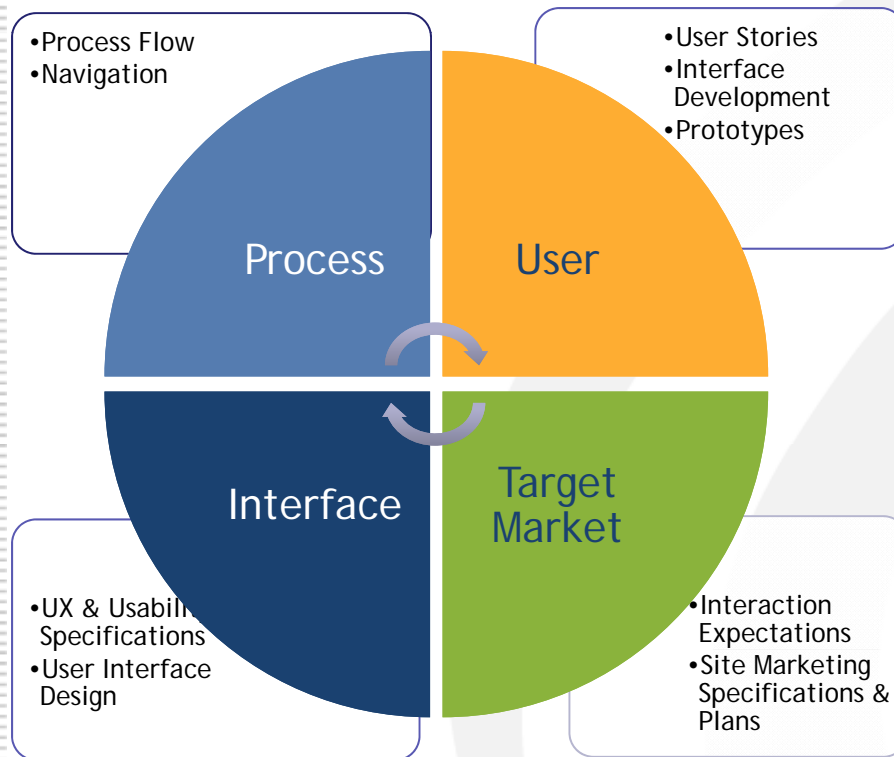
2 - Product Design

- 2-4 weeks
- Migration Assessment
- Technical Design
- Service/Component Provider Selection
- Functional Requirements



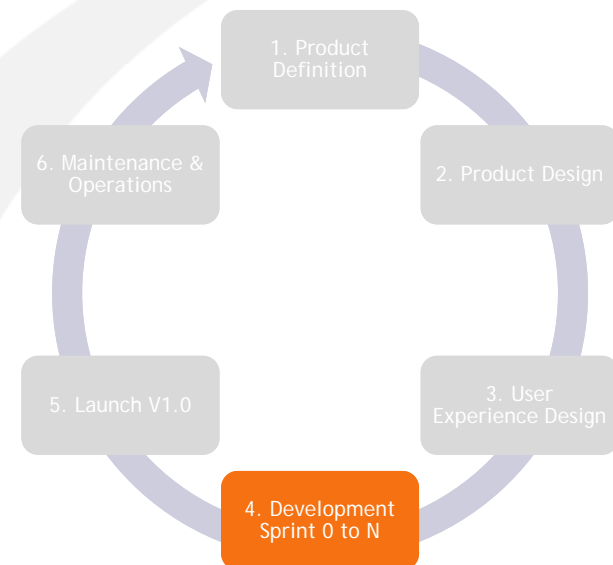
3 - User Experience Design

- 2-4 weeks
- SUM of all user interaction, perception, and interpretation of your product



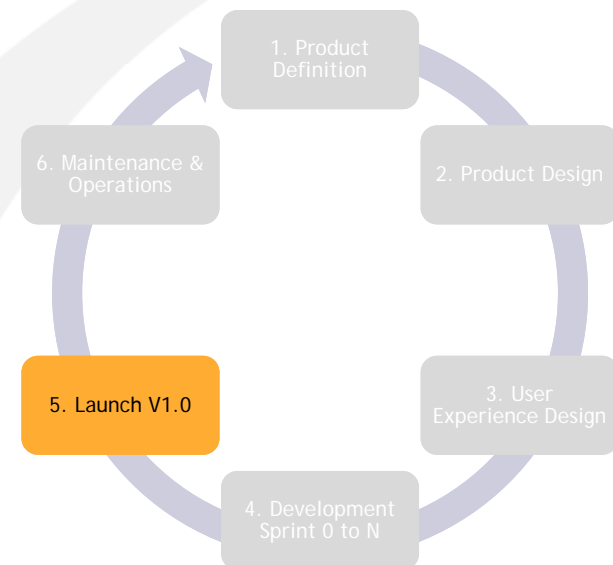
4 - Development

- 3-6 months
- Agile Delivery
 - Iterative Analysis, Design, Development, QA, Acceptance Testing
- Daily Communications
- Full Team
 - BA, Dev, QA, IT
- Flexibility to adapt



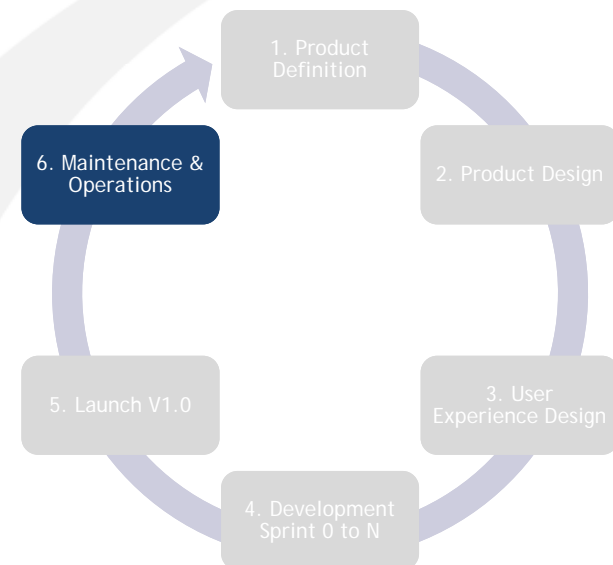
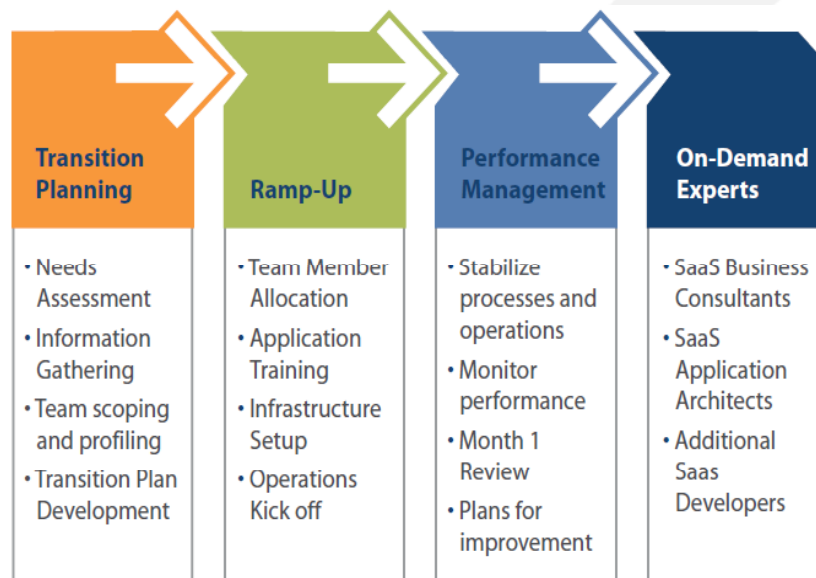
5 - V1.0 Launch

- Optional Beta
- Prod Environment Shakedown
- Full Regression Test
- Go-live Support
- Rapid Issue Response



6 - Operations & Maintenance

- Application Maintenance
- Ongoing Enhancements
- Customer Support
- Infrastructure Management
- Performance Tuning





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