

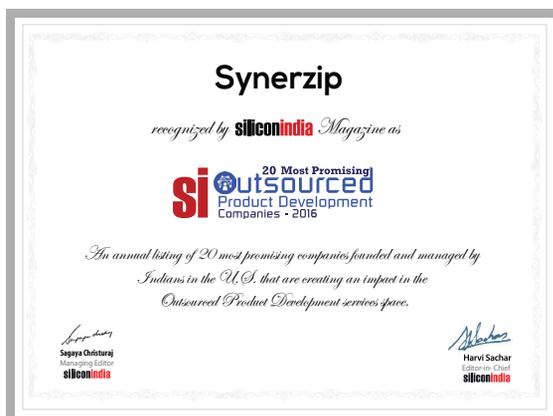
20 Most Promising Outsourced Product Development Companies- 2016

Outsourced Product Development (OPD) has been in place for some time now, with companies having overcome the initial hiatus to embrace this new trend. The pace at which companies need to bring their products to market today requires a newer model than the traditional outsourced software development on a time-and-materials basis. Whereas traditional software outsourcing was done by companies whose core competency was not in writing software. A new wave has recently arrived where even the software product development companies are now looking out for coalitions or partners who can manage their product development offshore.

Quite often, it is simple to decide what and how much of a company's product development services should be outsourced. However, it is rather difficult to decide to whom

it should be outsourced. Evaluating a vendor becomes crucial, that too given the critical task of product development, which requires superior capabilities, and years of expertise.

To guide the companies in evaluating the right OPD vendors, we bring to you the list of "20 Most Promising Outsourced Product Development Companies" in this edition. These successful companies ensure austere adherence to the practices of product designing, development, implementation, and management. The list was compiled by an eminent panel comprising of proficient Indian CEOs & CIOs of public companies, VCs, analysts, and the siliconindia editorial board. The listing provides an insight into the OPD market so that you can gain a competitive edge of which are the most promising companies to watch out for and how they shape against the competition.



Company:
Synerzip

Description:

Offering in-depth expertise in Agile software product development to venture funded small or mid-sized software organizations.

Key Person:

Hemant Elhence,
Founder & CEO

Website:

synerzip.com

Synerzip

Growth in Silicon Valley Combined with an Inventive Software Development Approach

An Agile process comes with the advantage of early and incremental deliverables, timely user involvement and continuous quality checks—all of which mitigates risks inherent in software development projects. However, CTOs often face the challenge of transforming software organizations to entirely follow Agile practices. “Few organizations might be able to follow Agile software development processes, but at a superficial level that usually does not create a better product, which is whole-heartedly adopted by the intended users,” begins Hemant Elhence, Founder and CEO of Synerzip. Moreover, the Agile method may help build better software but does not necessarily define the right software to be built, which led to the introduction of Lean Startup principles.

Headquartered in Dallas, TX, with presence in Silicon Valley, CA, Synerzip follows Agile methodology with Lean Startup principles, offering in-depth expertise in software product development process to venture-backed small and mid-sized software enterprises. Due to the company’s recent growth in Silicon Valley, Synerzip was ranked by Inc. Magazine on its annual Inc. 500|5000 award for the 5th consecutive year. Synerzip is a dual shore—U.S. and India based—outsourced product development (OPD) company with Agile software development expertise to help organizations scale-up their engineering operations in a capital efficient manner.

“Our dedicated software team is tailored for each client needs, combined with the required skills, including mobile, cloud, big-data analytics and enterprise software,” says Elhence. With focus on delivering cutting-edge technology, Synerzip consistently leverages the newest technological trend—MEAN (MongoDB, Express, Angular and Node) stack while developing software applications for organizations. By using the MEAN stack, Synerzip brings best-of-breed combination of proven JavaScript tools and empowers clients with a team that can perform both front-end development as well as back-end database development, following the same programming language, JavaScript. “We hold expertise on MEAN stack and allow developers to do end-to-end full stack development and become cross-functional, which are a valuable in the Agile way of building software,” adds Elhence. “In addition, current organizations

are extensively utilizing mobile devices to access, both social media as well as classical enterprise applications.” In order to support the large number of mobile devices, Synerzip is extensively utilizing MEAN stack to deliver highly scalable software that can support different connections anywhere and anytime into the database.

The company works as a co-development partner for venture-backed software enterprises in their growth phase. Maintaining highly collaborative relationship with every client, Synerzip’s dual shore model enables them to perform

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work with clients from different time zones while preserving complete transparency in their work processes. In one such instance, ExamSoft, an education technology organization building software for designing, conducting and analyzing exams, hired Synerzip to assist in the development of a variety of products. “We helped expand ExamSoft’s portfolio which included an iPad offering for secure testing of students in professional programs and higher education across the globe,” notes Elhence. “We performed development work for ExamSoft, which included browser-based, mobile and iPad development by integrating Agile practices, cloud-based delivery and DevOps methodology.” Synerzip’s past experiences in the iOS domain and key leadership skills along with ExamSoft’s expert knowledge of electronic testing methods combined to drive a truly game-changing product for their customers.

While nurturing an entrepreneurial and learning culture, the company follows the Lean Startup philosophy of build, measure and learn, bringing sustainable innovation in the technological industry, while minimizing an organizations’ capital investment. Forging ahead, Synerzip plans to grow with the changing market and become a better partner to clients using improved technology and practices, while delivering enhanced software for clients worldwide. 



Hemant Elhence