



Case Study: Technology Strategy Consulting

Client Description	<p>The client is a multi-billion dollar publicly traded US based company and recognized as America's Most Admired Software Company. It provides software solutions to small businesses for managing their finance and accounting.</p>
Client's Requirement & Objectives	<ul style="list-style-type: none">▪ To design and develop its platform framework that supports development of third party applications through Platform-as-a-Service model.▪ To study the key platform providers (competitors) based on parameters viz. platform design, platform development, operating the platform, partner engagement models and customer engagement models.
infoAnalytica's Role	<p>Conduct extensive technology analysis to answer questions pertaining to the success factors of partner platform, viz. how “directed” and “open” is the platform, standards based vs. proprietary, position on UI layer, and potential pitfalls.</p> <p>Provide technology consulting around business models, and platform offering by its key competitors. This included an in-depth study of:</p> <ul style="list-style-type: none">▪ Platform Design: Platform architecture, language support, tools and deployment environment▪ Platform Development: Built-out sequence of key components of the platform▪ Operating the Platform: Documentation and training materials, sign-on, billing and setup infrastructure, core data infrastructure and support that are provided to the application developers▪ Partner Engagement Models: Certification programs, certification of application provided by platform owners, kinds of description of partner's application provide to customers, partner community features and capabilities▪ Customer Engagement Models: Customer access for partners, customer acquisition methods, customer experience with third party offerings
Value Proposition	<p>Helped in designing and developing platform that can be customized to the needs of developer partners</p>