



**Mindtree**

*Welcome to possible*

# Product Sustenance

Driving revenue & expanding the  
market for Mature Products

## **Extend the life of your products while improving revenue and customer retention**

The pace of technology reduces time to market for new products and shortens the life cycle of mature products. Although many customers actively use mature products, they expect those products to deliver new features and a rich, data-driven experience. Managing and supporting mature products while generating revenue and keeping customers happy is an ongoing challenge. Exploring options such as moving from on-prem to SaaS models can help companies better serve existing customers while acquiring new ones. However, to meet these expectations, drive added revenue and revitalize mature products, companies need a proven product sustenance partner.

### **Challenges for Mature Products**

Mature products present unique challenges many companies struggle to conquer.

#### **1) Retain Customers**

For today's product companies, retaining customers and growing their customer base is essential for long-term success. Mindtree helps companies retain existing customers and keep the customer base growing by

understanding customer expectations and capturing market opportunities. By researching competing products and using predictive analytics to identify user needs and plans to abandon a product, Mindtree can create a proactive plan to retain customers.

#### **2) Reduce TCO, Improve Margins and Satisfaction**

To remain competitive, companies are looking for ways to reduce total cost of ownership (TCO), improve margins and customer satisfaction – while engaging in product sustenance activities. Mindtree helps companies by right-sizing the team, right-shoring the resources, and right-shaping projects to reduce expenditures. We also offer profit/revenue sharing incentives.

#### **3) Find the Right Sustenance Partner with Proven Delivery Excellence**

Extending the life cycle of mature products requires a partner with the right experience and knowledge. At Mindtree, our experts quickly ramp up to deliver what you – and your customers – need. From devising a project execution strategy, to planning, forecasting and tracking events, to providing metrics and delivering customer satisfaction, Mindtree has the experience and the platform for end-to-end product sustenance.

## Mindtree Delivers Product Sustenance Expertise

Mindtree product sustenance experts help companies retain existing customers, increase margins and rejuvenate products with customer-centric enhancements. In addition to proven transition methodology and OneMind delivery platform, we offer a global pool of expert product engineers who focus on delivery, quality and communication.

Given the depth of our engineering talent, we have expertise across verticals and technologies. Our robust innovation ecosystem, including centers of excellence, have helped develop process accelerators and frameworks.

## Mindtree Product Sustenance Solutions in Action

Mindtree works with global customers across industries

### Security solutions leader extends life of mature product

A leader in enterprise security solutions was considering whether to discontinue an aging product or extend its life and customer support. Mindtree defined a roadmap, made the product engineering investment and shared revenues with the client. The solution included switching to Agile development for four times faster feature releases, continuous testing and rigid validation programs. As a result, product revenues grew 100% in five years, subscriptions increased and Mindtree handled the technology refresh and transformation with no engineering cost to the client.

### Network equipment manufacturer develops next-generation products

A leading network equipment manufacturer wanted to overcome cloud market shifts from software-defined everything (SDX), hardware commoditization and greater

competition. Mindtree developed and tested next-generation products built on SDX principles, filed patents and drove ecosystem readiness with the company's cloud service providers. Mindtree executed a joint roll-out of scaled offerings in multiple geographies, targeting private cloud build-outs and managed services. The revenue-sharing model enabled data center switches and compute to grow faster while retaining and growing the company's market share in data center hardware.

## Mindtree's Innovation-Led Approach Drives Seamless Delivery

In a rapidly evolving marketplace with reduced product life cycles, your organization needs a partner with product sustenance expertise to extend the life of mature products, retain current customers, acquire new customers and rejuvenate your brand.

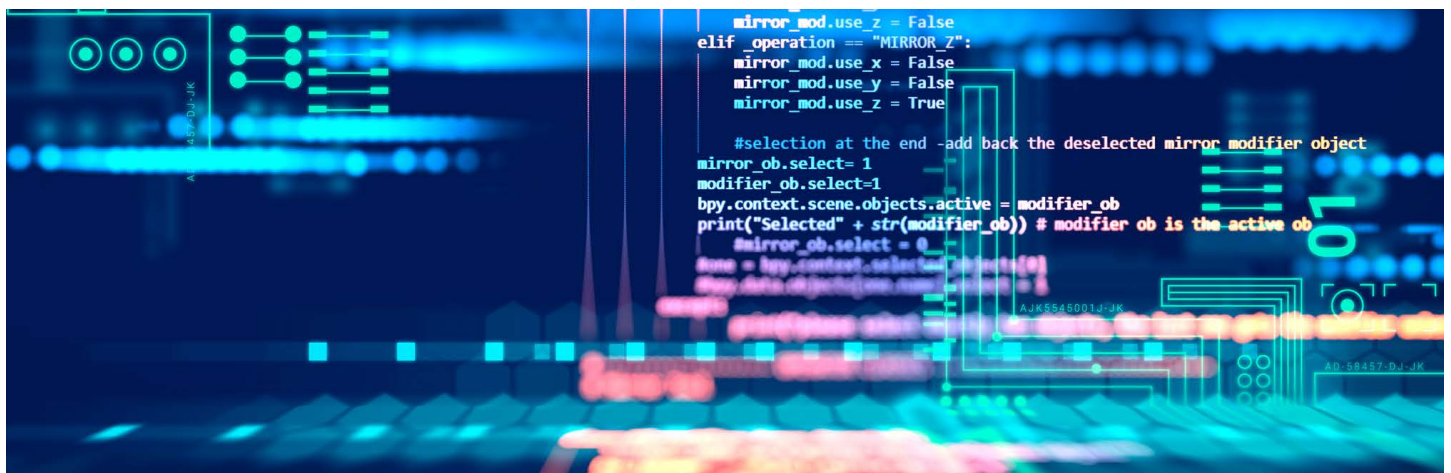
A leader in product sustenance solutions, Mindtree has been recognized by leading analysts:

### Zinnov:

Mindtree is in the leadership zone for consumer electronics, telecom, media, enterprise and consumer software.

### Forrester:

Mindtree is a leader in continuous testing.



Learn more at: <https://www.mindtree.com/services/engineering-rd/product-sustenance>

#### ABOUT MINDTREE

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit [www.mindtree.com](http://www.mindtree.com) to learn more.