

# ESTUATE

D A T A S H E E T



**Product Innovation:  
A must-have in the  
digital world**

---

## Highlights

- 💡 **Why is innovation the best growth strategy in a digital world?**
  - The 21st century competition is fierce
  - The modern customer is tech savvy and highly demanding
  - It is key to stand out in the market
- 🔧 **Innovation in Software Development: Easier said than done**
  - Complex procedure
  - Lengthy and time consuming
  - Technology changes dynamically
- E **How Estuate helps?**
  - Software development consulting
  - End-to-end software development lifecycle
  - Top technology implementation
  - Go live support and more

## Innovate or Die: Truer than ever before


Innovation is the true hallmark of entrepreneurship, they say. It is what sets apart outstanding businesses from the ordinary ones. Innovative companies do not just impress customers, but dominate their niche among competitors. It has forever been the mantra for long term success, and is perhaps the best growth strategy in a digital world.

Software companies today are especially burdened to innovate and bring new, fresh software to the market. There are a number of reasons why innovation is more essential today than ever before.

The 21st century competition is fierce. If you're building a software, chances are a hundred other companies developing a product similar to yours. Innovation is what will enhance your brand value and help you stand out in the market.

The modern customer is tech savvy, highly demanding and hard to impress. A business that fails to innovate ultimately loses out its customers and is unable to withstand the pressure. Innovation is essential in order to keep the customer happy and engaged in the long run.

Innovation helps create a challenging environment at workplace and boosts employee morale. Companies that have a culture of innovation tend to attract smart and talented individuals who eventually lead to the growth and success of their business.



## Innovation in Software Development – How Estuate Helps

Software Innovation is easier said than done. It is a complex and lengthy process to design, develop and introduce a new product with innovative features in the market. The entire process involves several steps, individuals and teams. You need a well-defined software development lifecycle and experts who can turn your innovative ideas into reality.

Estuate's product engineering teams help you build the software of your dreams with the help of leading industry technologies, expert development and testing professionals and a complete Software Development Lifecycle that consists of six primary stages.



### Product Conceptualization

Estuate's creative minds take your creative software ideas and conceptualize a well-functioning software



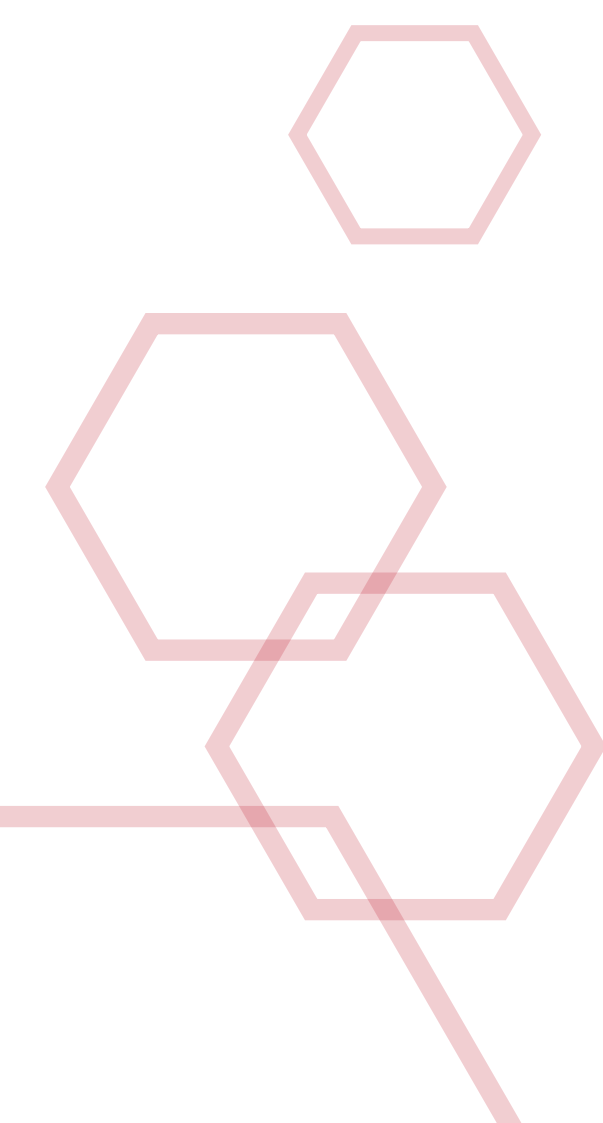
### Project Planning

The management team evaluates the scope and feasibility of the product and plans the development timelines, resource allotment and other project requirements.



### Development

The development team designs the blueprint and starts developing the product code under the supervision of a project manager.



# ESTUATE

## Product Engineering Data Sheet



### Validation

The Quality team tests the product across varied interfaces, devices and scenarios, validates its performance and determines its readiness for release.



### Product Release

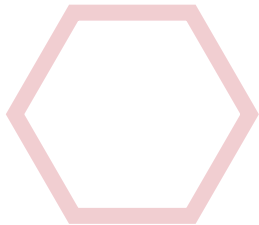
The final and approved version of the product is approved by the client and released in the market for the end user.



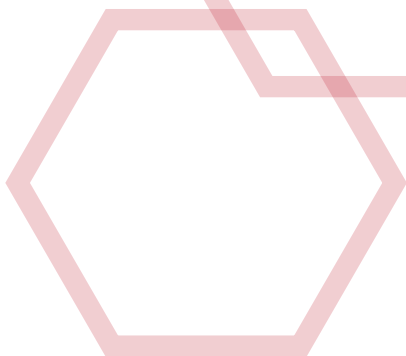
### Upgrades and Support

The development and quality teams extend support beyond product go-live and constantly strive to improve the quality of the product by fixing bugs and introducing upgrades and enhancements.

### Estuate's Top Product Engineering Offerings



- Salesforce Product Development
- QA Automation Solutions
- Java Web Services
- DevOps Services
- Mobile Development
- Microsoft .Net Web Development
- Software Integrations and Migrations



Estuate is an ISO certified software services company that helps businesses unlock their true potential in a digital world with innovative solutions. We specialize in leading-edge technology solutions in IoT, Artificial Intelligence and Digital Transformation. The practice areas that leverage these technologies are Product Engineering, Applications & Technology, Governance, Security, Risk & Compliance. We carry proven expertise across Healthcare, Hitech, Retail, Finance, Software and Insurance domains. Our services reflect extreme customer service and extraordinary results.


 [www.estuate.com](http://www.estuate.com)

© 2019 Estuate Inc.

 [contactus@estuate.com](mailto:contactus@estuate.com)


#### Estuate, Inc. Headquarters

830 Hillview Ct, #280  
Milpitas, CA 95035, USA

 +1 408-946-0002


#### Estuate, Inc.

5 Vaughn Dr,  
Suite 104, Princeton,  
NJ – 08540, USA

 +1 609-419-0100


#### Estuate, Inc.

6083 Yonge  
St Toronto,  
Canada M2M 3W5

 +1 408-400-0680


#### Estuate Limited

Nebula 17 Lytham,  
Amington, Tamworth,  
Staffordshire,  
United Kingdom B77 4QA

 +44 01827-702-774

#### Estuate Software Pvt. Ltd.

#4/1, 2nd Main Road,  
Industrial Area, Yelahanka  
New Town, Bengaluru - 560064,  
India

 +91 80-4922-7200