Robosoft Technologies®
EMOTION ENGINEERING & DESIGN

Maximizing OTT Product Evolution:
Balancing Customization with Core Development

The Challenge: A Balancing Act

The dynamic OTT landscape presents a critical dilemma for product companies:

Meeting unique client needs: Customers require specific customizations to their OTT platforms.

Maintaining Core Innovation: The core product needs continuous development to stay ahead of industry advancements.

In-house development teams, while crucial, can become overwhelmed managing customizations. This can divert resources and hinder the core product's evolution, hindering its ability to keep pace with the market.

The Solution: Dedicated Engineering Teams

Product companies can overcome this challenge by leveraging dedicated engineering teams. These teams operate as an extension of the in-house product development team, offering several advantages:

Agile and Focused: Dedicated teams handle client customizations efficiently, freeing up in-house resources to drive core product innovation.

Effective Collaboration: Streamlined communication channels and agile workflows foster a symbiotic relationship between dedicated and in-house teams, maximizing productivity and innovation.

Alignment with Goals: Dedicated teams are meticulously aligned with the company's overarching goals and priorities, ensuring client customizations don't detract from core development.

Benefits Beyond Development

Partnering with dedicated engineering teams/companies offers additional benefits for product companies:

- **Market Expansion:** Companies can leverage each other's networks and geographical reach to tap into new markets and customer segments, expanding their global footprint and driving revenue growth.

- **Mutually Beneficial Relationship:** This collaborative approach allows both parties to leverage their strengths for shared objectives and accelerate individual development.

Building Effective Dedicated Teams

The success of dedicated teams hinges on effective structuring and collaboration:

- **Cross-Functional Teams:** Assemble teams with diverse skill sets and expertise to adapt to evolving client requirements and technological advancements.

- **Empowerment:** Grant teams autonomy to respond swiftly to clients' needs while maintaining alignment with the company's strategic vision.

- **Continuous Learning:** Foster a culture of continuous learning and knowledge sharing within dedicated teams to enhance their ability to adapt.

Partnering for Success

Digital transformation partners like Robosoft Technologies provide dedicated engineering teams to help you:

- Overcome resource constraints and achieve both customization and core product innovation.

- Leverage custom engagement models, including dedicated teams and pods, to find the perfect fit for your business needs.

Choose Robosoft to meet your offshore resource demands and experience the benefits of a scalable, cost-effective, and highly skilled workforce. We act as a bridge to hire capacity custom-built to match your unique business needs while you build a permanent team for long-term needs.

About Robosoft

Robosoft Technologies is a full-service digital transformation partner. We are trusted by large global enterprises as well as ambitious start-ups, and mid-size companies. We worked with Warner Bros. Discovery, HP, ESPN, Invesco, Viacom, McDonald's, Disney, PGIM, HSBC, and many more to craft delightful, intuitive digital experiences enjoyed by millions globally.

Our strengths are crafting end-to-end solutions for websites, mobile apps, cross-platform digital experiences, and building integrated systems. Our services include Digital product strategy and design thinking-led workshops, Customer Experience Design including seamless UI/UX across devices & platforms, Application development & maintenance across mobile, web & tablets, Testing-as-a-Service, Custom Software Development, Data Science and Analytics, SAP strategy & implementation and Cybersecurity.

Key services

Advisory	User Research	Design Thinking Workshop	Usability Testing	Product Design & Audit
Design	Design Strategy	UX/UI	Design Systems	Design Audit
Engineering	Consumer & Enterprise Application Development	Application Modernization	Digital Business Technology Platform	Testing-as-a-Service
Analytics	Data Experiment Studio	Applied Data Science	Data Ops	Data Consulting

25+
years in software development

150+
customers in 35 countries

170+
specialist squads in OTT app development

2500+
app & digital experiences

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