

## ISVs – The Path Ahead



### ISVs to deliver agile, innovative and customer-centric Products in the future

Continued consolidation in the Independent Software Vendor (ISV) ecosystem along with rapid technological advances, intense competition, shrinking product lifecycles and cost pressures are some of the trends that are converging at a rapid pace, and fundamentally changing the way software products are developed and delivered. Even as flexibility and agility become the keyword for customers today, ISVs are increasingly readying themselves and seeking newer ways to tap into potential opportunities for business growth. The onus is now on the "ISVs of the Future" to leverage the power of newer technologies and platforms to deliver innovative products.

The maturing cloud and the rise of the enterprise mobile class in particular are noteworthy trends that are making their mark on the software industry and transforming the way ISVs conduct their business. Further, unpredictable customer demands and shorter product lifecycles have heightened the importance of business insights and intelligence in product development and customer experience. In this context, analytics have also fast emerged as a significant trend that will have a substantial impact on the ISV ecosystem in the coming years.

### Cloud computing & SaaS hold the future for ISVs

Cloud computing represents a fundamental paradigm shift in the software industry and is fast revolutionizing the way ISVs create and manage their products and services. While ISVs have long since used the traditional on-premise model, the evolution of the cloud and the emergence of enterprise friendly delivery models are now compelling them to take a serious re-look at their overall strategy.

In particular, the focus is on enhancing their abilities to accelerate product development lifecycles to roll out their offerings quickly and access new markets but with the minimum investment. And with tremendous opportunities abound in the transition to the Software-as-a-Service (SaaS) model, ISVs stand to greatly benefit from the increased agility, improved availability and reduced capital expenditures and maintenance costs.

---

## Mobility - Changing the equation in the software industry

---

The proliferation of smartphones, tablets and net books have signaled the rise of the mobile workforce. With mobile handsets becoming mainstream, mobility is expected to become a key enabler of transformation for businesses and customers worldwide. Mobility has opened up new channels for ISVs to build mobile solutions that complements the mobile customer and delivers a consistent and compelling customer experience across a wide range of devices.

The next generation ISV's mobile strategy will have to move beyond native applications to encompass products that deliver a rich cross-platform user-experience, and offer the highest degree of usability.

---

## Analytics – Driving intelligent Product Engineering

---

The next generation of software product engineering will entail achieving successful product releases in a highly competitive marketplace. However with fast changing trends and changing customer needs, business intelligence and analytical solutions are increasing making an impact in the decision-making and product development by enabling visibility and providing timely insights across operational departments.

Not only will ISVs look at enhancing their products with advanced analytics, but will gradually encompass in-depth analytics platform and frameworks that have the potential to transform product support. With analytics and intelligence-based platforms providing valuable information on product features and feedback, ISVs stand to gain a competitive edge with crucial insights on their products and services.

---

## Conclusion

---

The software market is undergoing a dramatic change. New technologies, solutions and business model are not just redefining the ISV landscape, but also provide them tremendous opportunities to innovate and create next generation solutions. Even as the customers expect flatter costs and greater IT flexibility, ISVs have to take the first step and evolve into agile businesses themselves in order to enable their customers to become agile as well.

Over the next few years, the cloud, mobility and business analytics will lead the way ahead, shaping a new, exciting and challenging era in the software industry. And in order to stay ahead of the curve, ISVs must radically change the way they build, package, deliver and manage their offerings and transform themselves into the “ISVs of the Future”, today.

---

## About Wipro

---

Wipro Technologies, the global IT business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360° view of “Business through Technology” – helping clients create successful and adaptive businesses. A company recognised globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro Technologies has 120,000 employees and clients across 54 countries.

To know more on how Wipro can enable your organization to go to market faster, write to [manakkal.kartik@wipro.com](mailto:manakkal.kartik@wipro.com)

---

### DO BUSINESS BETTER

---

[WWW.WIPRO.COM](http://WWW.WIPRO.COM) NYSE : WIT | OVER 120,000 EMPLOYEES | 54 COUNTRIES | CONSULTING | SYSTEM INTEGRATION | OUTSOURCING

---

WIPRO TECHNOLOGIES, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256  
North America South America Canada United Kingdom Germany France Switzerland Poland Austria Sweden Finland Benelux Portugal Romania Japan Philippines Singapore Malaysia Australia