

Driving Scalable, Seamless Product Lifecycle Management

AMBITION

A **global provider of virtual workspace solutions** operates in a highly competitive digital workspace market, where delivering enterprise-grade virtual desktop products requires deep, sustained engineering capability and operational rigor.

As product portfolios expanded, internal teams faced increasing pressure to maintain quality, accelerate feature delivery, and support complex enterprise customers — without fragmenting ownership across the product lifecycle. The ambition was clear: **establish a strategic engineering model that ensured end-to-end product continuity without increasing strain on internal teams.**

To achieve this, the organization sought to:

- **Stabilize product delivery:** Maintain consistent quality and reliability across a broad virtual desktop portfolio.
- **Extend engineering capacity:** Scale development, QA, and support without disrupting existing product teams.
- **Enable lifecycle continuity:** Create clear ownership across development, release, and advanced support stages.

ACTION

To solve this capacity and delivery challenge, the client partnered with Wipro Engineering – Connected Services. We assembled dedicated teams of technology experts tailored specifically to the client's complex virtual desktop ecosystem. Rather than operating in isolated silos, our engineers integrated deeply across the client's product lifecycle through a dual-layered delivery model:

- **End-to-End Product Ownership:** We took complete ownership of engineering and delivery cycles for multiple distinct product lines — managing everything from foundational development to targeted QA and critical L3 support.
- **Strategic Team Augmentation:** We deployed agile, extended teams to seamlessly augment existing internal product squads, ensuring smooth, highly synchronized, and scalable product delivery.

AMBITIONS REALIZED

The partnership strengthened the client's product management capabilities and stabilized complex delivery pipelines — fundamentally improving how the organization supports its global customer base.

The Business impact:

- **Consistently high product quality**, driven by dedicated engineering focus and rigorous QA oversight.
- **Predictable release cycles**, ensuring timely feature enhancements, maintenance updates, UI migrations, and recency upgrades.
- **Resilient product lifecycle management**, enabling product leaders to execute long-term roadmaps with confidence and clarity.

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