

# OFS Webinar: Leveraging Product Engineering In New Markets, Mobile Spurs Need For Great Software

/EINPresswire.com/ The old methods of building custom software no longer work in today's modern, mobile economy. IT shops in large corporations are hiring product engineering firms to help them build software like the pros in order to differentiate their business.

[OFS](#) is hosting a webinar along with Forrester Research Inc. on this topic on May 9, 2013, at 1:00 p.m. EST. Rich Napoli, COO of OFS, and guest speaker Michael Facemire, Senior Analyst from Forrester Research Inc. will share research and best practices from case studies about building software like the pros.

<http://bit.ly/14LGkFj>

Software has always transformed how corporations do business internally, but the game-changing phenomenon currently taking place now is that these same companies now interact with suppliers, partners, and, most importantly, customers, using software—not just packaged software, but their own proprietary software as well. Forrester Research claims that as much as 60% of the value of a company's products in the market is determined by the software that is now part of those products—whether they are cars, financial services, or appliances. Designing and building this new, outward-facing software creation is a challenge for most IT shops who now have to think and act more like software product companies.

The old methods of building custom software no longer work in today's modern, distributed economy. IT shops in large corporations are hiring product engineering firms to help them build software like the pros in order to differentiate their business. These IT departments have found that using [product development design](#) principles and practices enables them to upgrade their software and drive better global operations and customer interactions.

Custom IT applications are now being redesigned using many of the same product engineering and management concepts that software companies have long used to build commercial software products: creating a scalable, multi-tenant architecture based on a long-term [product](#)



[roadmap](#), doing careful release planning, leveraging agile development methodologies appropriately, and using the latest build and testing tools to shorten the total delivery cycle. Many of these companies are outsourcing this work of productizing their internal applications in order to tap into the expertise used in creating commercial software products since their in-house staff may not have the availability or experience.

OFS has worked with several companies now in the manufacturing, insurance, and publishing industries to help them productize their internal and customer-facing software to be configurable, scalable, and providing a rich user experience. Our methods are adapted from those that have worked for our commercial software customers since our start in 1997 and have led us to build dozens of software products for two of the largest software companies in the world as well as many smaller, venture-backed ones as well.

About OFS:

ObjectFrontier (OFS) helps software companies and software-enabled businesses to design, develop, test, and maintain their software products and applications, whether they are hosted, licensed or mobile.

Based in Atlanta and with offices spread across DC, New York, Philadelphia, India, and the Philippines, OFS has earned the trust of both large and small software firms catering to various industries including healthcare, financial services and hospitality that have partnered with us for over 15 years. Their customers are independent Software Vendors (ISVs) and F1000 companies whose revenues are driven primarily from customer-facing software products.

OFS has a large and growing mobile apps division that is building mobile software for medium and large corporations looking to empower their workforce with the latest technology in iPad, Android and other mobile platforms to help them interact with customers and systems in new and innovative ways while on the move.

OFS takes on the entire life-cycle of software product development, maintenance, quality assurance testing, and support, all while keeping the costs low.

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