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Digital Product Building

A collaboration method

When different competences find a groove
for innovation and improvise together.

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Introduction:

We created DPB to solve complex problems, and find desirable solutions for our clients. This methodology creates order out of chaos and utilizes cross-competence expertise to the fullest extent in digital product building. This document is a quick guide to DPB.

Suited for:

Business development managers, product developers, product owners, managers, marketing etc. and for top management and CxO level decision makers.

From problems worth solving to business worth doing

DPB in brief

From a concept to the marketplace—we're your partner for the long run.

01.

Our methodology

DPB is based on design thinking and it draws reasoning from Agile & Devops methods. The methodology creates order out of chaos through shared understanding & independent, self-sufficient team work.

02.

Service Jam Session

To succeed you should not only build for now, but for the future. In our five day co-creation session we innovate a new service/product concept and validate it with the end-users.

03.

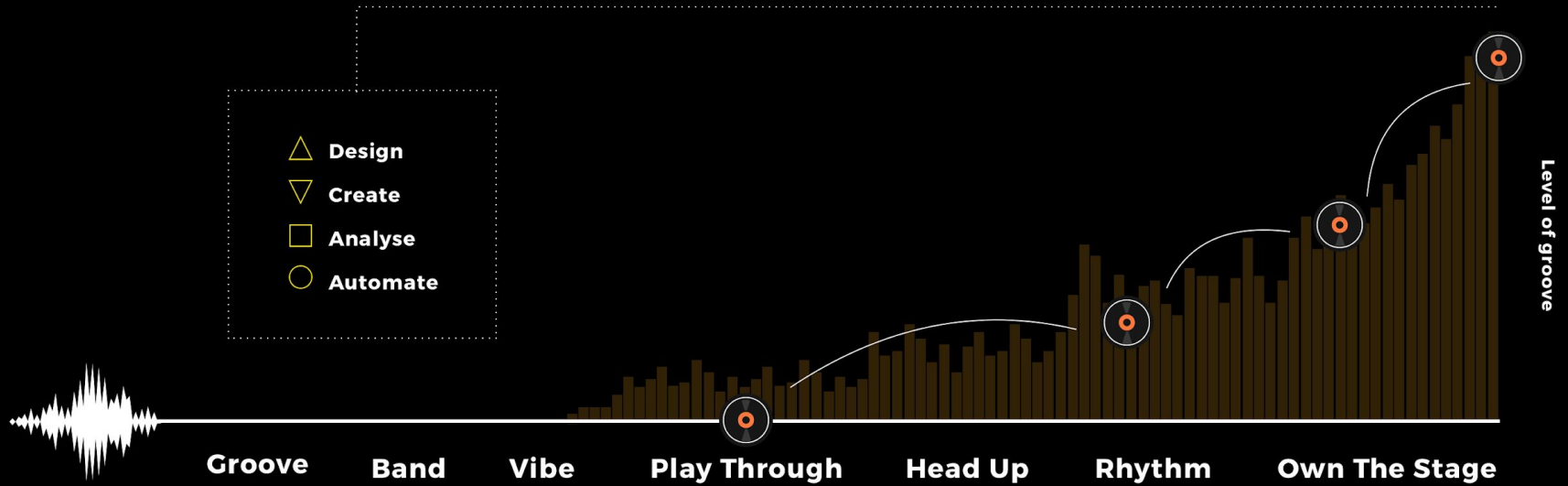### Product Creation

Our factory-like way of building digital products. Because time-to-market matters. With our product creation method you get value from a new innovation in four weeks.

04.

Support & Maintenance

We will run your solution if and when you want us to. From the Cloud to embedded environments, our SLA standards are defining the industry.

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Digital Product Building

Design

Create

Analyse

Automate

Groove Band Vibe Play Through Head Up Rhythm Own The Stage

Level of groove

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An Eficode team

Mission Leader

Jam Master

Technical Architect

Service / Visual Designer

Digital Product Building Blocks

Idea/Problem

Validated concept

Time to market

Market leader

Next steps

Service Jam Session

Product Creation

Continuous Development

Support & Maintenance

Eficode Root - Devops Toolchain Orchestrator

Service Jam Session
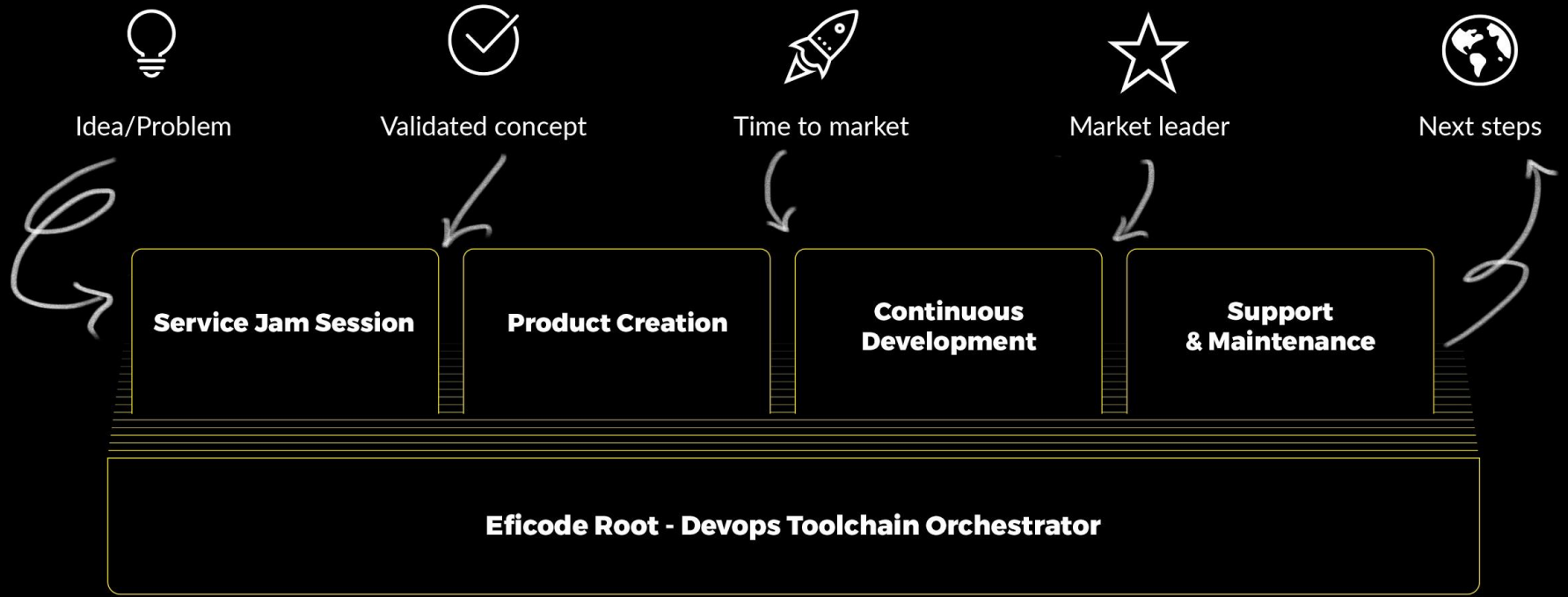
Idea/problem

Service Jam is a collaborative sprint method created by Eficode to solve complex problems, and find desirable solutions for clients. A five day workshop to innovate a service/product concept and validate it with the end-users.

Service Jam Session

Product Creation

Continuous Development

Support & Maintenance

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Service Jam Session

Understand

Develop a common understanding of the working context, including the problem, the business, the customer, the value proposition and how success will be determined.

Converge

Take all of the possibilities exposed during phases 1 and 2, eliminate the wild and currently unfeasible ideas and hone in on the ideas you feel best about.

Test & Learn

Test the prototype with existing or potential customers because they are the ones for whom you want your product to work and be valuable.

| DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 |
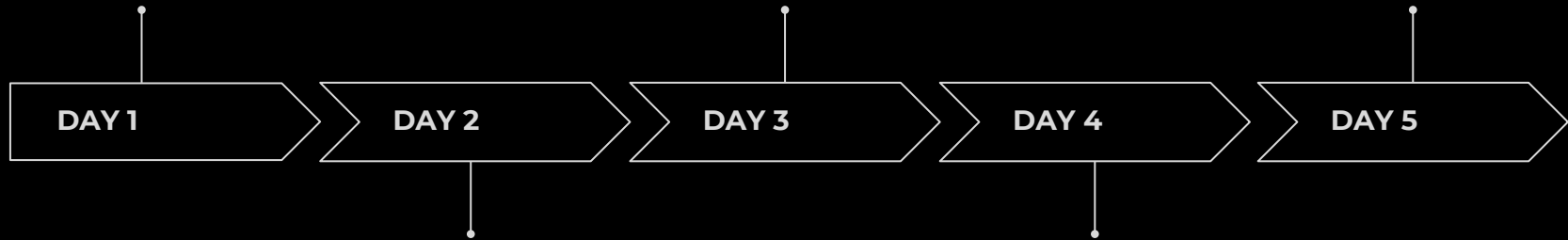
Diverge

Generate insights and potential solutions to your customer's problems. Explore as many ways of solving the problems as possible, regardless of how realistic, feasible, or viable they may or may not be.

Prototype

Build a prototype that can be tested with existing or potential customers. Design the prototype to learn about specific unknowns and assumptions. Determine its medium by time constraints and learning goals.

Demo AKA Decision point:

A concept that is doable and validated by end-user or client.
Clear understanding how much you have to invest for the
next steps and how long it will take.

What the concept means for your business and what is the most
likely model to monetize the solution with pricing alternatives.
With small upfront cost and agile process, you are learning
and acting like startups do in their work.

Basic principles and all material from our Service Jam Session
are at your disposal for further use.

What You Get

The findings and documents from the Service Jam Session work as a decision point on how to move forward with taking the new solution to the end-users. The faster the time-to-market, the faster you can start creating new value to your customers.

Basic principles and all material from our Service Jam Session are at your disposal for further use.

01. **Concept**
A concept that is doable and validated by end-user or client.

02. **Budget estimate**
Clear understanding how much you have to invest for the next steps and how long it will take.

03. **Models**
What the concept means for your business and what is the most likely model to monetize the solution with pricing alternatives.

04. **Coaching**
With small upfront cost and agile process, you are learning and acting like startups do in their work.

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Product Creation

Validated concept

Our service creates value from innovation in just four weeks. With small investments up until 1st version launch Eficode can take your product to the market with full-stack capability.

Service Jam Session	**Product Creation**	Continuous Development	Support & Maintenance

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Product Creation

With our way of working we are capable of releasing an MVP version of your concept in just 4 weeks.

The following three enablers are making this tight schedule possible:

1) Most of the code written for a new digital product already exists. Using common components enables faster kickoff for a new project and enables higher product quality.

2) Setting up tools and a modern deployment pipeline can take weeks if started from zero. With Eficode's Devops platform, teams can focus their effort on producing value from the first day.

3) Having design, tests, pipeline and infrastructure as code helps faster development and empowers team independence

Together we will identify the minimum set of features required in MVP and choose the appropriate team based on it.
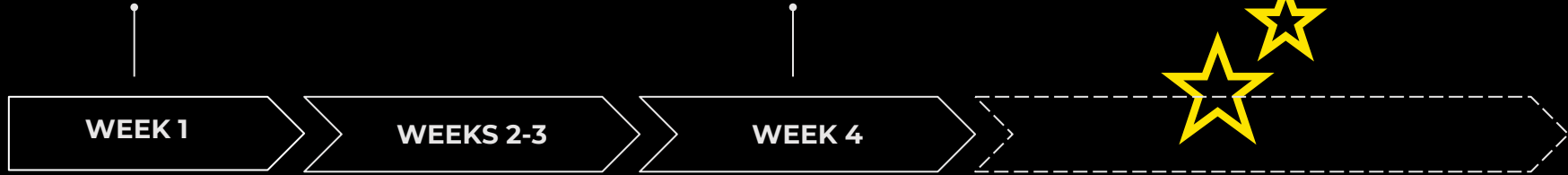
From zero to production in 4 weeks

Ground work

The factory is started and MVP goals set. Feature development is immediately started.

Live

MVP finalization & delivery.
Production use starts.

WEEK 1	WEEKS 2-3	WEEK 4	

Work mode

Functionality creation in tight schedule and co-operation.

Continuous Development

Eficode Factory continues to produce new features in continuous delivery mode. Development guided by measuring and end-user feedback.

First and foremost the system is already **producing value**.

Continuous Development

Time to market

In the main, continuous development phase we grow your 1st version product into full-size application capable of serving all your end user needs.

| Service Jam Session | Product Creation | **Continuous Development** | Support & Maintenance |

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Continuous Development

Continuous development is the development mode where we develop the 4 weeks MVP in to a full size Application. Now that you have first version already in use, from now on your development can be guided based on user feedback - not only to your own instincts.

We respect Lean principles and deliver new features within short time to provide early value for your investment. We develop one feature and a time and release it once the quality gates are all green.

In practice the development relays in agile methods and heavily automated DevOps-platform. Automated testing and deploying is the core in the continuous development.

We are capable of releasing new features within days and still keep the quality high.

Technologies we use

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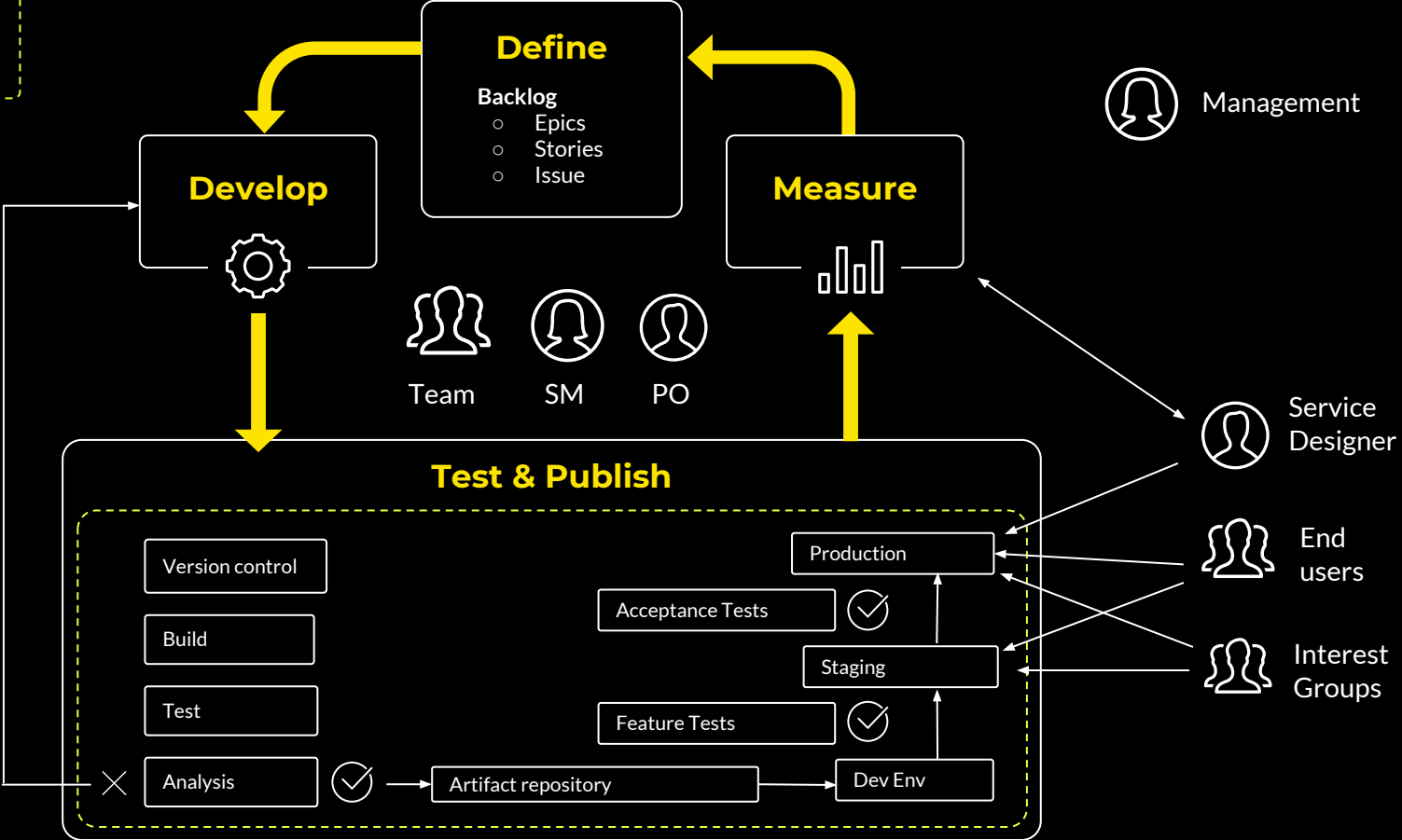
Devops-benefits gained

01. **Better quality & smaller technical debt**

Automated testing and analysis to guide the development

02. **Production Deployments are business as usual**

No more hand-made installations
Less problems

03. **Better Scalability**

Proper architecture together with deployment tools enable dynamic scaling of selected services experiencing heavy load

04. **Improved visibility**

The newest version (also under the development) is always testable by the customer

05. **Less Dependency on Specific Supplier**

Testing & deployment automatization are superior to any documentation making it easier to switch suppliers.

06. **Longer lifetime software**

Test automation along with other good practices enable the future developers to do also the structural improvement that are often avoided (feared) in the later development phases.

Support
& Maintenance

Market leader

We offer support on both application and infrastructure level. We actively develop scaled solutions to constantly improve and evolve the services.

| Service Jam Session | Product Creation | Continuous Development | Support & Maintenance |

Eficode Root - Devops Toolchain Orchestrator

How we support you
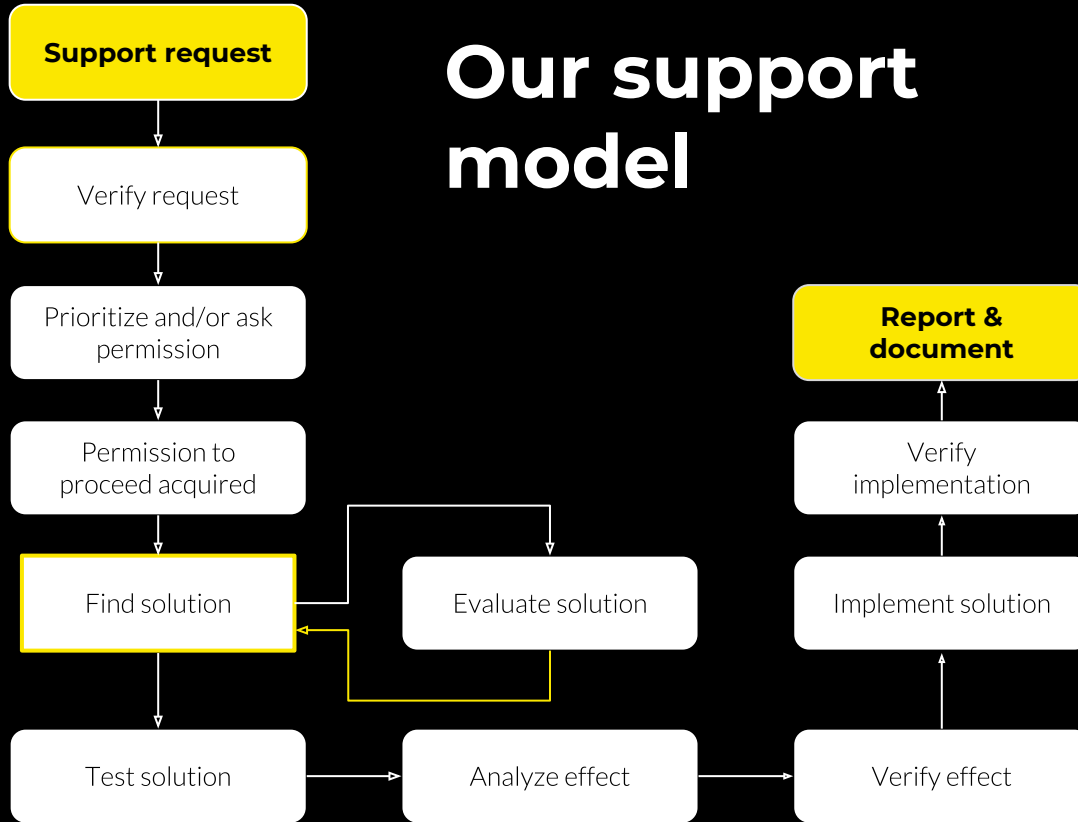
01.

Production is in safe hands
Fast, flexible reaction when problems arise.
Any issue we find is taken seriously and solved
with high repeatable quality. You can focus on
essentials.

02.

Prevent incidents
Our values and ways of working include
proactively finding possible problems and
resolving them before they result in service
failures.

03.

Make changes effortlessly
New features can be continually developed: our
experienced support team gets help from
Eficode's Design, UX, Software, Devops and
Platform specialists when needed.

04.

Extend the life cycle of your service
We follow version updates and make sure
technical debt is avoided. Continuous
improvements keep your service up-to-date.

Our support model

Support request

↓

Verify request

↓

Prioritize and/or ask permission

↓

Permission to proceed acquired

↓

Find solution → Evaluate solution

↓

Test solution → Analyze effect → Verify effect

Implement solution

↑

Verify implementation

↑

Report & document

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Support and maintenance services

Software Support
- Software related incident and change management
- Support offered for key users and primarily in Finnish and English
- Processes based on ITIL & Agile methods

SLA (Service level agreement)
- Agreed service hours
- Agreed response times calculated within service hours

Contacting support
- Eficode offers Jira Service Desk (or similar) ticketing system for customer tickets
- A ticket is the contact point for support
- SLA monitoring and metrics are provided by the ticketing system

Operating system support
- Middleware and the operating system related support:
  - Monitoring
  - Critical security updates
  - Backups
  - License management

Infrastructure support
Hosting services by using either:
- Dedicated servers or
- Cloud services
  - AWS/Azure/Upcloud/Alibaba/etc

Eficode support is initially organized via a dedicated Service Manager who is in charge of organizing the support for each case.

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Eficode Root

A flexible and constantly evolving centralized platform provides many benefits over project specific assembly lines.
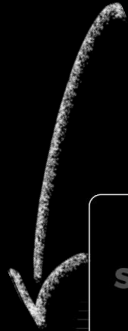
Service Jam Session	Product Creation	Continuous development	Support & Maintenance

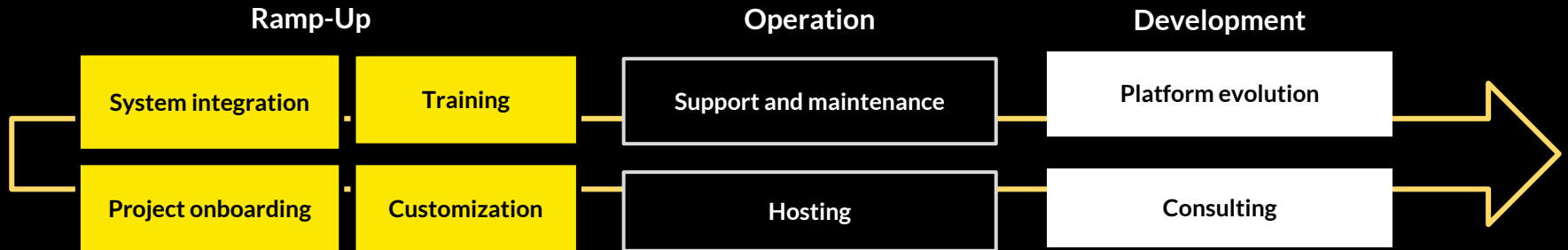**Eficode Root - Devops Toolchain Orchestrator**

Eficode Root

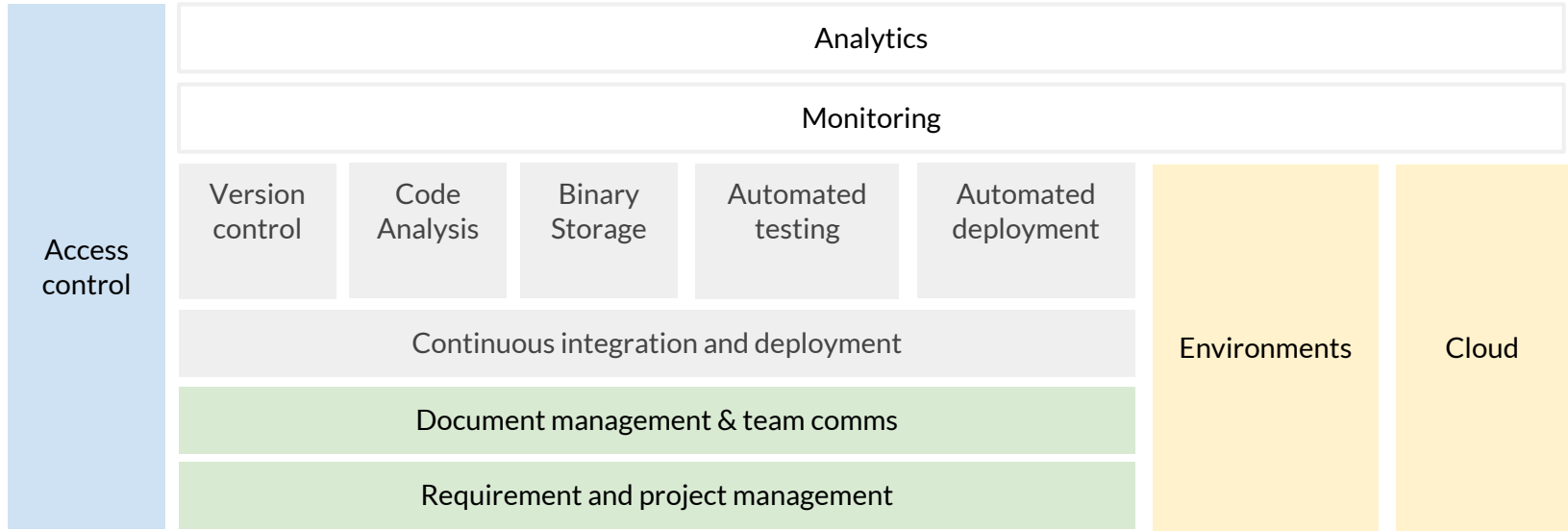## The DevOps Platform Service

Deliver. Track. Drive.

Eficode Root devops platform is a complete, state-of-the-art software production line with functions ranging from requirement management to automated deployments. It comes as a turn-key solution with flexible options for support, maintenance, hosting and continuous production line development. All tailored to fit your exact needs.

Ramp-Up		Operation	Development
System integration	**Training**	**Support and maintenance**	**Platform evolution**
Project onboarding	**Customization**	**Hosting**	**Consulting**

An Example Implementation

Every implementation of Root is different, as it is tailored to each customer's unique needs.

Access control	Analytics					Environments	Cloud
	Monitoring						
	Version control	Code Analysis	Binary Storage	Automated testing	Automated deployment		
	Continuous integration and deployment						
	Document management & team comms						
	Requirement and project management						

Key Features

- **Project management**: define tasks and requirements, then follow them through to production and beyond
- **CI/CD**: define and run a full continuous integration and release pipeline
- **Test automation**: Integrate all automated testing - acceptance, performance, security, performance, etc.
- **Environments:** Configure dev, test and production environments automatically
- **Automated deployments**: deploy fast to all environments
- **Monitoring**: monitor key parts of the system and get notified before problems actually appear
- **Analytics**: Track and analyze the complete pipeline operation
- **Control access** to the DevOps platform resources from a single place
- **Team communications**: communicate effectively within and across the team boundaries
- **Documentation management**: Make sure documentation is easily available

Platform Maintenance and Hosting Services

Monitoring and
Incident management

Proactive Maintenance

Server Infrastructure

Data Backups

On-demand Support and Platform Development Services

Advice in tool usage, problem solving

Development of new tools and tool extensions

Build pipeline design and setup

Tool configuration

Eficode Root Service Benefits

For management

- Higher throughput, faster value delivery

- End-to-end visibility to all production phases via data driven tracking, reports and dashboards

For R&D

- Relieve resources and focus from the software production line and tool maintenance to more value adding software development, testing and operations related tasks

- Get access to the latest devops tools once they reach maturity for productions use

For IT and technical support functions

- Avoid investments to internal production line and the related support functions

- Avoid overlapping tool licensing and maintenance costs from running multiple product or team specific sw production lines

For supplier management

- Take control over the key assets and IPR in a multi-vendor environment - requirements, error reports, source code, installable packages, documentation

- Compare and monitor supplier performance

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