

zensar

New Age Product Engineering To Reinvent **The Payments Experience**

Zensar's Innovative Pro-D-G System
Accelerating Digital Innovation

Brochure



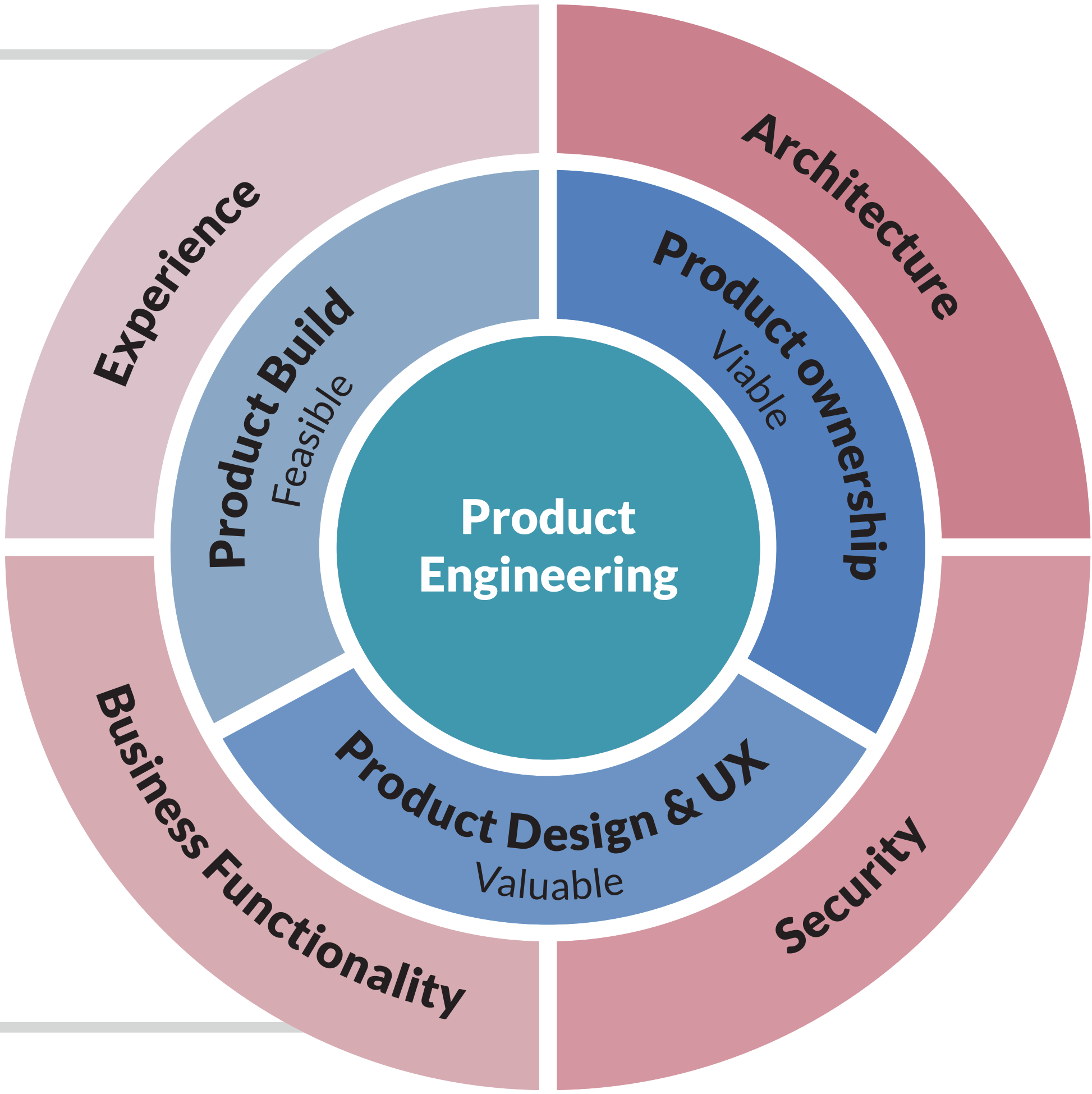
Global bank and payments leaders say that the time and cost required to go from concept to reality is their top challenge in innovation and digital transformation

Speed and agility, however, cannot and should not compromise regulation and data governance, which are critical for financial institutions.

How can banks and payment institutions accelerate the time-to-market of their solutions, while keeping their core secure?

The answer lies in best-in-class Product Engineering that breaks down organization silos by organizing workforce into multidisciplinary product teams, empowered by domain know how and enabled to deliver throughout the payments product lifecycle.

Building on the ways of working and shared delivery culture is the next step into modern product engineering enabled by Zensar's Pro-D-G system



Typical challenges in Digital Product Engineering paradigm

How do I get my teams into this **new mindset**?

The tooling and processes will be effective only once the team appreciates and adopts the new **ways of working**

I have a diverse technology stack, including **legacy systems and COTS**. Will this **hyper automation** work for my Product stack?

As we move into **cloud native technologies and containerisation**, we want to understand the **best-in-class implementations**. How can you help?

We strive to be extremely **Developer focused**.

How can we **increase Developer productivity**, so that our Product delivery will automatically be accelerated?



How Zensar's DevSecOps framework can help?

- **“Pro-D-G” system:** Incorporates gamification led new ways of working
- **Agile transformation coaches:** Institutionalize the mindset change and coach teams into domain driven , pod based deliveries

- **ZenDSO@s (Zensar's DevSecOps @ scale framework) is part of Pro-D-G system:**
 - ▶ Illustrates **26 tenets that make up a world class DevSecOps implementation**
 - ▶ Has ready templates for 15+ technology stacks

- Rich consulting experience in designing and implementing cloud native and containerization technologies
- Award winning and Industry recognized DevSecOps Centre Of Excellence to drive transformations at scale

- **DevX** – Developer focused framework aimed at DevSecOps adoption
- Adheres to “one role – one window” philosophy, to exponentially increase productivity

Zensar's Pro-D-G system

The Product Development and Gamification system has been conceptualized to cater to the unique business needs of our banking and payments customers. It helps in building a ground up experience design and enables rapid prototyping to create the minimum viable product. It leverages technologies such as Full stack, Agile/DevOps, Microservices/API Integration to customize the solutions to specific customer context.



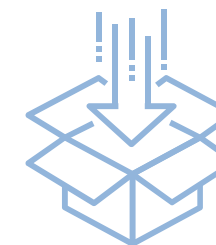
Phase 1 Requirement Elicitation & Rapid Prototyping

- **Design thinking** and domain-driven design approach
- **Agile Coach led gamification** to capture requirements
- **Output: Prioritized epics**



Phase 2 Pod based Agile software development

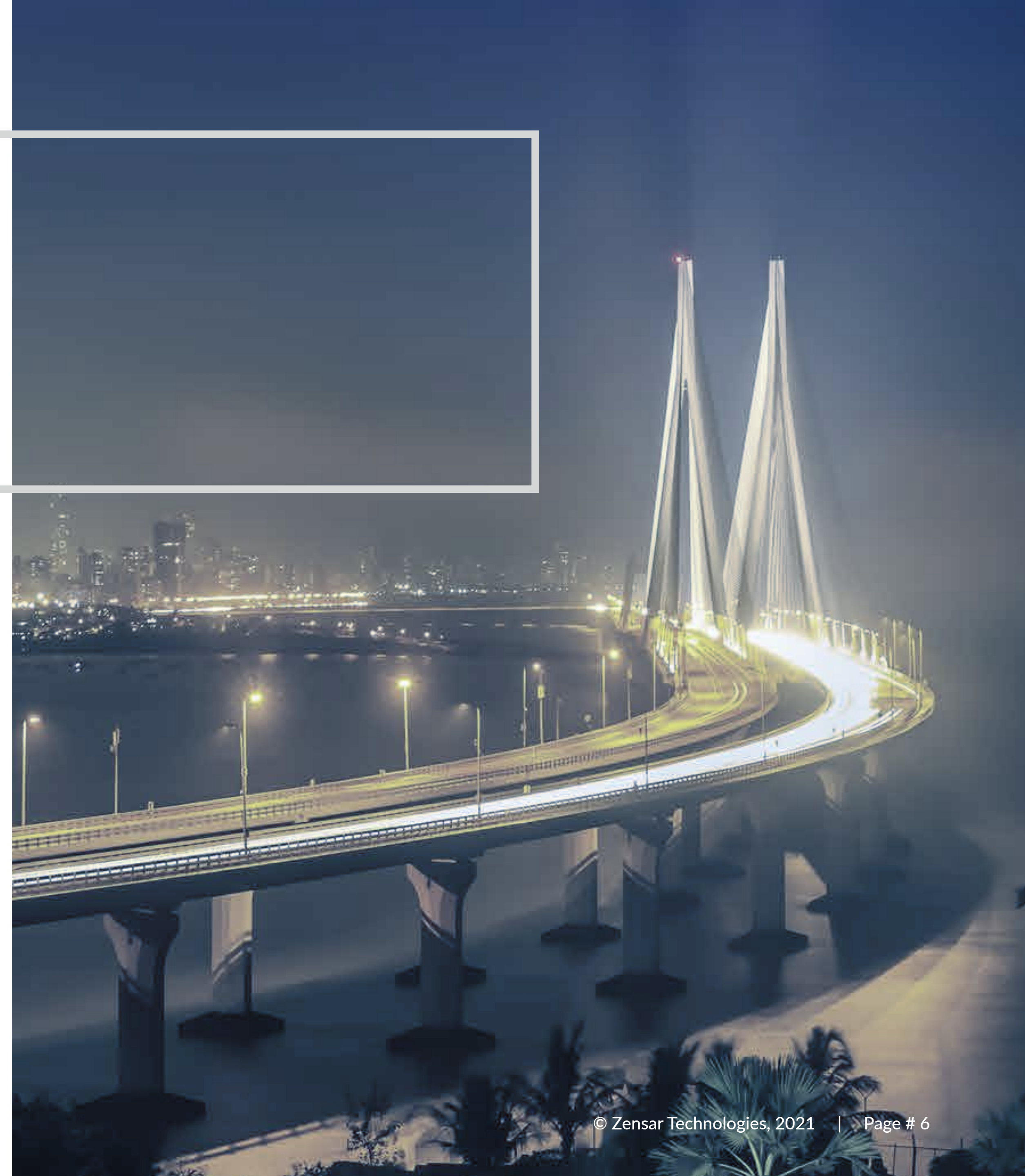
- **Agile** sprint based development, driven by Pod model
- **Gamification** to train teams on agile and scaling
- **Output: Potentially shippable Product**



Phase 3 Continuous Delivery system

- **ZenDSO@s (Zensar's DevSecOps @ scale framework)** based "Continuous Everything", including Continuous Build, Testing and Delivery, including infrastructure automation
- **Gamification** for teams new to DevSecOps to understand value streams
- **Output: Continuous stream of potentially shippable Product**

Our 4-step consultative approach for maturing Product Engineering



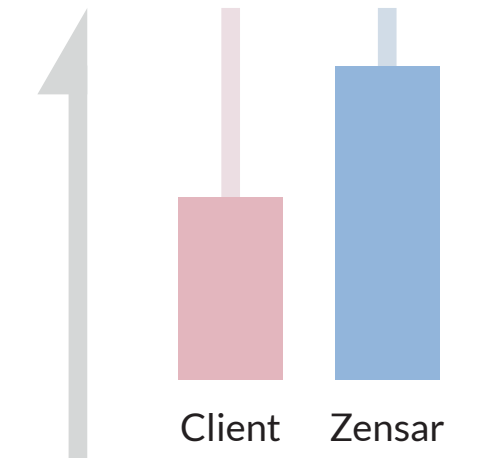
Shaping IT Discovery



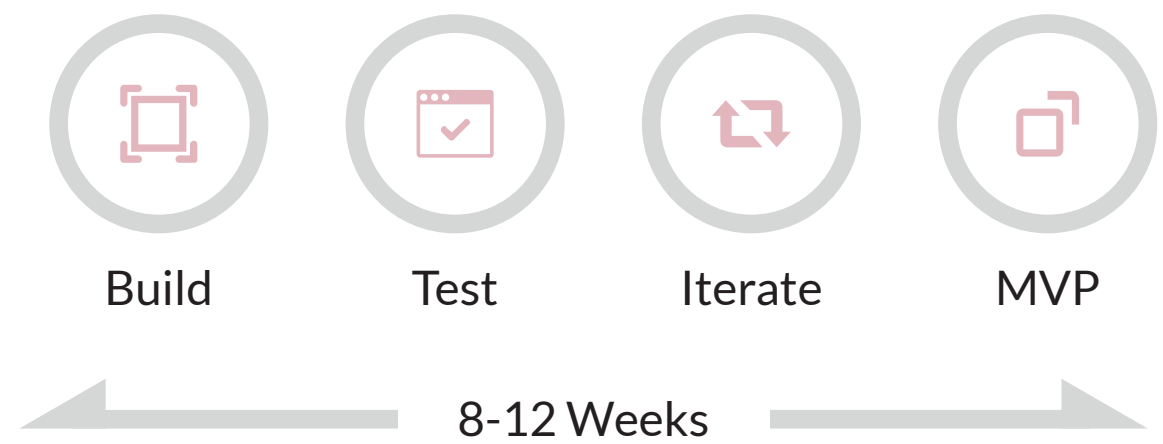
Zensar's Pro-D-G framework for Discovery on the following areas:

- Agile and Product Engineering Maturity
- Strategies – code management, build, testing, release, operations, infrastructure & cloud
- Processes and procedures across SDLC
- Toolsets in use

Create prioritized epics backlog to implement ZenDSO@s



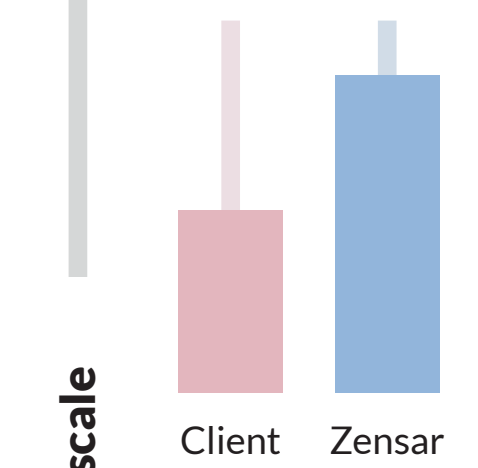
Nailing IT Establish process/ Toolset/WoW



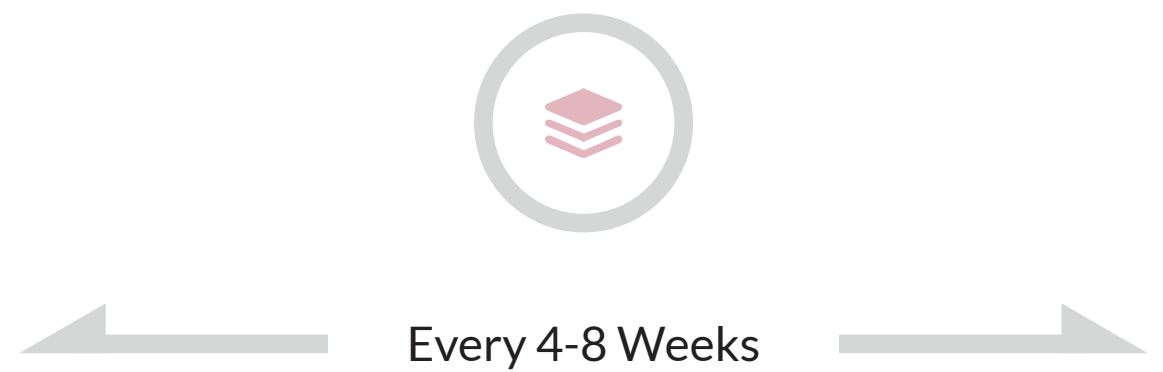
Establish for one Project/Product:

- Agile ways of working
- DevSecOps pipelines per ZenDSO@s
- Release and Environment Management
- Cloud/Container operations (depending on roadmap created during Discovery)

Implement ZenDSO@s for one Project/Product



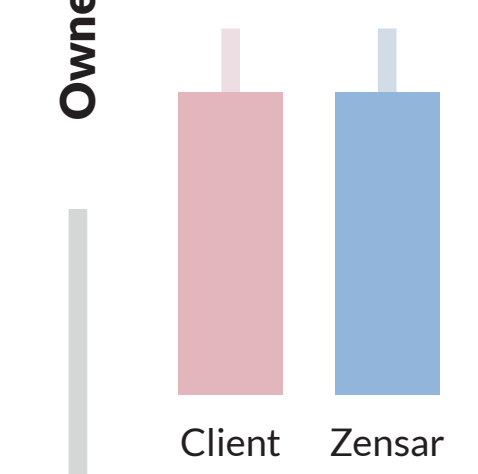
Scaling IT Replicate across the enterprise



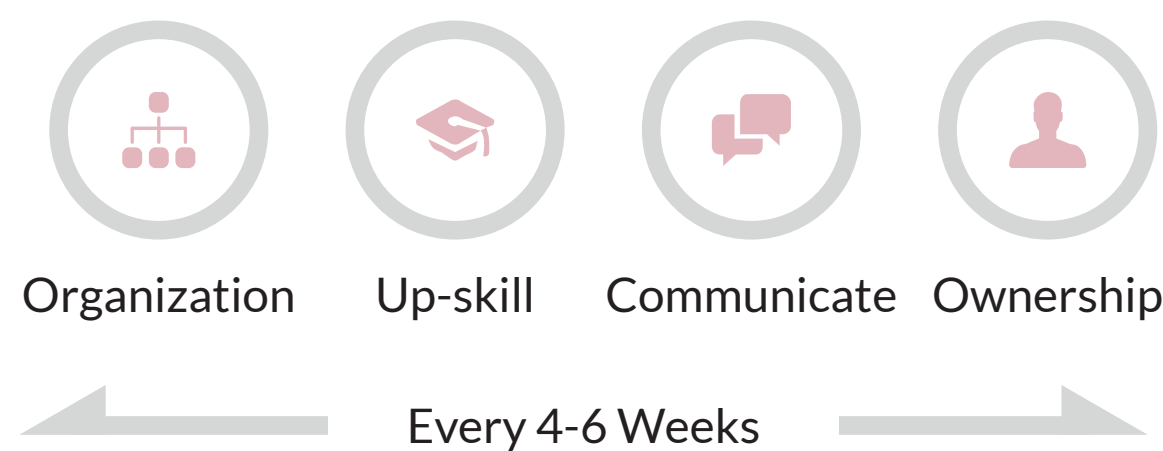
Co-create & implement DevSecOps CoE:

- Broad base adoption across projects
- Cloud migration/expansion (XaaS)
- Microservices re-platform/adoption
- Containerization/serverless

Create DevSecOps CoE for standardization and scale



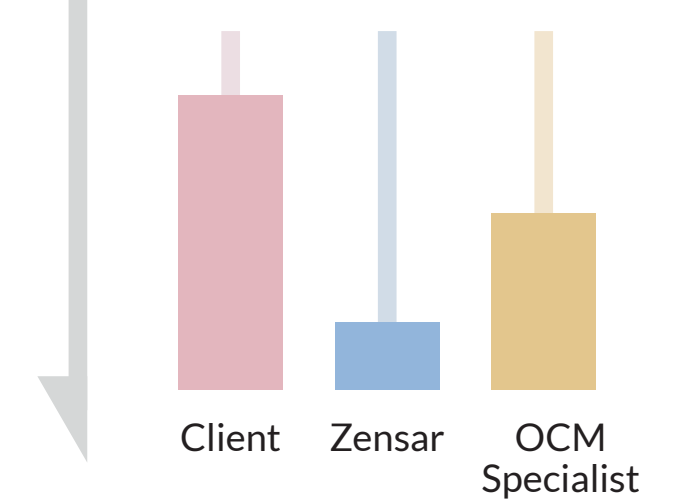
Changing IT Organization change management



Partner with an OCM specialist for:

- Organizational structure change
- Roles and responsibilities
- Up-skilling and re-skilling
- Effective communication

Change Management to align organization to High Velocity



Case in point

Here's a brief snapshot

Customer is a USD \$1 Bn+ British motoring association founded in 1905, which currently provides vehicle insurance, driving lessons, breakdown cover, loans, motoring advice, road maps and other services. Here's a brief snapshot of the challenges they faced and how we helped solve them.





Shaping IT

Discovery phase

Business Problem:

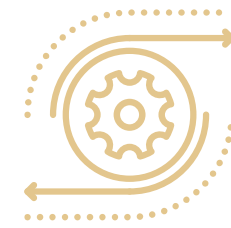
"Help us identify the low hanging fruit, with highest business impact"

Our approach:

- Defined scope and objectives
- Quick assessment of adjacency areas to where Zensar operates using Pro-D-G
- Effort/impact heatmap creation

Tangible Benefits:

- Clearly identified low hanging fruits
- High level epics prioritized



Nailing IT

Establish process/Toolset/WoW

Business Problem:

"Assert back control of the core website's deployment and upkeep and then reduce downtime for content writers"

Our approach:

- Setup parallel environment with customer - executed as slave
- Reverse engineered the build and deployment process
- Did one release from the new environment; switched master ships

Tangible Benefits:

- 88% reduction in MTTD & Release (<1hr from 9 hrs)
- 40% reduction in content freeze time for field agents



Scaling IT

Replicate across the enterprise

Business Problem:

"Scale the success demonstrated in one area across the Enterprise"

Our approach:

- Extend DevSecOps pipeline for multiple stacks based on ZenDSO@s - PEGA, TIBCO, Legacy, .Net etc.
- Extend pipeline into infra-as-code
- Mature phase 2 and 3 of the pipelines through rapid feedback

Tangible Benefits:

- 70-85% reduction in release time
- 20-40% decrease in defect count
- Gravitare from person to system dependency



Changing IT

Organization change management

Business Problem:

"As the adoption scales, re-align the organization to completely adopt the new ways of working"

Our approach:

- Conduct change management workshops to drive the changes
- Continual sessions for executives and technologists

Tangible Benefits:

- Defining the new R&R and target operating model
- Re-skilling the workforce
- Making the organization future ready

For more information, please reach out to
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zensar

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: velocity@zensar.com | www.zensar.com