

**zensar**

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

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

**Brochure**



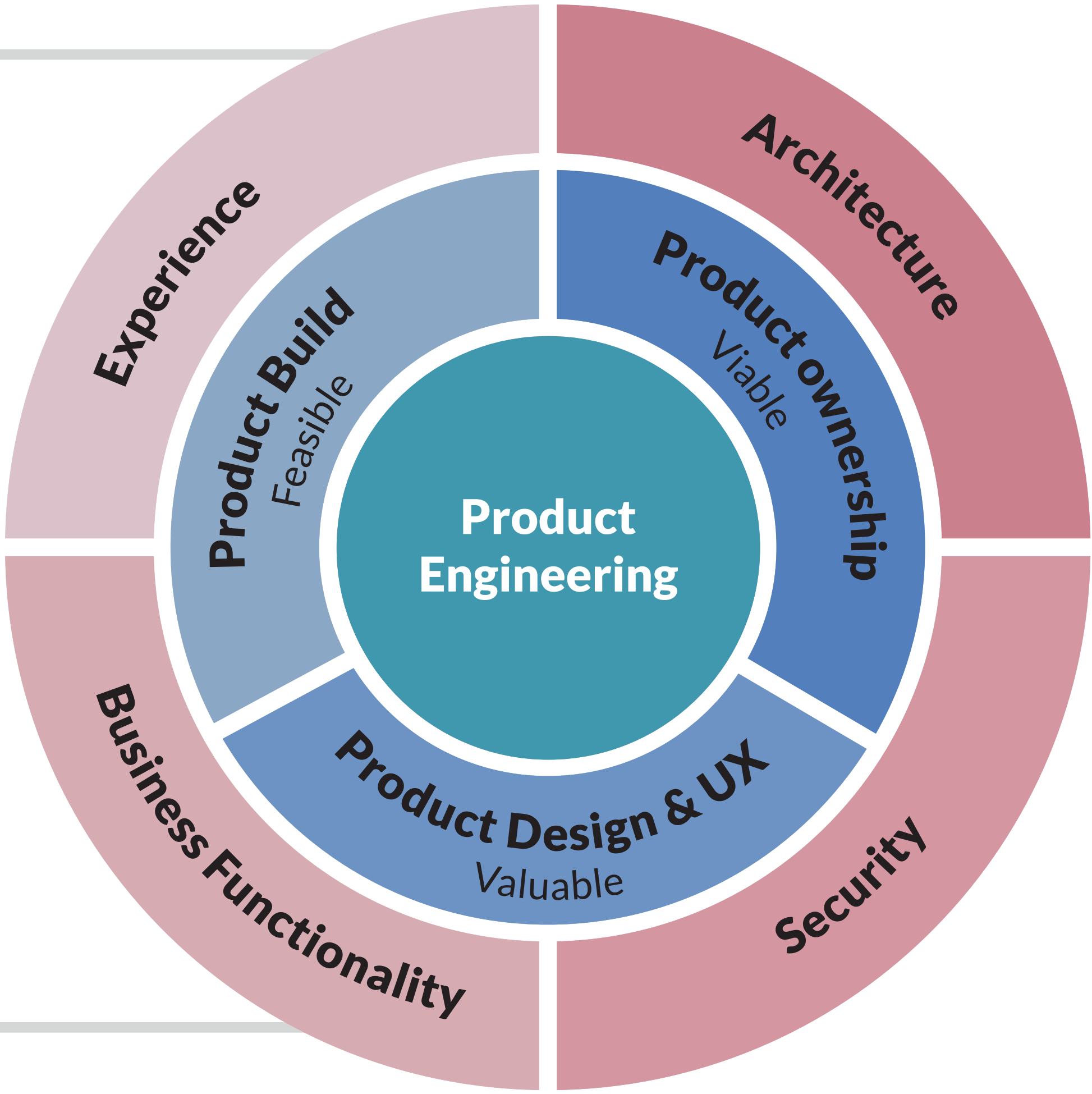
**Global bank and payments leaders say that the time and cost required to go from concept to reality is their top challenge in innovation and digital transformation**

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?

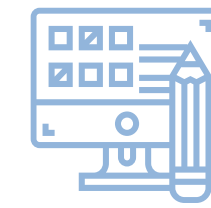


## How Zensar's DevSecOps framework can help?

- **“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.



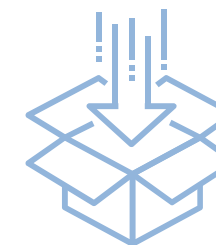
## Phase 1 Requirement Elicitation & Rapid Prototyping

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



## Phase 2 Pod based Agile software development

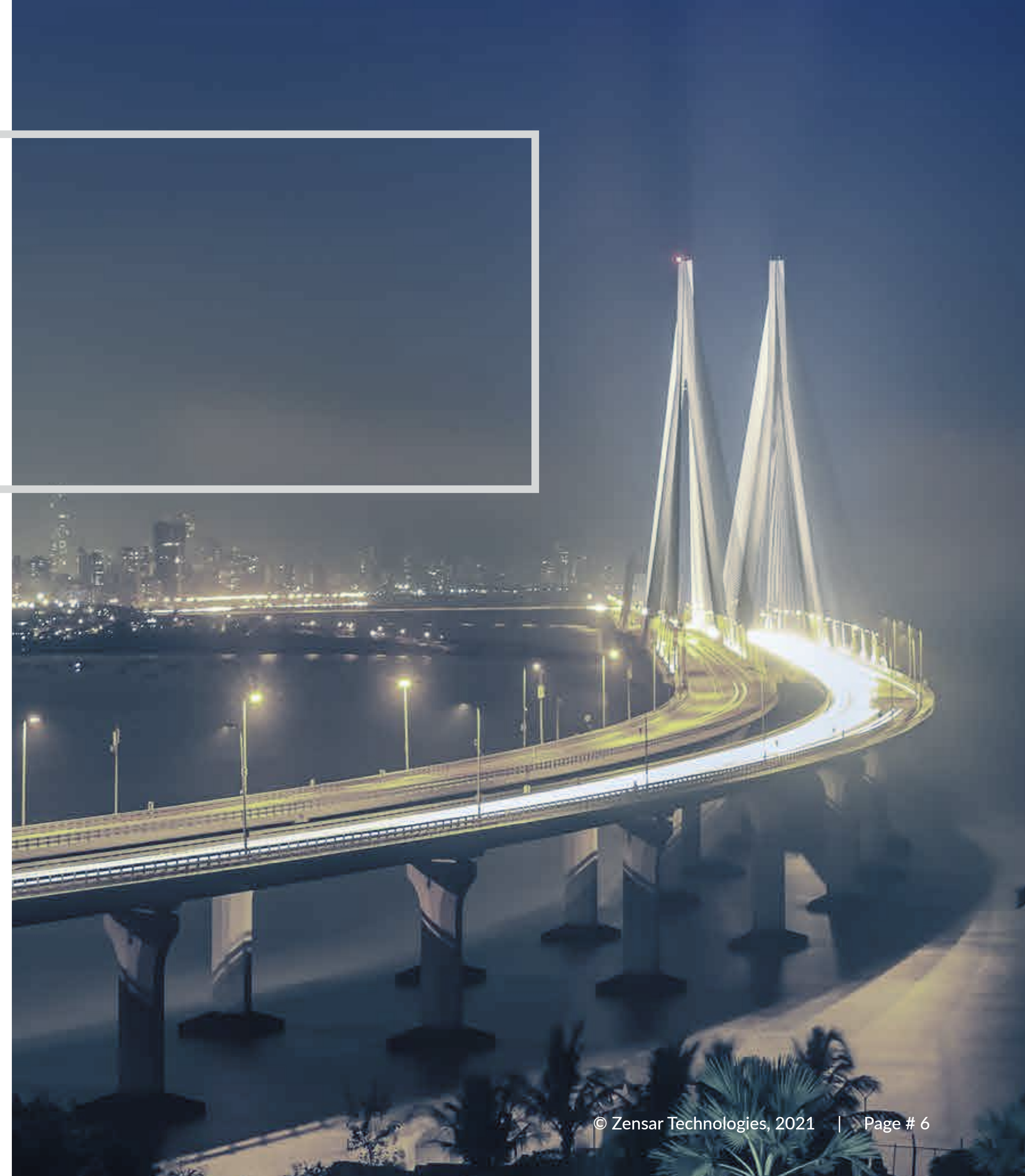
- **Agile** sprint based development, driven by Pod model
- **Gamification** to train teams on agile and scaling
- **Output: Potentially shippable Product**



## 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



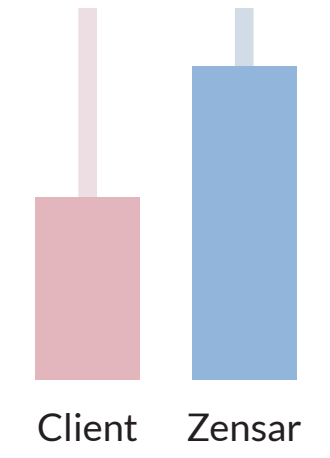
## Shaping IT Discovery



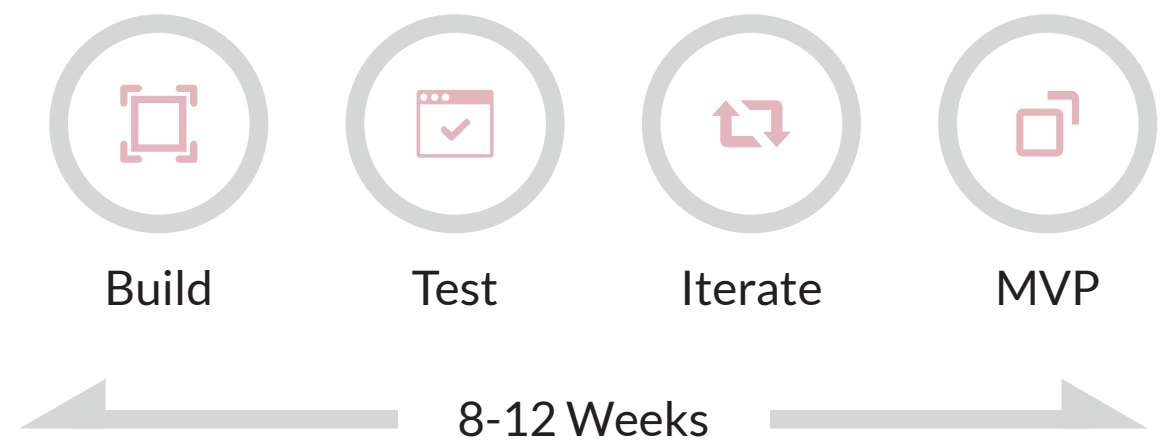
### Zensar's Pro-D-G framework for Discovery on the following areas:

- 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



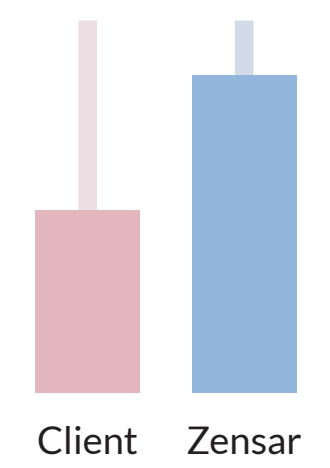
## Nailing IT Establish process/ Toolset/WoW



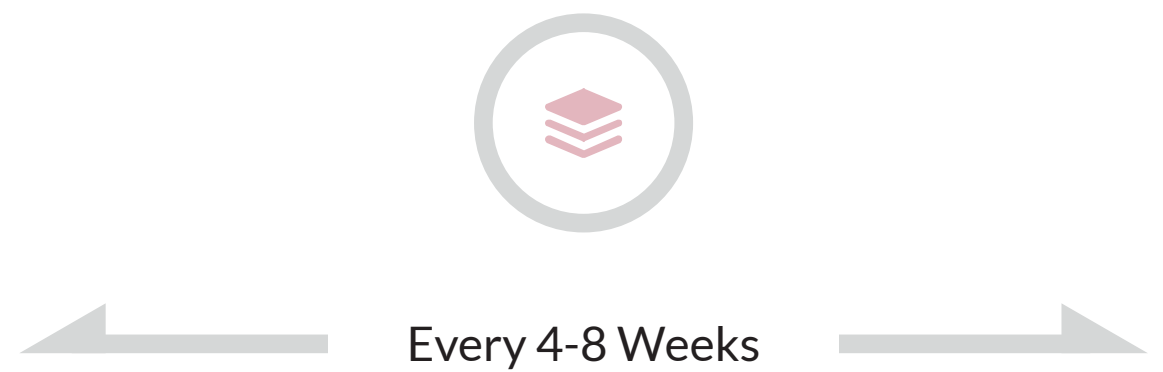
### Establish for one Project/Product:

- 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



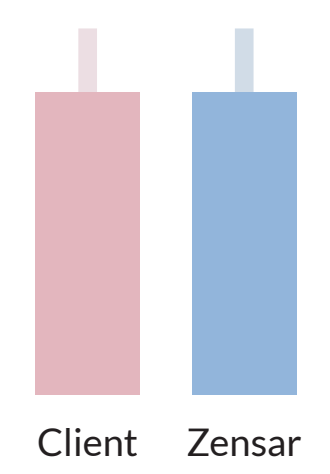
## Scaling IT Replicate across the enterprise



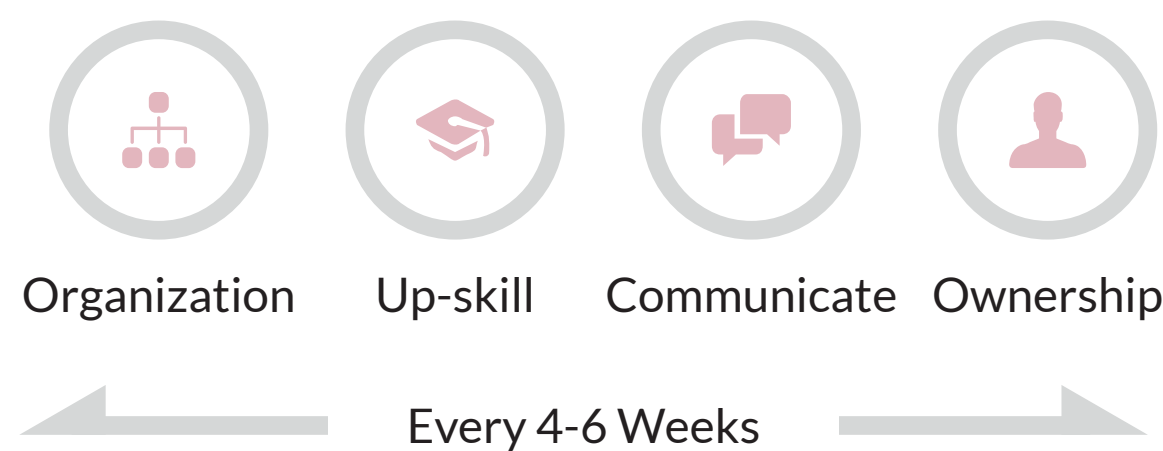
### Co-create & implement DevSecOps CoE:

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

Create DevSecOps CoE for standardization and scale



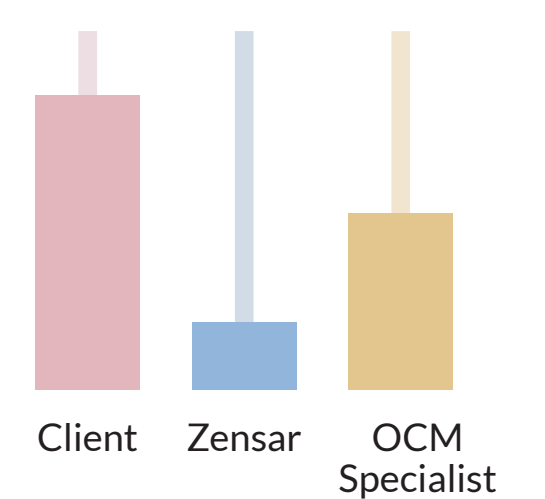
## Changing IT Organization change management



### 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



Ownership scale

## 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:

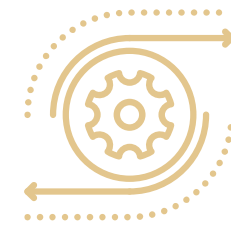
"Help us identify the low hanging fruit, with highest business impact"

### 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 our subject matter experts :

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# zensar

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With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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