



Product Strategy Consulting

Get strategic guidance on designing and managing a best-in-class, sophisticated domain-specific technology solution that scales with your brand.

TRUSTED BY GLOBAL ENTERPRISES

BNY MELLON | EAGLE
INVESTMENT SERVICES

AUTODESK

TAIT

HAVAS

Blackboard

eset

WELLAIR

acino



What you get with ELEKS' product strategy consulting

REDUCED TIME-TO-MARKET

Our multidisciplinary product team, industry expertise and predictable, streamlined process make it easy to launch products faster – **meeting business goals by delivering on time and on budget.**

ACTIONABLE PRODUCT ROADMAP

We collaborate with your business from the product ideation stage, providing insights that inform your approach to product strategy and growth. From validating hypotheses to building a product roadmap, we'll help you **implement a product strategy that supports your business goals and adapts to market changes.**

CUSTOMER-CENTRICITY

We closely analyze users, workflows, and experience gaps to help you **identify problems and build solutions** that put your users first and **make your customers happy.** We apply a continuous product design approach based on metrics and measuring success.

ADVANCED TECHNOLOGICAL DESIGN

Our team has decades of experience in architecting products with cost effectiveness, flexibility and scalability in mind. We can help you design and build products that will **maintain optimized performance** even as your bandwidth needs expand.

EFFICIENT AND CONSISTENT BUSINESS PROCESSES

We have a proven approach to business design and product management, with efficiency baked into our DNA. In collaboration with your team, we'll **transform your business processes to integrate efficiency, cost optimization and risk management.**

EFFECTIVE ROADMAP EXECUTION AND PRODUCT PORTFOLIO MANAGEMENT

Don't let existing products become obsolete. With our product portfolio management solutions, we can define strategy, drive product management activities, and monitor process efficiency to help you **grow and improve your existing products.**

Company highlights

2000+

top tech experts, middle and senior level

17

large delivery centres in eight countries

150+

active clients, including Fortune 500 companies

30+

years on the market

69

Net Promoter Score (NPS)

700+

projects delivered



ISO 9001 and
ISO 27001 certified



SOC2 Type II
certified



Top Software Developer
in 2021 by Clutch

What's included in the service

PRODUCT AND SERVICE DESIGN

- Product vision & scope
- User modeling & customer research
- Business model & value proposition design
- Service blueprinting & digital touchpoints
- Interactive prototyping and usability testing
- Architecture vision & technology Design
- Product roadmap design
- Implementation planning & costs estimation

PRODUCT ROADMAP MANAGEMENT

- Product portfolio & strategy roadmap management
- Customer-centric prioritization and validation
- Key product metrics set-up and monitoring
- Product backlog & requirements management
- Product development & quality control
- SDLC process management
- User feedback & customer feedback loop validation
- Resource planning & vendor management
- Cost optimization & risk management

We are proud to build and design the best creative products

Watch the reel



READY TO ENHANCE YOUR
PRODUCT STRATEGY? **CHOOSE ELEKS**

Industries we serve

HEALTHCARE

ELEKS has decades of experience designing products in the healthcare industry, and our team is well-versed in regulatory and compliance initiatives that may impact your product. In addition to custom product development work in healthcare, we offer a proprietary healthcare development framework to rapidly prototype and build products in the healthcare industry. Our solution offers fully customizable and extensible pre-built components, content, and workflows for the healthcare industry, ensuring product scalability, quality, and performance.

INSURANCE

We know how to design best-in-class insurance services enabled by advanced digital solutions to optimize operational efficiency. Deliver advanced customer experiences so that you can effortlessly grow your book of business. Our digital solutions give insurance clients effective tools for risk calculation and management, pricing, policy and claims management.

FINTech

Our team has considerable experience in designing and delivering advanced digital products for investment data and analytics. We support stocks and market analysis for brokers and financial analysts, solutions for financial data operations, as well as trading platforms and mobile banking.



Though ELEKS offers product strategy consulting services across a wide range of industries, we've developed specific expertise in these sectors



Why ELEKS?

END-TO-END PRODUCT ROADMAP

ELEKS can guide your organization through the entire product lifecycle – from idea validation to market delivery. With expertise in both product design and management consulting, we'll be able to help you both **design and implement your product strategy**.

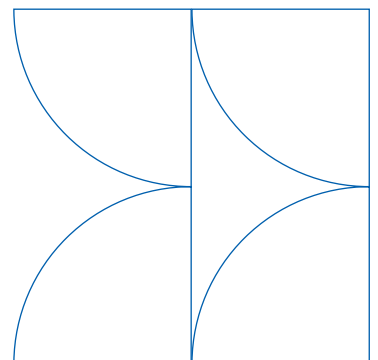
EXTENSIVE INDUSTRY EXPERTISE

With deep industry experience and product development experience across industries including healthcare, insurance and finance, we can get up to **speed on new projects quickly**. Our team has hands-on industry experience, and we follow best practices that help us architect and execute on innovative solutions that align with industry requirements, so you can **meet compliance requirements without sacrificing creativity**.

EXPERIENCE IN INNOVATIVE TECHNOLOGIES

With vast experience in AI, data analysis and machine learning, blockchain, cyber security and data protection, and Cloud consulting, our specialists can help you **design a solution that integrates cutting-edge technologies to help you future-proof your business**.

Customer success stories



BNY MELLON | EAGLE
INVESTMENT SYSTEMS

Advanced data-centric
portfolio management suite
for the financial services
industry



[View more](#)

WELLAIR

Seamless user
experience for a medical
IoT device's display and
its remote-control app



[View more](#)

Blackboard

A set of mobile retail
and store management
solutions for educational
institutions



[View more](#)

MapleLife
ANALYTICS

Profound functional
and visual modernization
of an insurance CRM



[View more](#)

About ELEKS

ELEKS is a global software engineering and technology consulting provider. For more than 30 years, we have built custom software solutions that support the business growth of our 150+ clients.



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