



# Product Engineering

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Consumers and businesses are making sophisticated demands on manufacturers. The buyers insist on latest technologies, enhanced designs, improved materials, superior quality and enriched user experience in products. As a result, product companies are continuously in the process of innovation, reengineering, process optimization, localization, customization and cost rationalization to meet these demands.

Motivity Labs is working with you to design and deliver a new wave of intelligent products. We use our industry-specific expertise and partnerships in software, electronics, engineering and Product Lifecycle Management.

### **WHAT WE DO:**

- **Integrated products solutions:** We help develop products that have a growing level of intelligence. The products communicate with other devices, plant floor systems and IT platforms.
- **Intelligent connected infrastructure solutions:** We weave together a seamless infotainment experience so users can access it anywhere, anytime and on any available device
- **Engineering and manufacturing process solutions:** We bring together capabilities in Engineering, Automation and IT to create solutions that enable seamless integration of processes in the plant and field environment.

The ever competitive software product industry continues to witness new technologies sweeping the market, heightened consolidation and a move to utility-based software delivery through Software as a Service (SaaS) and Web 2.0 technologies. The increasing pace of innovation has in turn shortened the life cycle of software products. Visionary industry leaders have realized the importance of collaboration to stay competitive and have started building their global engineering product development ecosystem to 'out innovate' competitors. All this has changed the expectations of an offshore product engineering services provider.

Against this background, software product companies need more than just another offshore services vendor on a piecemeal basis to collaborate for success. They need a strategic software engineering services and products partner who can share and execute based on the product's long term strategic vision. At Motivity Labs, we share the innovation and product strategy vision of our partners. We are fully committed in increasing the

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effectiveness of innovation while adding the right value in executing that vision and getting it right the first time.