

Software Product Development

Trusted for Results

We at Magus understand outsourced product development (OPD) requires the offshore team to work in very close collaboration with the client's engineering team. Partnering with Magus for your product development services helps you leverage a strong value proposition, low time to market, reduced development costs and quality manpower.

We believe that software product development is different from custom software development and requires extra skills and competencies apart from handling project life-cycle phases. Product development life-cycle involves additional items like:

- Capturing marketing requirements & product requirements
- Scalable architecture to accommodate future product direction
- Shorter release cycles to release new features and patches
- Easy migration path when maintenance releases are available
- Framework to manage different customized versions of the product

Magus has developed many products for customers over the years and refined the methodology to meet the demands of effective product development environments. Our product development and engineering framework spans from conceptualization, architecture, design, development, testing, deployment and enhancements to porting and ongoing support.

Magus has specific competencies on .NET platform. Our Microsoft .NET team develops and delivers comprehensive solutions utilizing the full capability of .NET functionality. Our product development service covers the entire spectrum of activities involved in taking a product from vision to ship - from defining the product vision to releasing a finished product and every step in between. We get deeply involved from the start by understanding our client's business, their target customers, their competitors, and other business drivers and constraints. We use this understanding to design and build a product that can exceed their market and user expectations.

We are in cognizance with our clients about protecting their intellectual properties and provide full ownership of outsourced product. We sign Non-disclosure and IPR agreements with our clients for ensuring exclusive source code and Intellectual capital rights to them.

Development Framework and Tools

In the age of rapid application development Microsoft .NET framework 3.5 is a sophisticated platform and is been supported by highly intuitive Visual Studio 2008. The significant boost could be achieved in development speed through this new platform from Microsoft. Visual Studio 2008 supports .NET framework and has next generation functionalities that will help a developer to code efficiently and with lesser efforts which in turn will reduce the development project duration. The .NET framework 3.5 adds new features in several major technology areas. It supports web 2.0 AJAX style applications. It is an advanced tool supporting new workflow – enabled services technologies like WF, WCF and WPF.

ASP.NET AJAX is an extension to ASP.NET RUNTIME. It is now built into the platform and makes the complicated tasks of building cross-platform easy. This framework supports responsive user interfaces and more efficient client-server communication by simply adding a few server controls to its pages. It also brings great functionality and ease around web development and designing of next generation web sites.

Visual Studio 2008 enables you to build applications that target multiple versions of the .NET Framework. This means you can use VS 2008 not just to open, edit and build latest .NET 3.5 but existing .NET 2.0 and ASP.NET 2.0 applications (including ASP.NET 2.0 applications using ASP.NET AJAX 1.0), and continue to deploy these application on .NET 2.0 machines as well.



Product Development Services

1. New Product Design and Development
2. Feature Enhancement
3. Product Platform Migration
4. Software Product Testing
5. Software Product Maintenance and Support
6. Product Release and license Management

Magus Software Products

Ikon-ERP [Natural Products]
Smart.Pay [Indian Payroll]

Product Development Team

1. Product Management: Mainly deals with customers and define project requirements, also ensures customer expectations are met.
2. Program Management: Maintains project development and delivery to the customer
3. Architecture: Responsible for solution design, making sure the solution design optimally satisfies all needs and expectations
4. Development: Develops according to the specifications.
5. Test: Tests and assures product quality
6. Release/Operations: Ensures smooth deployment and operations of the software
7. User Experience: Supports issues of the users