



PRODUCT DEVELOPMENT PARTNERSHIPS

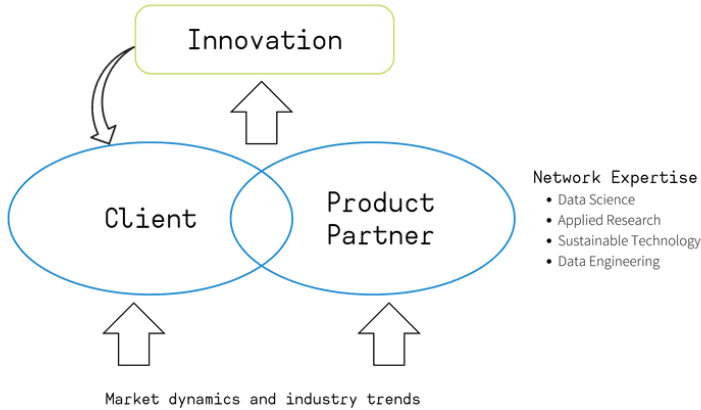
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With the scarcity of technical and analytic resources, many organizations are looking for on-demand talent to evaluate, develop, and test new products. In particular, organizations developing data products are looking for low-risk options to meet growth targets in rapidly evolving markets. There are challenges in keeping up with technology and advances in how data products are architected and made available to users.

Many companies engage product development partners to complement their internal resources to accelerate new product concepts that require validation in the MVP phase before investing in a full production version.

Engaging with a high-performance product innovation partner provides speed to market while not materially distracting internal resources from managing and maintaining existing products.

The right product development partner delivers more than technical resources; they have links to a network of industry and research experts with experience and knowledge in a wide range of market sectors.



High-performance partnerships provide best-of-breed research, data science, data engineering, infrastructure, and delivery expertise. Close collaboration with a product development partner optimizes the transfer of technical knowledge and intellectual property to internal teams.

WHY ENGAGE A PRODUCT DEVELOPMENT PARTNER?

1. PRODUCT PARTNERS BRING EXPERIENCE AND ESTABLISHED PROCESSES

Internal development teams are experts at what their company does; the product development partner is an expert in what data science, advanced data management, and technology can deliver. Applied research adds innovation to the core of product solutions.

The best development partners are experienced in a variety of market sectors, providing a basis for the best product outcomes across different technologies and delivery systems. Developing new products is their core competency.

2. THE CLIENT CAN FOCUS ON THEIR CUSTOMERS; PRODUCT PARTNERS FOCUS ON CAPABILITY

Product partners assemble the right team. The right talent pools exist at the product partner and their network, reducing a client's risk and enabling product ideation to production is a fast, efficient, and low-risk process.

3. PRODUCT PARTNERS EXPLOIT TECHNOLOGICAL ADVANCES

A product development partner's business is fusing technology with other development capabilities like data science and data engineering to streamline delivery and increase product flexibility and functionality.

4. PARTNERS SUCCEED WHEN EVERYONE WINS

Outsourced product development partners' desire for success aligns with their clients.

The client's business grows with the partners. Partnerships are not short-term projects. Product development partnerships grow with persistence and become sustainable.

KEY BENEFITS

The key benefits of engaging with a product development partner:

- External specialists become an extension to the internal team.
- Speed to market. Ideation, elaboration, and development are all optimized.
- Access to commercially experienced data science and data engineering teams.
- Access to high-performance technology architecture team.
- Flexible engagement models - go/no go gateways.
- Internal product development and technology teams build additional capabilities during the development process.
- Intellectual property is created for the client.

WHY PARTNER WITH ROZETTA?

RoZetta is well-placed to partner with your business to unlock revenue opportunities. A combination of trust, innovation, and capability to develop products to expound and grow your revenue base in a competitive landscape.

RoZetta is a data science and technology service provider specializing in building and operating financial markets solutions. Gain access to leading experts in data science backed by our experienced technical team, ready to partner with you to accelerate product developments. Partnering with us allows you more time to focus on your customers and seamlessly streamline product delivery.

Contact us to discuss how we can partner with your organization to develop innovative products. Visit our [solutions page](#) for our case studies to learn more about the benefits gained by partnering with us.