

“Productization” - a patented methodology

Virtusa Corporate has received the United States Patent and Trademark Office (USPT) registration for its unique service offering named Productization. The company first used the term Productization commercially in June 2003. Virtusa’s Productization is a methodology that creates and consolidates technology assets into Organisation Specific Platforms that are then leveraged across different silos of a client organisation to build future applications or vertical solutions. “This is a terrific endorsement of our tried and proven Productization concept. In order to be awarded a

service mark, one has to prove to the USPT Office the uniqueness and authenticity of the service mark;’ said Kris Canekeratne, Virtusa Chairman and CEO. “Much of the ground breaking work we have done in this regard has enabled our clients to derive competitive advantage by leveraging Productization to launch new products and services to market faster, thereby accelerating top line growth. We have used this methodology and process across all service offerings and inculcated this as a mindset within Virtusa. It is now an intellectual property asset of the corporation:’

Virtusa’s goal with such solutions is to help its clients institutionalise large-scale asset re-use and best practices, while leveraging the cost efficiencies of a global model. This is not unlike the automobile industry, where leading manufacturers are able to re-use up to 80% of their components and platforms across multiple product lines. “As the pioneers of Productization we deliver a unique value proposition to our clients, being issued a registered service mark confirms it. Clients that leverage Productization methodologies will ratchet-up productivity, quality and reliability;’ said Tarun Sharma, Head of Productization.