talentica
DREAM · BUILD · DISRUPT

The Talentica Way

Your secret weapon for building products that guarantee business outcomes

WHY...

- Some software products achieve competitive success while others flounder?

- Strict adherence to agile development processes still yield products that fall short?

- Throwing more developers at a project often do more harm than good?

- Some engineering teams more effective than others at creating, launching, and scaling products that deliver optimal business outcomes?

Over **20+ years** and with the development of **200+ products,** Talentica has found answers to these and other *why* questions across real-world engagements.

Our insights have yielded **The Talentica Way : a high-velocity software development system** that leads to elegant software products that your customers embrace and that propel your competitive success.

Each element of *The Talentica Way* arose from understanding and addressing specific product engineering pain points that our customers face.

Whether you're a **startup** heading toward your first MVP or striving to scale your product, or an **established enterprise** looking to expand your product portfolio or enter new markets, we invite you to find out how *The Talentica Way* can be your **secret weapon for engineering optimal business outcomes**.

We bring startup energy, focus, and passion to companies of any size.

OVERVIEW

Starting with a Product Mindset

Too often, a product owner is like Atlas, carrying on their shoulders the full weight of the product vision and execution. Meanwhile, the engineering team is relegated to the role of feature implementers, largely detached from the product's ultimate success.

At Talentica, maintaining a **product mindset** means **engaging with the "why" behind a product**. Your product owners still provide the big picture: your business objectives for your product and your ideas for how specific features will drive user engagement or competitiveness. Working with *The Talentica Way*, our engineering teams:

- **Act as a sounding board** to your product owners, working closely with them to increase feature adoption, manage technical debt, and uncover corner cases before they can impede development progress.

- **Actively question** your product requirements - thinking beyond "tickets" and specs to help refine and improve features.

- **Deeply understand** your end users, product vision, and competitive offerings.

- Apply **lean development principles** and **"customer development" techniques**.

- Evaluate every technical decision along the development pathway to **achieve your desired business outcomes**.

Applying our 'Product Mindset' approach to your software development leads to:

- ☑ **First Time Right (FTR)** building the **right product,** with the **right features**, the **right way** — the **first time**.

- **Reduced cycle time** ensuring projects ship on time and **on budget.**

- **Improved feature adoption** to achieve the **business outcomes**, established for each product.

- **Architecture longevity** with designs prioritized to scale as you **grow.**

"The Talentica team displays a keen understanding of our requirements and always comes to the table with insightful ideas. The raise pertinent questions to ensure that what we are suggesting is the best way to approach the problem. This has led to the development of a superior platform that we are confident will be embraced by our customers. If we had to do this all over again, Talentica would be our only choice as technology partner."

MOHAN RAMASWAMY, Co-Founder & CEO, Rubix Data Sciences

200+ software products designed and delivered over **22 years.**

Your Talentica Team
Top talent aligned to your vision

It takes more than coding skills to create competitively successful software products. It takes smart, intellectually curious software engineers able to go beyond mere execution of specs and help you achieve your product and business goals.

At Talentica, we believe that **top talent is essential to solving tough problems and doing meaningful, challenging work.** Every Talentica team member has trained at one of the top 100 tech schools in India and demonstrates strong problem-solving abilities and high learning agility.

This skilled talent pool is assembled into **dedicated, client-specific teams.** These dedicated teams enable us to act as a true extension of your internal team, leading to the high sense of ownership that our engineers bring to your projects. And the many-to-many communication channels among Talentica engineers and your product teams lead to better collaboration.

We treat your dreams as if they were our own.

Acting as true peers with your internal team, our technically sharp engineering teams:

Make the right architecture and design decisions upfront, so you avoid painfully expensive fixes later.
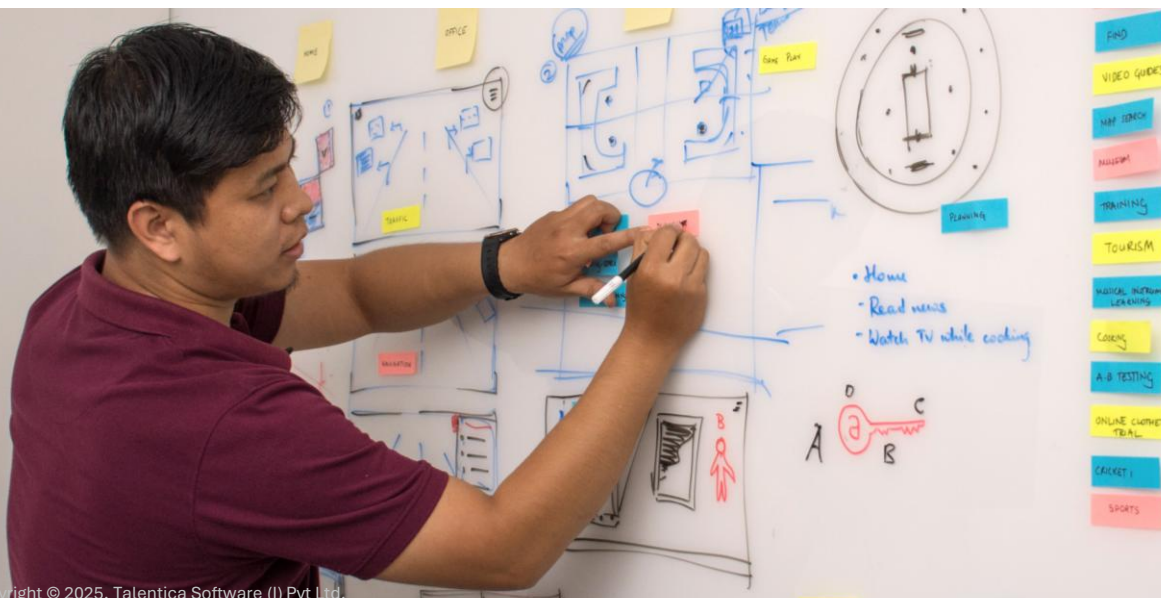
Adopt and exploit emerging technologies, able to innovate on the fly and leverage cutting-edge technologies as differentiators.

Reduce cycle time, due to familiarity with your codebase and product.

Understand and execute fast, with minimal input. Often, quick calls and rough wireframes are all we need from you to successfully build products.
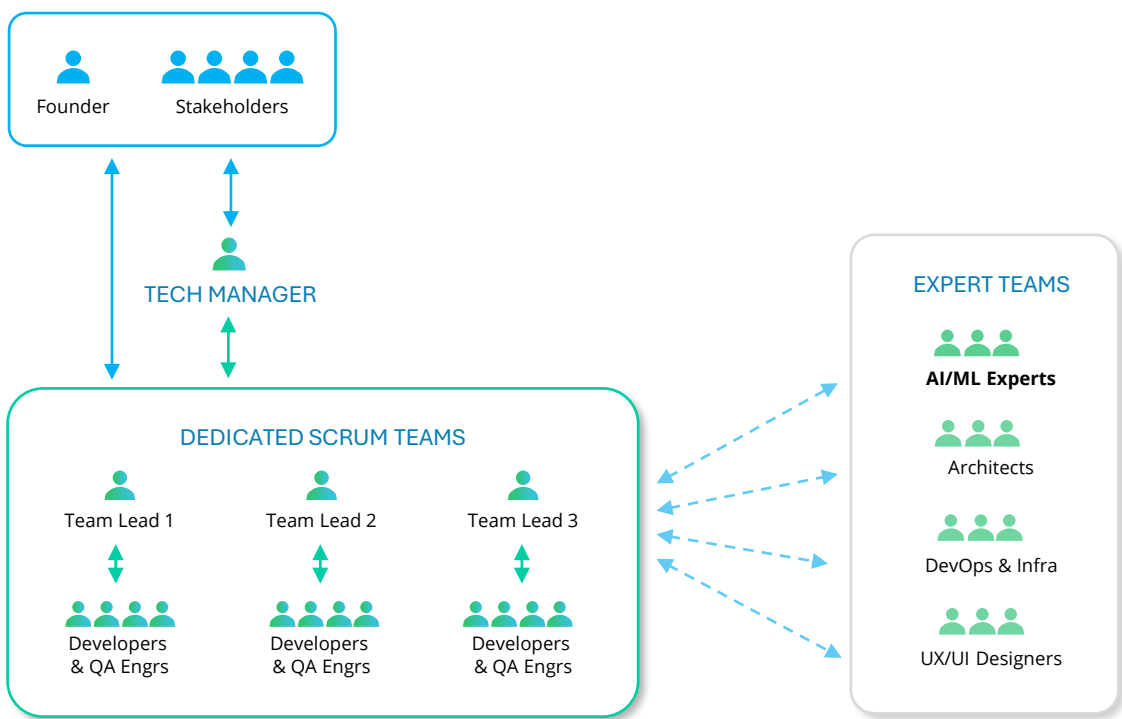
Your Talentica Team

As important as individual skill is how we **assemble and organize engineering teams**.

All teams include a **Tech Manager** experienced in working with high-growth companies. Depending on the development stage of your product, your client-specific Talentica team might include architects, UX designers, frontend and backend developers, DevOps, big data architects, data engineers, CloudOps, and QA. As needed, your team will be joined by **specialized experts in advanced and emerging technologies**, which today means generative AI and blockchain.

Together, everyone can **contribute to any or all of the product development process**, from design and development through deployment, differentiation, and support.

"Talentica has engineers who are not only technically savvy but also inherently problem-solvers. They solved some of our hard technology problems and provided answers to questions we didn't have answers to. This was one of the biggest factors in trusting Talentica with our engineering."

SHESH RAU, Sr. Managing Director, Step Solutions

Talentica has **500+ innovators** ready to tackle your most difficult software engineering challenges.

Improving Every Product with
AI-Driven Development

Technologies such as ChatGPT, GitHub Copilot, and Cursor have sparked a wave of excitement around **AI-driven software development**, with some predicting that AI will soon transform, or even replace, much of software engineering. But while this buzz is loud and growing, actual productivity gains industry-wide have been minimal, with real-world benefits underwhelming.

At Talentica, we aren't just dabbling with Gen AI tools; we have made this new technology an **integral part of how we work.** Our key insights? Smart engineers extract more value from AI tools than average engineers. When properly applied, AI amplifies developer skills and not replace them.

Talentica's AI-led approach has two pillars:
1. Enhancing our own engineering efficiency
2. Driving product innovation for customers

1. Enhancing engineering efficiency

Exploring AI tools for UX design, product development, testing, infrastructure, and security, we focus on **measurable outcomes:** productivity gains, live features, and customer value.

Our prompt-driven, context-aware engineering replaces traditional specs with structured prompts enriched with domain context. In this way, we bring **speed and efficiency to the development process** by accelerating learning, automating tasks, and optimizing processes—reducing the time needed to complete projects without sacrificing quality.

We apply AI tools at multiple stages along the development path:

- **Ideation.** Defining personas, business flows, and screen-level intents as natural language prompts.

- **Design.** Tools such as Figma AI or Locofy use these prompts to generate wireframes and UI layouts.

- **Development.** Integrated development environments (IDEs) like Cursor and Copilot leverage not just prompts, but also embedded context files, architecture guides, naming conventions, and best practices, generating intelligent code aligned with team standards.

- **Testing and documentation**. We accelerate these stages through AI-generated test cases, schema validations, and inline docstrings derived from usage patterns.
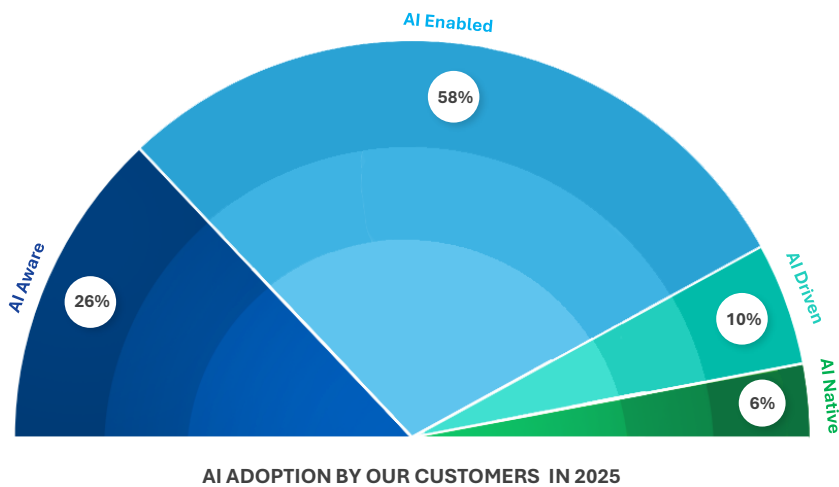
2. Driving product innovation for our customers

Already, **60%** of our customers have launched generative AI-based features or products that were co-created with Talentica teams. This success stems from our internal AI initiative, where each engineering team proactively identifies high-impact AI opportunities and builds working demos to secure stakeholder buy-in.

To support these efforts at scale, we have also mandated **GenAI certification** for all our engineers, ensuring that every developer can both contribute to and lead GenAI product thinking.

By bringing the latest knowledge and understanding about advanced AI technologies to your product development, Talentica can enable you to **infuse AI capabilities into your products faster than if you had to build this expertise in house**.

AI ADOPTION BY OUR CUSTOMERS IN 2025

■ AI Aware
Exploring AI potential and use cases.
- Polling Question Generator
- ID Classification
- Aadhar Card Masking
- Detect end credits to prompt users with next video options

■ AI Enabled
AI is used in peripheral features to improve efficiency.
- Restricting SKUs
- AI Stylist
- Jewelry Type and Jewelry Damages Description Automation

■ AI Driven
AI is used to build features that enable growth, like automating key workflows, increasing user engagement, etc.
- Request For Quotation response
- Banner Generation
- Image Grader

■ AI Native
AI is the core of the product, where the product does not exist without AI.
- Creating new videos using head pose transfer from an existing clip
- Streamlining business processes with autonomous AI

"Talentica understood what we thought about user needs and the problems we were trying to solve. They imbibed our vision and helped us design and build a product that will sell and get to the market successfully. They brought expertise in emerging technologies like AI and blockchain to enable innovation for us."

CARMELLE CADET, Founder & CEO, EmTech

We've incorporated advanced **AI technology for x%** of our clients' products.

The 3 P's of Product Engineering
Priority, People, Processes

Product development does not travel a smooth, regular path. Each stage—ideation, acceleration, scaling, differentiation, and modernization—requires a **different mix of business and technical priorities, engineering expertise, and processes**.

We have distilled our experience working on 100+ products across all the development stages into *The Talentica Way.* This system enables priorities, people, and processes, and the success measures, to change in synchrony as a product is developed. We help **de-risk your product development** and **position your products for greater success**.

Priority
Our north star, always, is your desired business outcomes, while recognizing that priorities can shift as a product grows. Guided by our product mindset, we balance short-term agility and getting things right the first time with managing scope creep and ensuring architectural longevity for your product.

People
Engineering teams must evolve with changing needs. Skills that were prized at previous companies, for earlier products, or at specific development stages might not be what's needed for *this* product, at *this* stage, right now. We can help you evolve your engineering organizations as you scale—so you can meet new challenges without losing agility.

Processes
Processes need to mature in step with the product. We codify and reinforce engineering excellence into our processes, from planned and show-and-tell sprints to milestone plans, technical due diligence, and management of scope creep. Applying the right processes at the right time frees your products to power your business growth.

"With Talentica, you get your engineering solution in one place. You can depend on them as you would depend on a family member, confident that all your engineering team needs will be met and grow in one space."
LUKE JUBB, President & COO, Fedelis

Transform a product idea into an MVP or an enterprise-grade offering—in **90–120 days.**

Actively Promoting Efficiency & Consistency

Talentica has accumulated a wealth of experience through the development of 200+ products. At first, much of this valuable experience remained as undocumented tribal knowledge. To make sure our customer teams operate with maximum efficiency and benefit from our collective wisdom, without constantly reinventing the wheel, we have found ways to **standardize, codify, and share what we've learned throughout our organization**.

Playbooks

Codifying standardized product development processes such as sprint planning, reporting, and deployment, to spot potential issues early and adjust practices for optimal performance. Talentica playbooks include:

- **Product Development Playbooks :** Designed with built-in "health monitors" that highlight development risks and offer early warnings.
- **Customer Touchpoints Framework :** A collaboration framework providing effective communication, transparency, and alignment with your product development goals.
- **Value-Added Playbook :** Identifying innovation opportunities and technically hard problems along the product development journey.

Orion

Even experienced product owners and technical managers can feel overwhelmed by everything it takes to create and deliver a product, and to wonder what's *really* happening at any given moment. Gut instinct is no match for tangible visibility.

We created our **Orion product engineering observability and management platform** to make all our proprietary playbooks, processes, and systems accessible and actionable, on demand. You can use the **Orion dashboard to view key metrics throughout development,** with a 360-degree view across all pillars: Product, People, Processes, and Delivery. Most importantly, Orion provides the **clear, hard data you need to either validate or challenge your instincts.**

"With Talentica, we got an engineering team that could bring the agility and adaptability required for quick turnaround and the ability to work with ambiguity."

MANOJ MALHOTRA, Co-Founder and CTO, Amplify.ai

Transform a product idea into an MVP or an enterprise-grade offering in **90–120 days.**

Treating Innovation as a Process

At some point in our 20 years of work, we realized that **innovation doesn't have to be left to chance or serendipity**. Instead, it can be **built into how we work**. That insight led us to formalize innovation as a process codified into a playbook, with a clear and formal definition.

At Talentica, innovation:

- Addresses an unsolved problem in technology, product, or process.
- Has a solution suggested and implemented by us in production.
- Is formally acknowledged by a customer, recognizing its impact.
- Is validated by a designated member of Talentica Innovation Panel.

107 Hard Problems	20 New Technologies	7 Distinct Innovations

Our Innovation Focus

Fosters incremental product improvements by identifying technical and product-related gaps and prioritizing features.

Acts as a catalyst for breakthroughs leading to new revenue streams, cost savings, and greater operational efficiency.

Rewards team members for impact to encourage going beyond the expected, solving hard problems, and creating real differentiators.

"Be it solving critical problems or introducing new features, the team at Talentica makes sure they bring bespoke innovation to the table every single time. When we approached them for a first-of-its-kind idea of embedding videos into emails, their approach toward it was brilliant, thereby driving some excellent results."
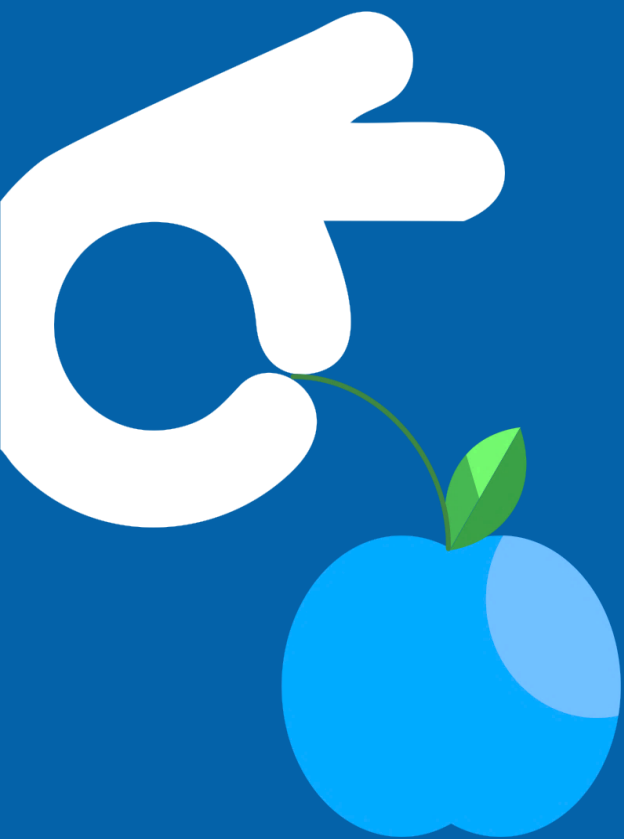MATT HIGHSMITH, CEO, TailoredMail

"Talentica has the ability to solve tough, cutting-edge problems with skilled engineers who are proactive and committed. They've consistently delivered high-quality products on tight timelines, making them a reliable partner for building innovative solutions."
SUDHIR MENON, Co-Founder & CPO, Sema4.ai

Talentica engineers have been named on **X** of our client companies' patents,.

Ready to experience
The Talentica Way?

We welcome the opportunity to prove to you how *The Talentica Way* can be your secret weapon for engineering optimal business outcomes.

From our relentless commitment to technical excellence, to how we select and support the people on your team, to the systems and processes we have honed over our 20+ years of operation, let us put *The Talentica Way* to work for you.