

FRESH LEASE OF LIFE



Category: Product Augmentation



How we collaborated with a pharmaceutical equipment company to transform its existing products by infusing open source technology thereby opening up more avenues for product growth

As new product development gets costlier and time-consuming, companies are increasingly relying on getting more value from its existing products.

Competitive market pressures coupled with a strong urge to enhance corporate image pushes the case further

Selection of right products to augment, bespoke requirements for functionality extension and involvement of capable stakeholders including vendors can get desired results in shorter time frame and at lower costs

Our client is in business for more than 2 decades. Over this period, the company had developed pharmaceutical equipment and sold it across the globe. However with the ever increasing adoption of technology in pharmaceutical equipment, our client felt the need to transform its existing product line. After several discussions with client's top management, 2 of its testing equipment were lined up for product augmentation.

After some proof of concepts and demonstrations, we developed a custom device based open source solution. Our device along with the testing equipment was now able to record feeds from various tests and make it available for further analysis. The earlier testing equipment, with our device addition, had now become a compliance tool (with proof of recording) and was able to identify breakdown / slowness / inefficiencies of testing machine and establish a pattern thereof.

Contact Us

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We suggested the client a device in this case as we felt custom hardware combined with open source software will give best results. The client, in a short span, has so far sold close to 100 such devices. We have released a 2.0 version of the custom device earlier this year with more features and a powerful hardware. The client's sales team is extremely happy with the latest addition to their product portfolio.

We are eager to contribute to your existing projects and would assist you in transition. Have questions about how we can help? We are just a phone call away on weekdays and accessible via email at all times.