

# Your Strategic Partner in Digital Product Engineering & SaaS Productization

Empowering enterprises & venture-backed startups to build scalable, secure & robust SaaS platforms & product suites.

Leading Product Engineering Company | 25+ years of Engineering Excellence | Certified Great Place to Work

## Platform SaaSification with the R Systems Framework

In the era of the subscription economy, the business landscape is rapidly evolving towards a world dominated by 'as a service' models. Organizations across the globe are transitioning from traditional CapEx-intensive IT infrastructures to more flexible and scalable OpEx-based solutions. This shift not only optimizes costs but also enhances agility, enabling businesses to respond swiftly to market demands and technological advancements. SaaS solutions offer best of breed software to organizations helping them accelerate their digital transformation and drive continuous improvements.

By leveraging the R Systems Framework, you too can embark on this strategic journey of SaaSification. Our comprehensive, end-to-end architecture and delivery methodology ensures a seamless transformation of your platform into a scalable SaaS solution. We enhance functionality, security, and user experience, driving significant business growth and ensuring your place in the 'as a service' world.

Join the ranks of forward-thinking companies that have harnessed the power of SaaSification to unlock new opportunities and achieve sustainable success. Let us guide you to achieve operational efficiency, increased agility, and exponential growth. Reach out to our SaaS experts for a complimentary assessment that will help identify your roadmap to the SaaS journey.

Internal Platform	SaaS Platform	R System Accelerator
Single Tenant Architecture	Multi Tenant Architecture, whilst ensuring data isolation and security.	Frameworks to add multi-tenant support along with role-based access control & tenant-level configuration management.
Microservices Architecture with limited containerisation	Full containerisation & hosting on managed Kubernetes services on Azure/AWS/GCP.	Containerization & cloud blueprints for various micro-services architectures. Optimize the micro-services design based on use-cases.
Features mapped to Role Based Access	Features mapped to Customer Tier (Free, Light, Enterprise) & robust Role Based Access.	Pluggable frameworks for authorization & RBAC for inter-service communication, backend & frontend.
Limited API integrations	Comprehensive API integrations (Payments, etc)	Reusable frameworks for 3rd party integrations and experience integrating 50+ services.
No Pricing & Billing Configurations	Bake freemium models, usage/subscription-based billing across geographies, integrating various payment providers & currencies.	A/B testing for pricing & plans. Ability to create seat based or usage based billing models.
No white labelling configurations	Allow white-labeling of the SaaS product at admin & various user levels enabling different revenue streams.	Experience building white-labeling features in various product lines including mobile apps.
Limited Responsive Design	Fully responsive design across browsers, mobile devices and OS versions.	Testing jumpstart across 80/20 prioritised browsers, devices and OS versions.
Reports & Dashboards focused on 'how we do it internally'	Self-service Reports & Dashboard capability. Help end-customer derive actionable insights from analytics.	Frameworks & blueprints to develop reporting & dashboard features with Cube.js, Quicksight, Tableau, Charting tools. Scaled solutions with data lakes & OLAP.
Limited Automation/GenAI	Leverage R Systems' GenAI solutions to develop cutting-edge AI features.	Accelerators to develop Gen AI & ML features in SaaS products including co-pilots, automation agents, summarization agents or multi-modal content generation features.
Product Backlog limited by internal use cases	Market research & user feedback to ensure the product caters to all personas & help prioritize revenue drivers.	Experienced product managers can help with discovery, competitor analysis & customer research.
Limited training & user onboarding features	Intuitive design for seamless user onboarding and features adoption.	Leverage our digital adoption practice for contextual in-app training & next best action.
Support integrated into overall organisation's support model	Multi-tier, context-driven support through online help, chatbot, human agent.	Leverage our service design model for seamless handoffs that drive up customer satisfaction.

## SaaSification Roadmap

Stage	Assessment [2-5 Days]	Benchmarking [4-8 weeks]	GTM Strategy [4 weeks]	SaaSify [3-6 months]	Launch [3-6 months]	Scale
Activities	<ul style="list-style-type: none"> <li>Platform demo</li> <li>High-level architecture review</li> <li>Stakeholder interviews</li> <li>Gap analysis</li> </ul>	<ul style="list-style-type: none"> <li>Customer &amp; expert network interviews</li> <li>Market analyst engagement</li> <li>Must-have functionality prioritisation</li> <li>Identify UX improvements</li> </ul>	<ul style="list-style-type: none"> <li>Identify early adopters</li> <li>Customer journey &amp; segments</li> <li>Freemium modelling</li> <li>Sales motion</li> <li>Collaterals</li> <li>Baseline KPIs</li> </ul>	<ul style="list-style-type: none"> <li>SaaSify the existing platform with multi-tenancy &amp; scalability</li> <li>Add necessary prioritized features</li> </ul>	<ul style="list-style-type: none"> <li>Target &amp; onboard early adopters</li> <li>Address initial feedback</li> <li>Documentation, trainings &amp; customer success setup</li> </ul>	<ul style="list-style-type: none"> <li>Target &amp; onboard fast followers &amp; named accounts</li> <li>Iterate to add new features &amp; enhancements based on customer feedback</li> </ul>
Results & Outcomes	<ul style="list-style-type: none"> <li>Identify quick wins</li> </ul>	<ul style="list-style-type: none"> <li>Directional business case</li> </ul>	<ul style="list-style-type: none"> <li>Detailed business case</li> </ul>	<ul style="list-style-type: none"> <li>SaaS platform ready to go</li> </ul>	<ul style="list-style-type: none"> <li>Early adopters &amp; evangelists</li> <li>Updated GTM strategy</li> </ul>	<ul style="list-style-type: none"> <li>Deliver to business case</li> </ul>

## Product Engineering Expertise

### Strategy & Architecture

We provide strategic direction to build the product & go-to-market effectively after assessing the requirements & existing stack. We help provide robust architecture for applications & infrastructure based on extensive experience.

### UI/UX Design & Customer Experience

Our design team can help build delightful user experiences & enhance the adoption of your products across the various personas being targeted.

### Security & Compliance

Implement best-in-class security, compliance and audit practices with our ready-to-use frameworks. We can help you comply with relevant regulations & industry standards like GDPR, CCPA, PCI, HIPAA, etc. with minimal overheads.

### Data & AI

We will help to design, architect & build data & analytics features into your SaaS products enabling high-ROI for your customers. We have also integrated & built 30+ Gen AI & LLM features for our various SaaS customers.

### Quality Assurance

Leverage our standardized QA frameworks & testing strategies to ensure optimal product quality & low support overhead. Ensure high quality frequent releases to impress your customers ensuring high retention & growth.

### Cloud, DevOps & CI/CD

We help implement CI/CD pipelines for optimized & highly-automated SDLC. We also have blueprints for cloud deployments to ensure scalability, security, cost optimization and observability.

## Technologies We Use



## Reach out to our SaaS experts for a complimentary assessment that will help identify your roadmap to SaaS journey

Our team of 4000+ engineers has experience architecting, designing & developing SaaS products for our global clientele. We have also helped customers to transform & re-architect their single-tenant legacy products into multi-tenant SaaS models. We have also partnered with enterprises to productize their internal tools or platforms into SaaS product businesses guiding them through the journey with our experience working with leading SaaS companies in Silicon Valley & Europe.

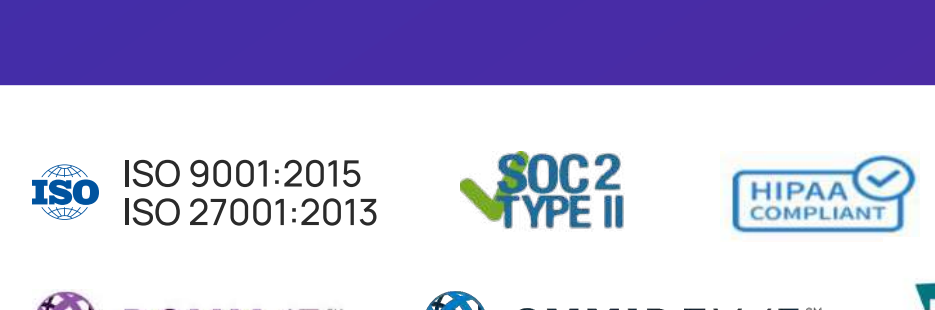


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## We build successful, long-term partnerships



“As a fast-growing Business Unit, with a strong internal engineering team, we are proud of what we developed. But when it comes to scaling the analytics platforms as an external facing SaaS platform, we really needed an external partner, who have done this before. The partnership with R Systems, brought a fresh perspective that challenged our thinking, pushed us out of our comfort zone on our own platform. We now see them as more than a technology company.”

Multinational Electronics Company

“R Systems has been an invaluable partner in developing our SaaS platform. They owned the entire end-to-end architecture and delivery process, ensuring that every aspect of our platform was built to the highest standards. From initial concept to deployments, their expertise and commitment to excellence were evident at every stage.”

Leading Telecommunication Company

## Know R Systems: Pioneering Digital Innovation Globally

R Systems is a leading digital product engineering company that designs and develops chip-to-cloud software products, platforms, and digital experiences, serving high-tech industries like ISVs, SaaS, and more. With expertise in Cloud, Data, AI, and CX, we utilize automation and integration, including RPA and No-Code-Low-Code platforms, to help businesses achieve their objectives. We have constantly innovated over three decades through applied R&D to solve real-life problems. With a workforce of over 4300+, we operate from 18 development centers and maintain a presence in 25 offices spanning North America, Europe, and the Asia Pacific region.