

# Engineering Optimization

## Capabilities

- **Organization and process baseline.** Benchmark the starting point for value creation post-close.
- **Product development / software development lifecycle optimization.** Design detailed, fit-for-purpose, interim, fractional and future state engineering capability.
- **Engineering operations roadmapping.** Optimize PDLC / SDLC processes and the engineering operating model to deliver value and drive operational maturity.
- **Product and engineering organizational design.** Ensure alignment of roles, responsibilities, organizational structure and processes.
- **Capability development and training.** Develop product leaders and team capabilities through coaching, collaboration and project support.
- **Change management.** Manage the transformation process to improve the employee experience and ensure engagement.

## Common client scenarios

- We need to understand how the engineering organization's leaders, teams and processes can support plans for growth
- We need to remodel our engineering organization and processes to support a multi-tenant, cloud-based, microservice architecture
- Considering our investment thesis and goals, we need a plan to create value through engineering / product team synergies
- We need interim or fractional leaders to coach, develop and supplement our engineering and product teams
- As we approach exit, we need to position our talent strategy and SDLC as a value driver

## Leaders



**Kim Walters**

Executive technology leader and former director of engineering for Microsoft



**Francis Gan**

Chief architect and engineering leader who has led strategic M&A and IT initiatives for Microsoft, T-Mobile and Bose

## SMEs



**Elisabeth Embry**

SAFe / Agile coach with senior IT program management experience for industry leaders in FinTech, mobile, ecommerce and travel



**Uma Palepu**

Software exec known for driving value creation via development, cloud transformation and modernization for companies with \$100M+ in revenue

CROSSLAKE<sup>+</sup>

 synchronoss

## How do you align multiple global development teams to launch new products faster?

### Challenge

After multiple acquisitions, this provider of mobile systems solutions was left with a patchwork of methodologies, resulting in high costs and long timelines for new product launches

### Our approach

Crosslake was engaged for a two-year, customized coaching engagement to support Synchronoss in transforming its software and product practice

### Business outcome

Today, Synchronoss is producing more products than ever, with more transparency, thanks to improved intake, planning and resource management



TELECOM AND SOFTWARE



10+ GLOBAL OFFICES



\$72M+ ANNUAL REVENUE



1,500+ EMPLOYEES