Rapid Labs Innovation Accelerator
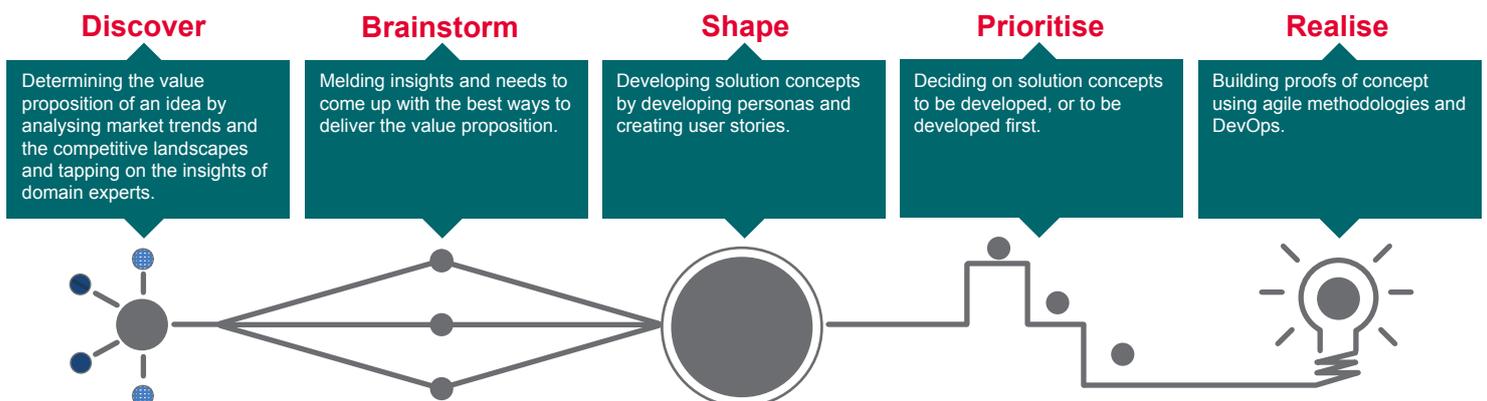
ncs
making IT happen

Introduction

In today's dynamic marketplace, enterprises need to constantly innovate and adopt the use of agile methodologies to achieve operational efficiency for business excellence.

Rapid Labs is an innovation centre that works closely with enterprise customers to transform ideas into viable products in days or weeks instead of months. This enables businesses to launch new products quickly, collect feedback to verify their business assumptions, and make changes to yield maximum return on investment.

Rapid Labs Services

Rapid Labs has a team of certified professionals with years of experience in agile methodology. Through our agile software development services, we are able to rapidly build and deliver customised software to meet the business goals of the enterprise. We also ensure that the system design is aligned with the enterprise's business vision. This is achieved through active user engagement during frequent feedback loops throughout the project cycle. We also provide consultation and guidance on design based on the technology feasibility roadmap.

Our services are delivered through a proven process as shown in the diagram below.

Challenges

- Enterprises are under pressure to roll out products quickly in response to rapidly-changing market trends and customer demands.

- There is a need to ensure that new product innovations deliver a sound value proposition in terms of addressing a business need or helping to solve a particular business problem.

- Inefficiencies in existing development processes slow down new product launches and make it difficult for development teams to pivot where necessary.

Solutions

NCS Rapid Labs helps enterprises to address the challenges listed above by providing answers to the following questions:
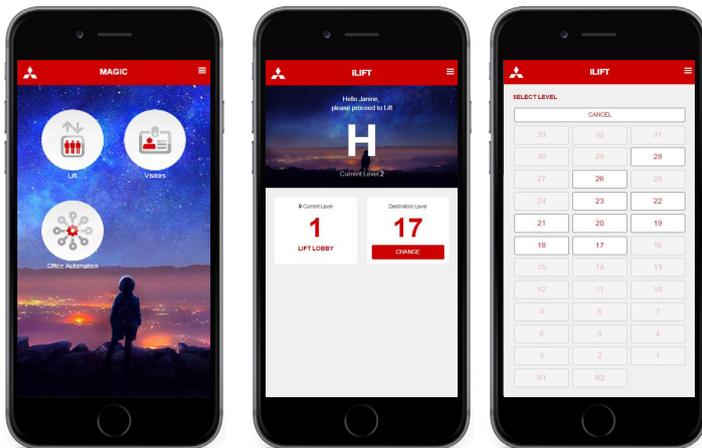
- Will the idea work in solving a particular business problem?

- Will the product be popular and be accepted by the market?

- Will we be able to roll out the product quickly?

Discover	Brainstorm	Shape	Prioritise	Realise
Determining the value proposition of an idea by analysing market trends and the competitive landscapes and tapping on the insights of domain experts.	Melding insights and needs to come up with the best ways to deliver the value proposition.	Developing solution concepts by developing personas and creating user stories.	Deciding on solution concepts to be developed, or to be developed first.	Building proofs of concept using agile methodologies and DevOps.

The following are some examples of proofs of concept (POCs) developed by Rapid Labs to illustrate user journeys in real-life application scenarios, with clickable prototypes that enable enterprises to have hands-on experience with the applications.
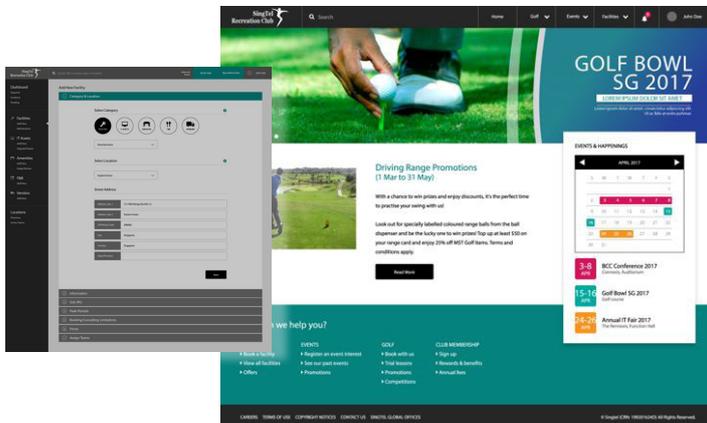
Smart Lifts

Smart Lift is a POC for a platform that utilises the latest in indoor-positioning system and face recognition technologies to improve the user experience for tenants and visitors whilst providing building owners with enhanced security for their facilities.

- Will the idea work in solving a particular business problem?
- Will the product be popular and be accepted by the market?
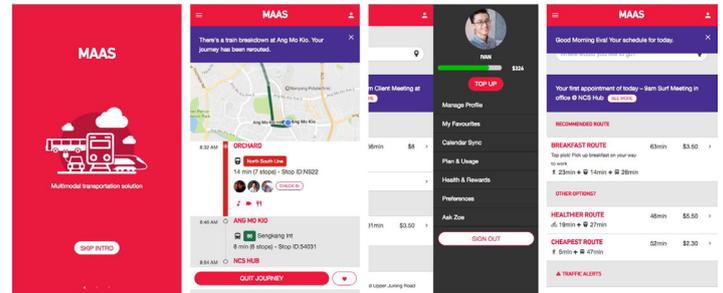- Will we be able to roll out the product quickly?

Next-Generation Facility Booking System

In this POC, a Facility Booking and Event Management platform is integrated with Customer Relationship Management and Finance systems to create a Next-Generation Facility Booking System that covers the entire user experience cycle, from creating an event and booking the facility to making payment.

Mobility-as-a-Service

The Mobility-as-a-Service POC demonstrates how users can experience smooth daily travel using multiple modes of transport, and how transport operators can make use of the platform to optimise passenger capacity.

Benefits

- **Increases speed-to-market**
  Enterprises can increase speed-to-market for new products by turning an initial idea into a Minimum Viable Product within days or weeks for market testings.

- **Reduces business risk**
  The Rapid Labs process of discover, brainstorm, shape, prioritise and realise ensures that products are aligned with market trends and customer needs. This helps to boost market acceptance and reduces the business risks associated with a new product launch.

- **Ensures fit for purpose**
  Rapid prototyping ensures that customers' requirements are met by the features and functionalities of the new product.

- **Increases efficiency in product development**
  Process improvements can be implemented and verified through Rapid Labs' visualisation tools that enhance visibility into the development work flow.

Contact us at reachus@ncs.com.sg for more details