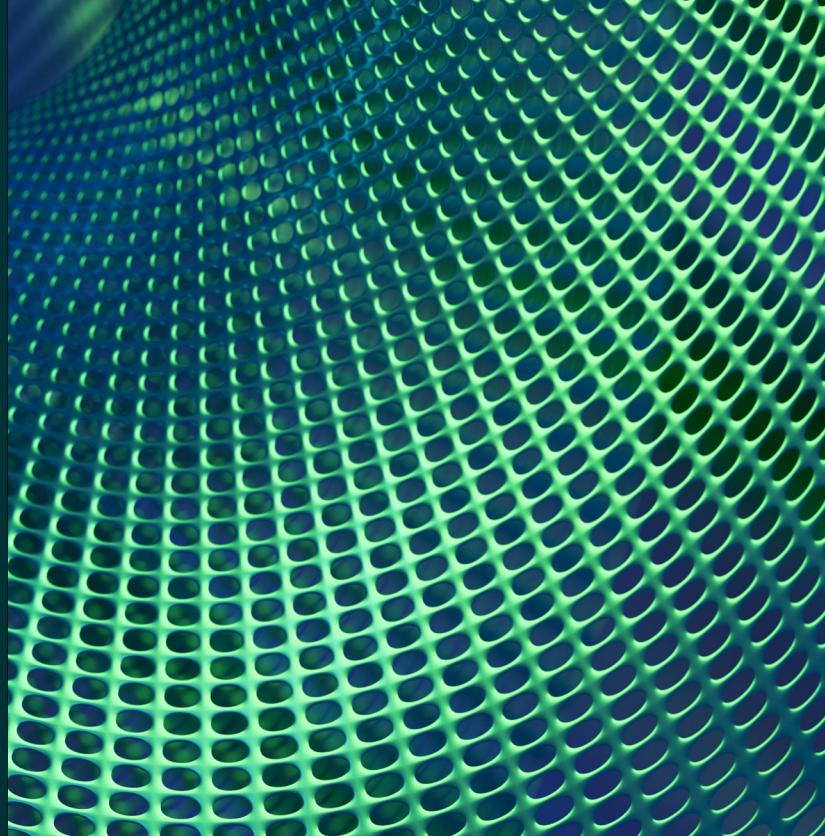


Solution brief

Accelerate digital product launches

Unisys Digital Product Engineering



Highlights

Product concept through ongoing innovation

Modular, reusable design

Secure, compliant development

Cloud-native architecture

Persona-driven user experience

Automated quality assurance and testing

Seamless integration of physical devices and digital platforms for end-to-end solutions

Future-ready solutions

Robust digital products transform how your customers and employees complete tasks while optimizing the user experience. Traditional methods involving siloed development teams, manual quality assurance, slow waterfall processes and fragmented legacy systems are no longer effective.

Digital Product Engineering makes it easier to develop and launch new digital products, modernize legacy systems and automate quality assurance. It bridges innovative software products and digital technologies with IT architecture and infrastructure — including seamless integration of physical devices and digital platforms — for true end-to-end product engineering. Assurance is embedded throughout the product life cycle, with continuous monitoring and feedback loops that drive ongoing quality improvements — even after deployment.

Our five-phase approach covers everything from concept to completion: ideation, design, development, testing and deployment. Continuous product strategy, evolution and innovation keep products running smoothly after launching, adapting to changing business needs and emerging technologies.

Increase future readiness



Benefit from solutions built to evolve and support AI, predictive analytics and other new technologies so you can compete effectively in a digital-first economy.

How you benefit

- **Faster time to market:** Accelerate product launches with streamlined development workflows. Agile go-to-market execution and innovation planning enable your organization to pivot quickly and seize new opportunities. In addition, integrated DevSecOps pipelines and cloud-native architecture support rapid scaling and adaption.
- **Greater cost efficiency:** Decrease engineering costs with reusable components and modular design and optimize resource allocation with intelligent life cycle visibility. Reduce development and maintenance expenses and gain indirectly from faster revenue realization, improved customer retention and lower risk exposure.
- **Improved user experience:** Enhance user engagement through a persona-driven design approach and adaptive content personalization that deliver tailored, intuitive interfaces. This increases customer satisfaction and loyalty as consistent, high-quality digital touchpoints retain more of them.
- **Reduced risk:** Decrease bugs and rework applications more easily with embedded testing while automated quality assurance protects you from regulatory issues. Built-in governance supports compliance and security across the life cycle. Accessibility frameworks ensure solutions are inclusive and compliant with global standards.
- **Strategic agility:** Eliminate handoffs between siloed teams with single ownership spanning concept through deployment and ongoing innovation. Unified accountability accelerates decision-making, streamlines workflows and ensures your digital products evolve with business needs.

Why Unisys?

Unisys brings decades of expertise in managing complex global IT environments. We have delivered key components of digital product engineering for clients across industries, drawing on deep experience in both application development and managed services.

Our solution integrations lead to seamless data flow, consistent user experiences and proactive service management across every touchpoint. Our delivery expertise in highly regulated environments means we prioritize security, compliance and responsible AI. We partner with the best in the field to optimize your digital evolution for impactful business outcomes and a competitive advantage.



Manage product processes

Streamline quality assurance with automated testing and frameworks, and introduce customer self-service with chatbots and knowledge bases.

To explore how Digital Product Engineering can support your organization's digital product development and management, explore our [applications solutions](#) or [contact us](#).



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