



Product Strategy: Building a Scalable In- House Cloud Platform for Enterprise XR

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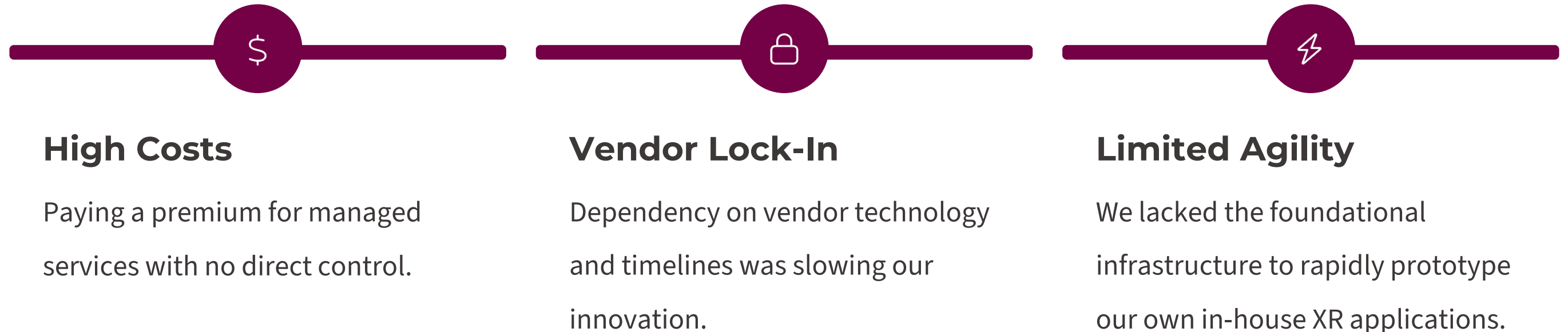
XR Developer (Intern)

Godrej Enterprises Group



The Strategic Imperative: Breaking Free from Vendor Constraints

Our reliance on external vendors was costing us money, slowing innovation, and limiting our ability to compete.



Understanding Our Users: Godrej's Internal Innovators

Our "customers" were internal teams with diverse needs, from quick experiments to full-scale product launches.

The Prototyping Team



- Develop and test new XR concepts quickly.
- Focus on cost-effectiveness and ease of deployment.
- User base: 25-50 users.

The Production Team



- Support commercial launches with large user bases.
- Requires high availability, performance, and security at scale.
- User base: 500+ users.

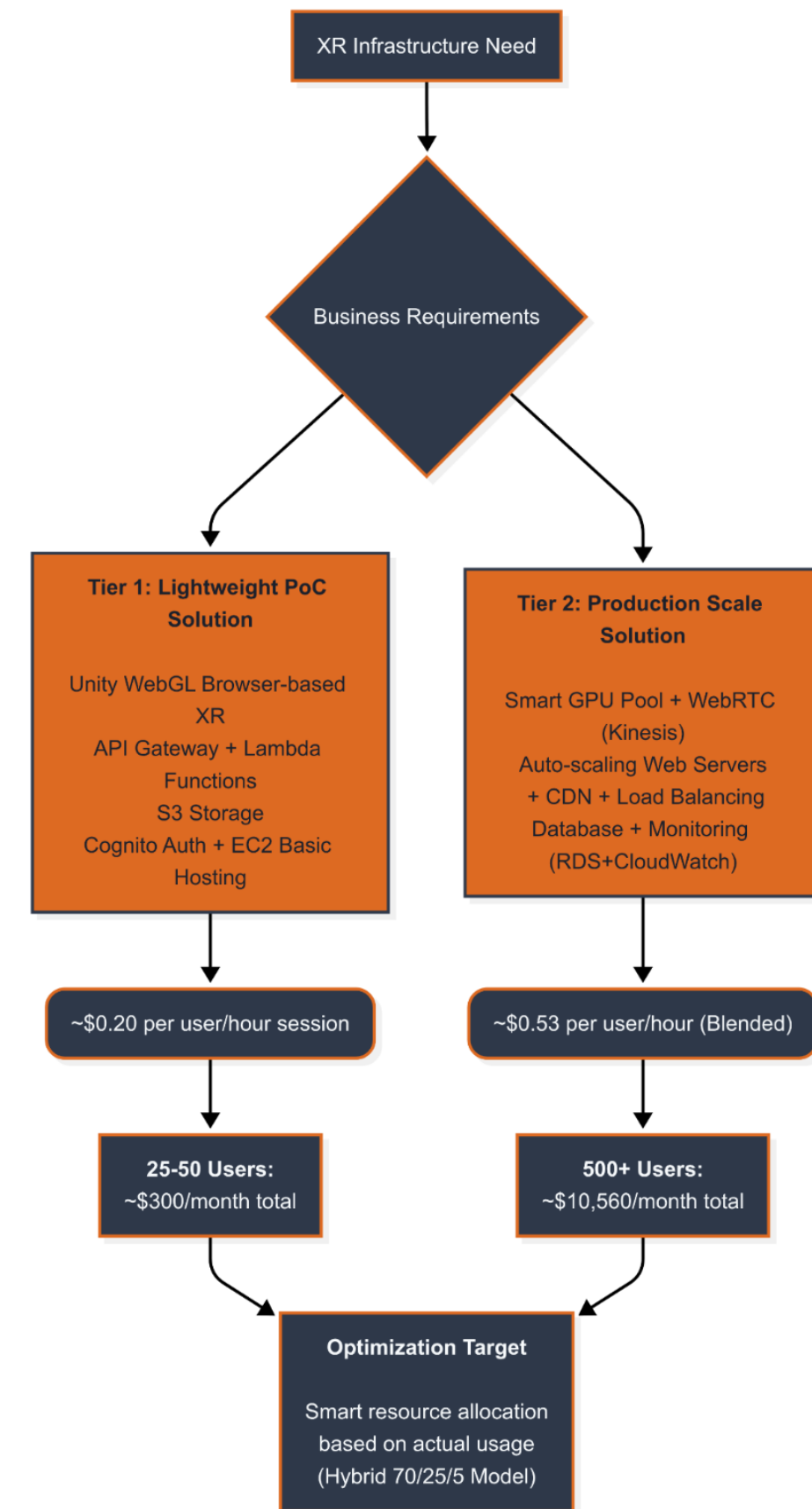
Our Solution: A Flexible 2-Tier Architecture to Serve All Needs

We designed a single platform with two distinct tiers to serve both of our user personas, balancing agility with robust scalability.

Our vision was to achieve vendor independence by building an internal, expert-driven cloud platform.

Tier 1 (Lightweight PoC Solution): The "MVP" for our prototyping teams, using cost-effective tech like Unity WebGL, S3, and basic EC2 hosting.

Tier 2 (Production Scale Solution): The "Scalable Solution" for our launch teams, featuring a Smart GPU Pool, WebRTC Streaming, and Auto-scaling Servers.



Our Go-to-Market: A Phased Rollout to De-Risk and Validate

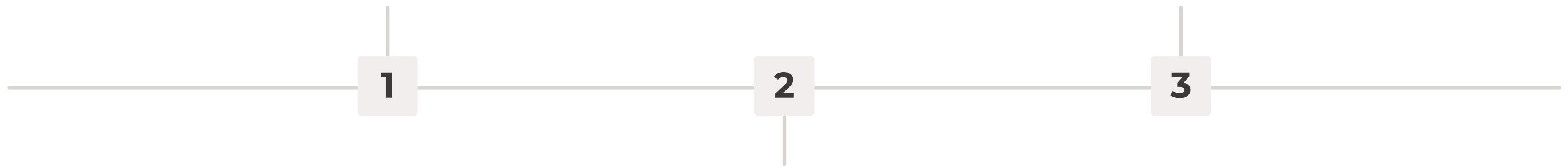
We adopted a structured, three-phase roadmap to build, test, and launch the platform, ensuring a smooth transition and early validation.

Phase 1: PoC Deployment

Initial 4-6 week phase to deploy lightweight architecture and validate core functionality with a single test application.

Phase 3: Pilot Launch

Final 8-10 week phase to onboard a pilot group of 100+ real users and monitor key performance, cost, and user experience KPIs.



Phase 2: Production Buildout

6-8 week phase to build full production-scale architecture and implement CI/CD pipelines for automation.

The Impact: Driving Innovation, Control, and Cost-Efficiency

Our in-house platform is projected to give Godrej a significant competitive advantage in the XR space.



Reduced Vendor Reliance

Drastically cut dependency on external vendors and their associated costs.



Full Technology Control

Enabled us to own our innovation roadmap and build a center of excellence for XR development.



Validated Cost Model

Competitive cost of ~**\$21 per user/month** at production scale, achieved through our smart hybrid resource model.

Diving Deeper

I'm passionate about the strategic thinking and detailed planning that went into this platform. I'd be excited to discuss further details from the project, including:

- The week-by-week project plan from concept to validation.
- Our comprehensive, 6-layer enterprise security framework.
- The complete cost analysis and risk mitigation matrix.
- The strategic thinking behind our 3-phase rollout plan.

Let's connect and discuss.

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