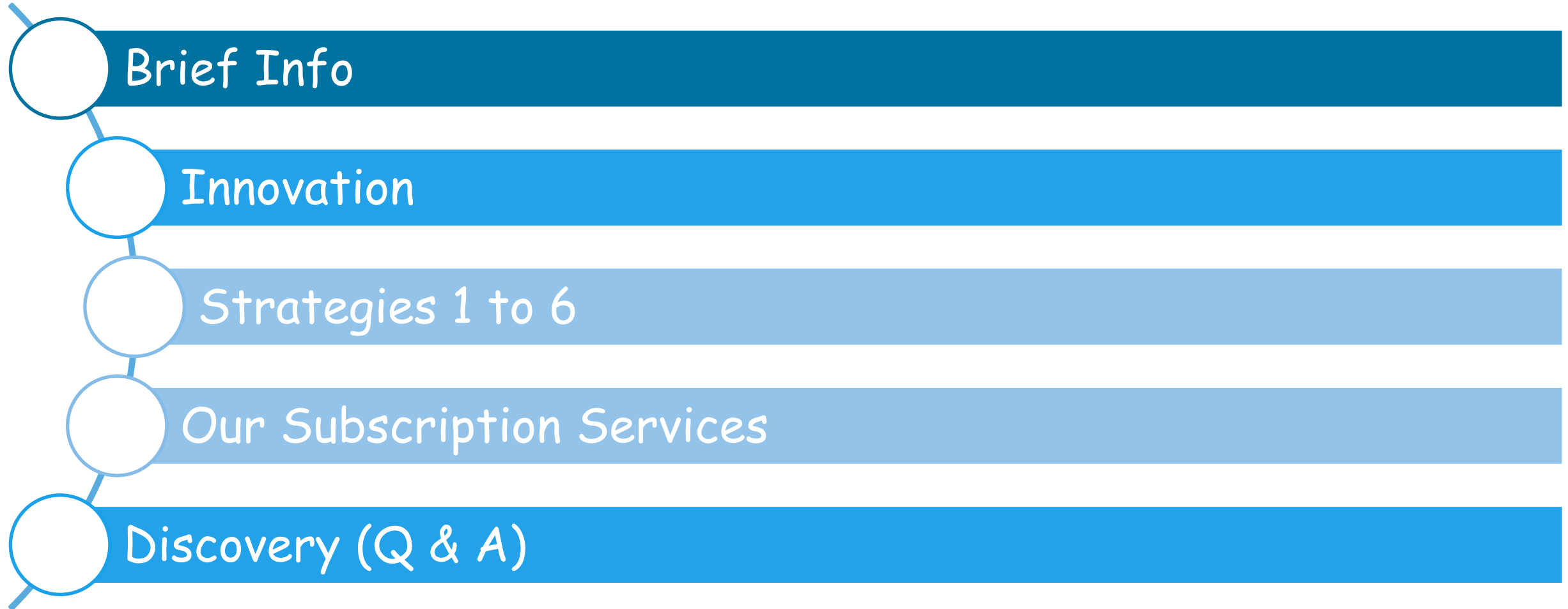


Direction for Modernizing Businesses with Enterprise Class Tech Roadmaps & Implementation

by
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Agenda



Brief Intro

Tech Solutions in any domain, any tech stack or products, We are Pvt Ltd company since 20 years with 35+ Micro Entrepreneurs

120+ Products/Projects in the last 20 years across 40+ clients

4.5 billion lines of various tech stack, domain #cleancode uplifts that resulted in cumulative savings of 7.2+ billions USD

#techdebt & legacy products world respects us as #CodeDoctors to treat existing mess



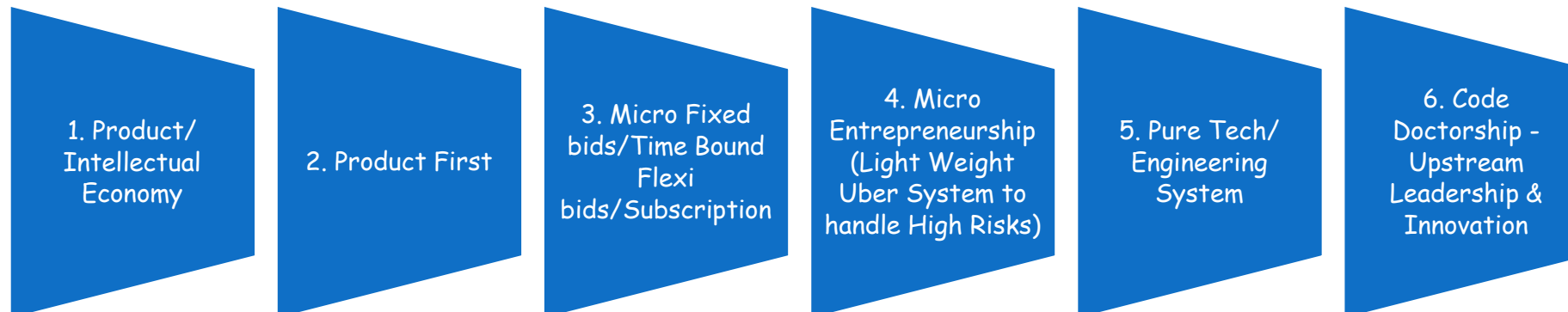
Tech Fuel to Innovate

Services 2.0 – Results as CODE

IT Waste and Rework Visually



6 Pillars of TejaSoft to cut cost & time in engineering way to lower the costs of fixing #techdebt

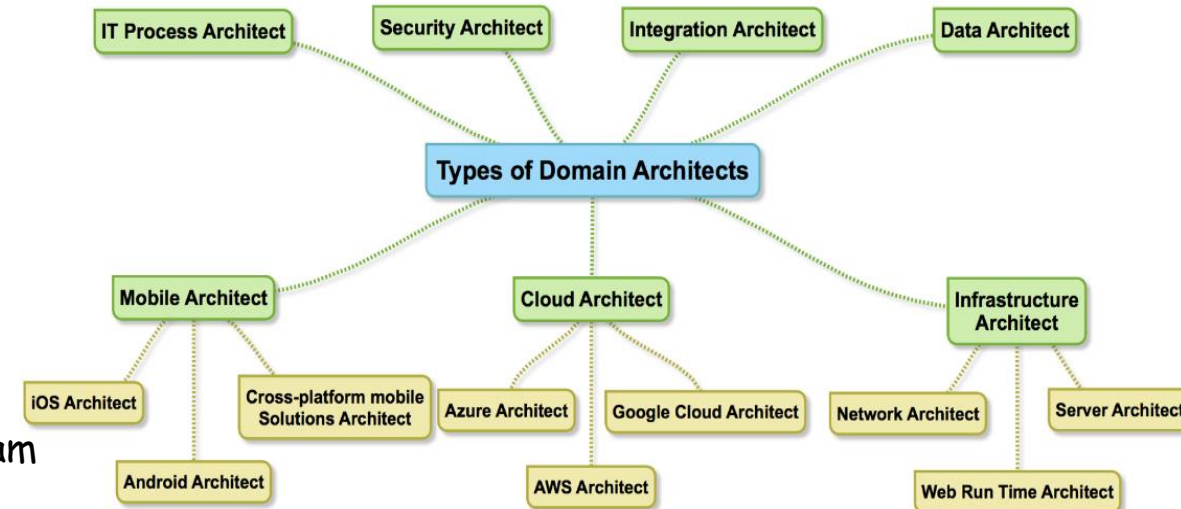


“ When Teja is tasked the job gets done “

Strategy 1 - Vision of being Future Relevant

not in services 1.0 way, as it demands too many people

- | | |
|--|-------------------------------|
| 1. Solution Architect | Unit Testing, Simplify Code |
| 2. Developers - Front-End | 12. Project Manager |
| 3. Developers - Backend | 13. Product Manager |
| 4. Developer DevOps Release Engineering CI/CD/CDE, Build Scripts, JIRA, Slack, Git | 14. Agile Coach |
| 5. Database -DBA (SQL, NoSQLs) | 15. Integration Team |
| 6. Manual Testers -Functional | 16. Business Analyst |
| 7. Manual Testers - NFRs such as Performance/Scale/Security | 17. VP Engineering |
| 8. Automation - Functional | 18. Engineering Manager |
| 9. Automation - NFRs such as Performance/Scale/Security)Build | 19. Program Manager |
| 10. Documentation - Technical & User | 20. UX - User Experience Team |
| 11. Bottom-Up Clean Code Catalysts - Refactoring, Re-Engineering, Experimentation & Research | 21. UI - Graphics Team |
| | 22. Mobile Team |
| | 1. Android |
| | 2. iOS |
| | 3. Hybrid |
| | 23. Analytics + Big Data Team |



Most of these skills are further specialized at

1. Cloud - AWS, GCP, Azure
2. Frontend - Angular, ReactJS, HTML, CSS, JavaScript
3. Database - RDBMS, NoSQL
4. Backend - Monolith, Microservices, CQRS/Event Sourcing

i.e. 4 people for each role for products, can you be lighter to cut costs and increase end Quality 4x?

Strategy 2 - Create Wealth not Money

Watch on Operational Overload for leadership to foster new mindset



- Waste exists in too many directions, in every company irrespective of domain, tech stack, team size, process & business of various scale e.g. hiring and layoff overheads.
Ask how far is software to make millions rather than checking for - is the work done or not?

Strategy 3 - Eliminate Stress

Find Collaboration Space against each ill-health (sweat work) as below



OPTION 1:



OPTION 2:



to Treat

1. Lack of **Innovation**
2. Lack of R&D Budgets
3. Lack of Enterprise Product Engineering Culture
4. Insurance for the Offshore Provider Quality
5. Too Much of Operational Efforts
6. Production/Demo Time Bugs
7. Too many short-cuts leading to unpredictable brand value loss
8. NFRs are never met and planned by engineering
9. Raising Backlogs
10. Raising Front logs
11. Modernize
12. **Toxicity**
13. Execution Complexity
14. Uncertainties of Requirements
15. Spaghetti Code Jungle
16. Large Legacy Techdebt
17. Code Entropy
18. **Poor Code Quality**
19. Hiring High Employee Costs & Delays
20. Attrition & Replacement Challenges
21. Misinformed
22. Scarcity
23. Fear of JOB/ Uncertainties
24. Office Politics
25. Excuses
26. Lies
27. Sweat
28. Escapism
29. BS Expectations
30. Blames/Stress
31. Friction
32. Resistance to Change at all levels, as status quo is privilege due to long years of doing the same work
33. Too Demanding Customers
34. Confusions
35. Burnout
36. Time Constraints
37. Sales wants Delivery as of yesterday
38. Trainings are not working
39. Failing or On-fire Products
40. Ball of Mud CODE
41. Inefficiency
42. **Waste**
43. **Rework**
44. **Rapid Change of Requirements**
45. Expose Root Cause
 - Code Truths - A Reality Check

Limited Time **Subscribe to Prescribe**

Problems with Services 1.0

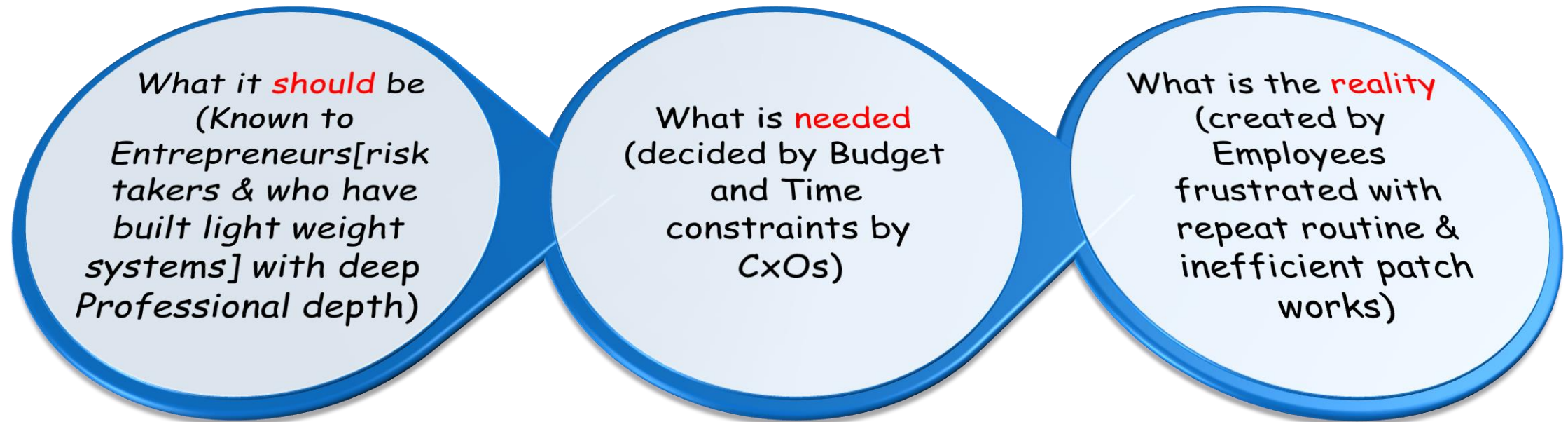
Results as Talks

- | | | | |
|--|---|--|---|
| 1. Too much focus on Sales, Marketing, Management, Process | 14. Zero Innovation | be come redundant hence no roadblocks are addressed at roots even for decades and never would in future too | 27. Everything is complicated even the simple things |
| 2. Deadlines | 15. Complexity Sells more than Simplicity | 22. See Products and Services as different | 28. CxO are unable to scale due to heaviness associated with engineers their salaries, too much time involved in hiring or need to deal with firing |
| 3. Estimates | 16. Layoffs/RIF | 23. Focus on Domain, Tech Stack, Years of Experience etc..further delay in solving problems at 1st step itself | |
| 4. Scope Control | 17. Strong Fear of Survival in JOB | 24. Knowledge is not shared freely, it is kept close to person | |
| 5. CVs | 18. Transaction & Margins Mindset with Engineers too | 25. Not about Value, more about rules | |
| 6. Hiring Delays | 19. Want to Hire the World as employees (not possible) | 26. Transaction Mindset | |
| 7. Retention | 20. Fear for Losing clients, saying timely NO does not happen for this reason | | |
| 8. Attrition | 21. Leaders do not wish to | | |
| 9. Politics | | | |
| 10. Confusions | | | |
| 11. Endless production fires | | | |
| 12. Fire Fighting Time Waste | | | |
| 13. Endless Meetings | | | |

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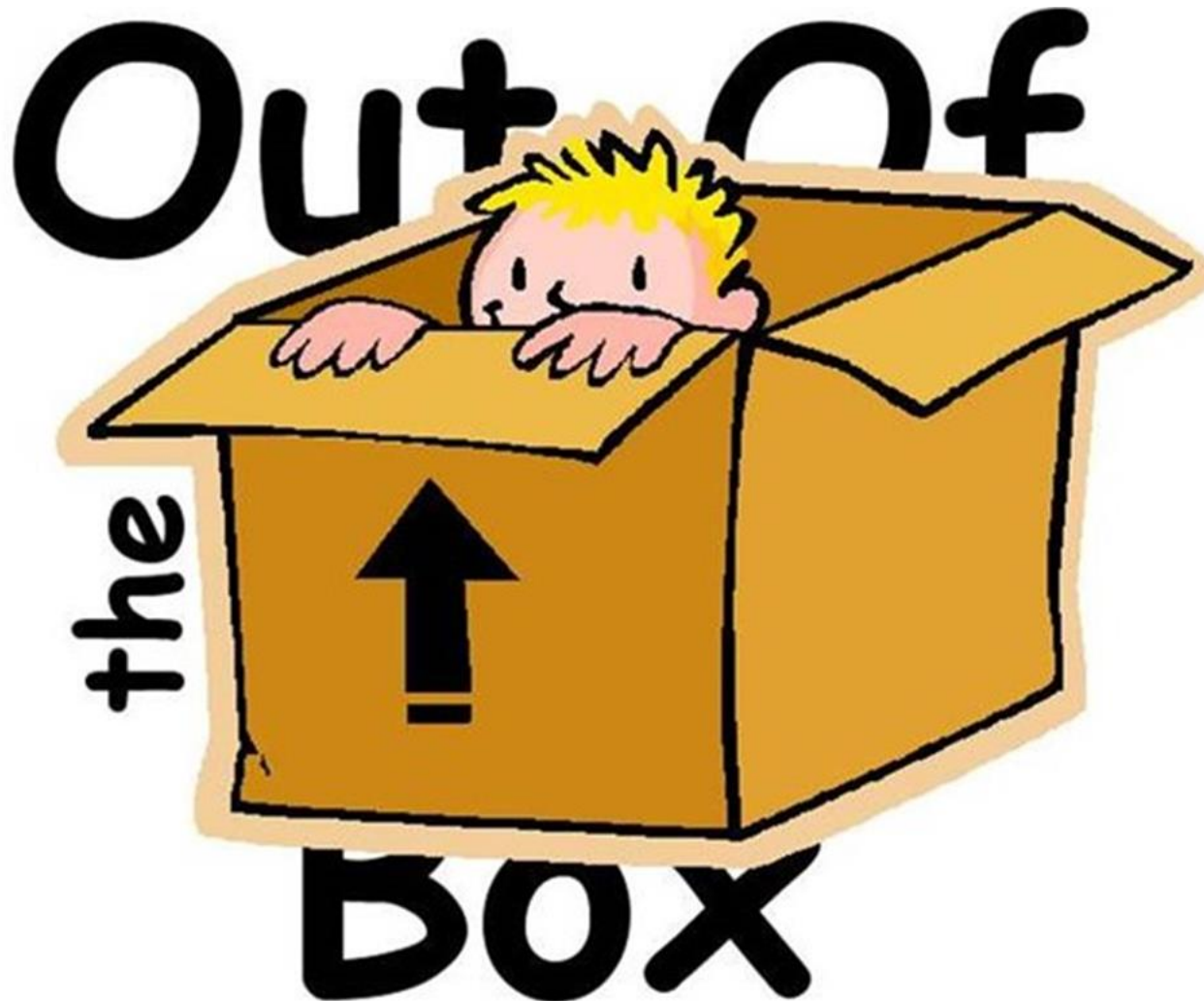
Strategy 4 – High Quality a Must

There is always a better way.. But who should take the risks & how?



Strategy 5 - Innovation is ','

Out of the Box views should come from Outsiders not from insiders pretending to be outside



1. How fast new guy can learn domain, product and tech stack is a measure of systems maturity to hiring & attrition
2. Diversity, Uncertainty, Unclear Requirements Experimentation and Failures are part of Value Creation - How many unknown problems are solved by inside team in the last one year?
3. Engineers Value is how fast they can become redundant to move up to new roles
4. Big Companies give confidence not high quality & effective results, they are heavy and too slow - how to build lightweight systems?
5. Don't force change, change should happen with realized results
6. People are not Permanent, Products & Systems are more permanent
7. Learning fast from failures is faster than trying to work on perfect plans to succeed
8. Total Cost of Solution vs Revenue Scale Potential should have more focus (i.e. Engineering Work Depth) than cheap hourly rates, bodies, CVs, process, management etc. Learn to - smartly deal the Pains with People Selling.
9. Why not we productize solutions that are working already for own use

Strategy 6 - Cost to Value

For Domain companies to raise to Enterprise Class - you don't need own all enterprise class team, just focus on external partners to groom insiders (it is cheaper, faster and more practical too)



1. Employing Enterprise class for long periods is costly, such costs can be avoided with weekly or monthly subscriptions possible only with Object Oriented Business Model of TejaSoft
2. fCTO is a Vector Skills - He would not only embrace the goals impact to business but also gives clear and simple Directions for Inside team to follow and realize with ease

Subscribe for New Habits & Results

Council of Experts with Just One Enterprise Class Billing

We Drive

Intellectual Work Hub

with Micro

[Flexibids| Fixedbids| Entrepreneurship]

Reduce Engineering Execution
Complexity & Toxicity

detox by

Increasing Engineering Simplification &
Automation for Super Productivity with
#CleanCode CODE Habits

TO

Scale Product Revenues

LT - Long Term Commitment - 12 to 24 months
MT - Mid Term Commitment 6 to 12 Months
ST - Short Term 1 to 12 weeks

CODE Advisory & Hand-Holding

1. Fractional Architect NFR - **TSAN** - **MT**
2. Fractional CTO NFR- **TSCN** - **LT**
3. Low-Cost Team Crafting & Scaling - **TSLT** - **ST**

CODE Hand-Holding & Implementation

4. Production Fires ICU Treatments - **TSICU** - **ST**
5. CodeR&D (Experimentation & Innovation)
Subscription - **TSCRS** - **MT**

Implementation

6. Pre-Sales Proposals - **TSPS** - **ST**
7. Snapshot CODE Audits (SA)/Technical Due Diligence(TDD) - **TSTDD** - **ST**
8. Quarterly Flexibids/Riskbids for
Products/MVPs Development-**TSQFB** - **LT**

About Founder Raja Nagendra Kumar

- Boasting over 29 years as a distinguished scientist in software development, Nagendra has left an indelible mark on the technology landscape. With two US patents and two international papers to his name, his illustrious career features pivotal roles as a Senior Principal Architect at Sun Microsystems and Team Lead at L.G Soft. As a Technical Manager at Satyam Infoway, he spearheaded projects and contributed to groundbreaking advancements in the Center of Robotics and Artificial Intelligence during his tenure with Indian Defense R&D (DRDO).
- A recipient of the prestigious National Level 1st Prize award from Nokia, Singapore in 2000, Nagendra's innovative concept on Mobile Payments through smartphones earned him accolades and a substantial reward of S\$50,000. His technical prowess spans a myriad of domains, from Android, ReactJS, Angular, and NodeJS to Blockchain, AI, Spark, and Hadoop. Renowned as a fractional CTO & Code Doctor, he is sought after by both product and project companies looking to scale revenue or when in any kind of production fire fighting.
- In his current role, Nagendra specializes in architecting and designing enterprise products, championing #cleancode, Unit, Functional, NFR, and BDD approaches. His passion for writing optimized code and mentoring teams is evident in his successful track record of building large-scale systems handling up to 2 million transactions per day, leveraging cutting-edge technologies like CQRS, Kafka, AWS, GCP, Azure, and Oracle Cloud. A leader who believes in becoming redundant through the simplification of complexity for junior engineers.
- Armed with a Master's degree from Anna University, Chennai, Nagendra has , impacted 40+ organizations and 114+ products, contributing to cumulative savings exceeding 6.5 billion USD. A relentless advocate for #cleancode, he excels in addressing challenges in legacy code, having dealt with billions of lines across various domains and tech stacks.
- As an agile hands-on programmer, Nagendra's commitment to engineering excellence positions him as the go-to expert for organizations facing #techdebt and legacy code scalability challenges. If the pain of engineering execution hinders business growth, Nagendra is the transformative force to consider. A popular tech writer and speaker, his insights are widely shared on social media and platforms like LinkedIn (<https://www.linkedin.com/in/nagkumar/recent-activity/articles/>) and Medium (<https://medium.com/@nagendra.raja>, <https://medium.com/@nagkumar>).

Tech & Risk that matters
Innovation & Transformation that Scales
Products & Solutions the Business needs