

VMware Tanzu Labs Application Development

Build custom software that delights customers and drives results.

“This is the first time that we’ve been able to take control of our own destiny and actually go after what our customer needs... and making sure that what we’re developing is actually going to have some benefit.”

Erika Green
Director of Technology Product
Management
DICK’S Sporting Goods

Application Development

- Deliver top-line revenue and new business value with new digital products and improved customer experience.
- Eliminate the risk of building the wrong thing using lean, agile, and user-centered design practices.
- Build or mature in-house development capabilities.

Organizations, regardless of industry, are betting on their applications to delight customers and drive revenue. Of course, customers today are demanding more from their applications than ever before. Applications must be flexible and provide unrivaled user experiences that keep customers coming back for more.

VMware Tanzu Labs™ de-risks business-critical software development by helping you write applications and features that delight customers and accelerate results.

Jumpstart custom development in an iterative, results-driven way. We help you write great applications using proven practices and cloud native principles. Best of all, our collaborative approach allows for the transfer of modern development skills to your team, enabling you to continue building awesome software after our engagement ends.

We help companies like yours get ahead and stay there

Build features your users love. We help you deliver the applications your customers need using an evidence-based approach. Tanzu Labs designers are experts in user-centered design and conduct rigorous research, so you know what to deliver to your users. They partner with Tanzu Labs product managers who test and validate ideas to ensure meaningful business results and return on investment.

Mitigate development risk. We know you can’t afford to build the wrong thing or interrupt business as usual. Tanzu Labs product managers use lean practices to reduce the risk of developing the wrong product while still being able to change direction comfortably. By starting with a well-defined minimum viable product (MVP), we tackle what matters most, leaving room for the product to grow in the future.

Go fast. You need to build high-quality code quickly. Tanzu Labs developers use test-driven development and extreme programming to produce high-quality software that’s ready for production faster.

Build your next app with Tanzu Labs

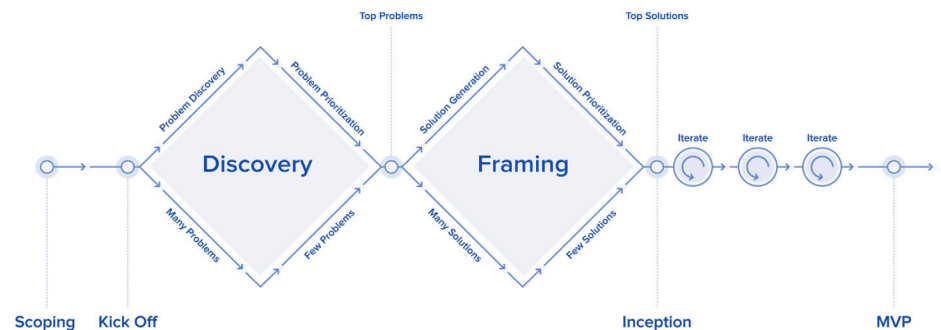
Learn how companies like Hyundai AutoEver, Liberty Mutual, The Home Depot, Sparkassen-Finanzportal, BT, DBS, and Shields Health Solutions worked with Tanzu Labs to build exceptional software: tanzu.vmware.com/customers.

Empower your teams. Deliver value consistently. Our Tanzu Labs practitioners work alongside your development team, remotely or in person, transferring knowledge and skills while producing working code. Adopt modern practices that encourage and establish automated build pipelines so you can push new code to production quickly, forever.

Proven techniques to build resilient, delightful software

Partner with us and match proven application development methods with the right technology for your business. We assemble a balanced development team to bring a variety of skills and perspectives to the project, ensuring that what we produce is always desirable, usable, feasible, and viable.

How we do it



User-centered design. Focus your product design on what your customers need. User-centered design takes an evidence-based approach to ensure the software you build solves real problems.

- Conduct user research.
- Produce prototypes and user interfaces.
- Integrate accessibility.
- Practice service design and experience strategy.

Lean product management. Decrease risk and reduce waste. Lean uses constant validated learning to reduce the risk of building the wrong product while allowing you to comfortably change direction

- Define an MVP.
- Conduct lean experiments.
- Identify and test assumptions.
- Make data-driven decisions.

Extreme programming. React to change with consistent speed and quality. Extreme programming (XP) helps your teams build working software in the face of changing requirements.

- Work in collaborative, cross-functional teams.
- Practice pair programming and test-driven development.
- Deliver in short iterations with continuous integration/deployment.

Let's go!

Together we'll explore and validate your idea for a new app or feature. Then, we'll get to work.

Contact your VMware account team or reach out to us at tanzu.vmware.com/labs to get started.