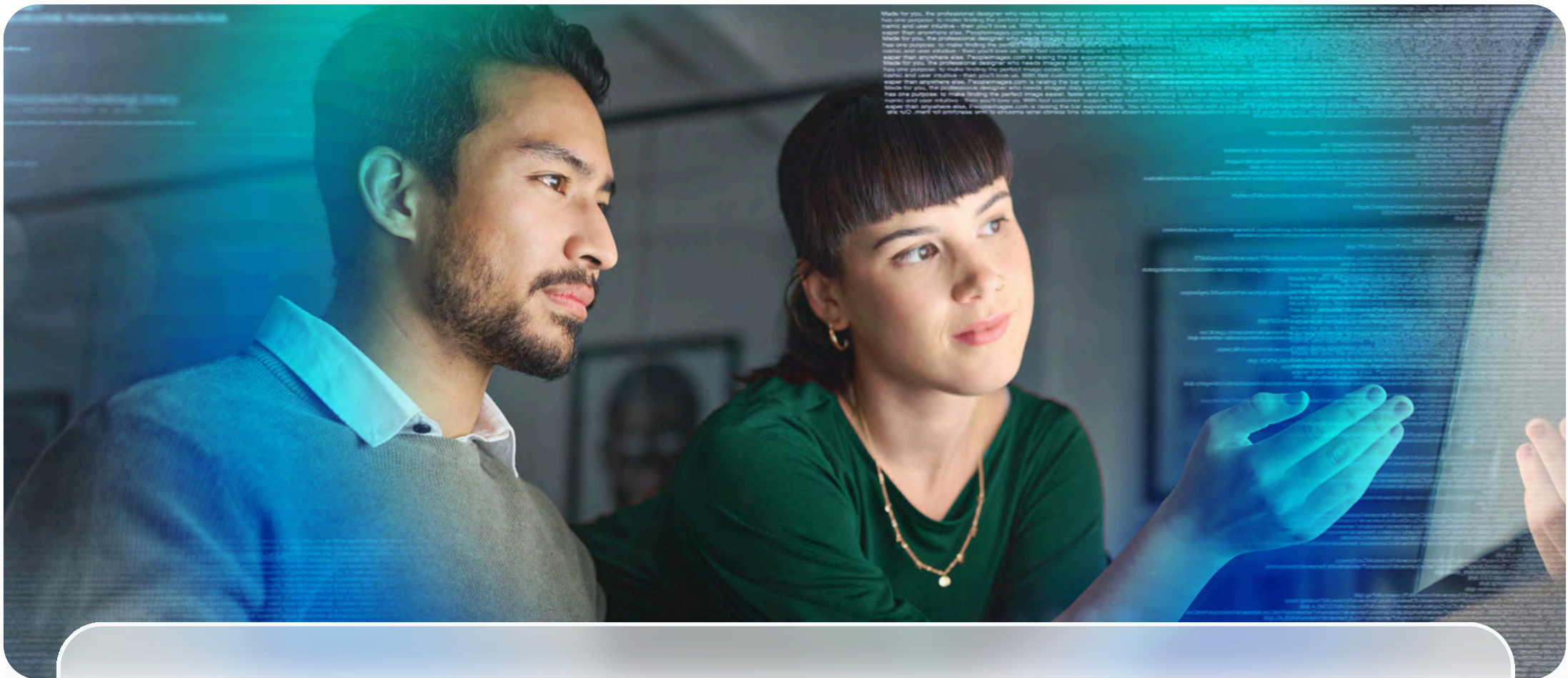


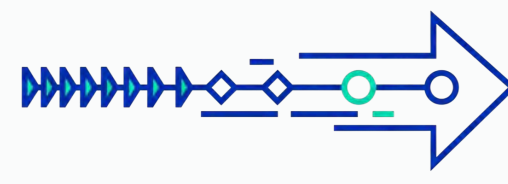
PRODIGY PDLC

The AI-Native Product Development Method

Ciklum's structured decision and execution framework governing how enterprise AI is safely embedded into every stage of product development.

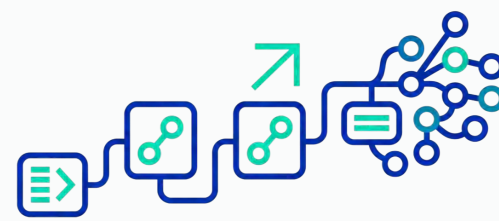


Not a platform you configure. A method you operate, with AI embedded at every decision point.



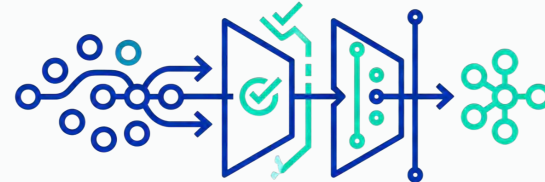
60% Faster Time-to-Value

From strategy through delivery and operations



40% Productivity Uplift

Across research, design, engineering, and QA



45% Higher Output Quality

AI-augmented workflows across all disciplines



93% Team Satisfaction

Among teams enabled with PRODIGY

Five Lifecycle Stages

Five macro-stages with continuous feedback. Each stage defines core activities, expected outputs, a governance layer, and accelerator augmentation.



Stage 1: Strategy Definition

Define where to play and why, before committing delivery capacity.

What do you get?

Outcome-based roadmap, architecture direction, investment justification



Stage 2: Problem Discovery

De-risk before building. Formalise risk into four categories: value, usability, feasibility, and viability.

What do you get?

Competitive landscape, customer journey maps, validated assumptions.



Stage 3: Solution Discovery

Define the smallest validated solution that delivers measurable value.

What do you get?

Hi-fidelity prototype, MVP definition, PRD, OKRs.

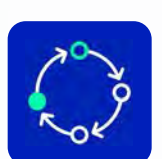


Stage 4: Build (AI-Augmented SDLC)

Deliver validated value at scale. This is where PRODIGY PDLC becomes operationally differentiated.

What do you get?

Functional code, high-quality product, live features



Stage 5: Measure & Learn

Continuously optimise and feed validated learning back into strategy.

What do you get?

Data-driven hypotheses, validated winners, and an improvement roadmap

*Continuous feedback loop - Stage 5 feeds directly back into Stage 1.

HOW the Method Works

Six governing principles that define
PRODIGY PDLC in practice.



Strategy is formed

Outcome-based roadmaps with investment justification and architecture vision.



Risk is sequenced

Structured de-risking across value, usability, feasibility, and viability before the build begins.



Discovery is executed

Traceable, auditable research that feeds directly into validated backlogs.



SDLC is augmented

AI agents embedded in backlog prep, sprint execution, and release cycles.



AI is safely embedded

Enterprise governance with data sovereignty, audit trails, and cost controls.



Learning compounds

Continuous feedback loops from measure-and-learn back into strategy.

The Smarter Alternative to Buy or Build from Scratch

	Buy	Build	Build with PRODIGY
		VS	VS
<p>Speed</p>	<p>Slow, complex</p>	<p>Large investment</p>	<p>Shortened via accelerators</p>
<p>Cost</p>	<p>High SaaS costs</p>	<p>High upfront cost</p>	<p>No SaaS lock-in</p>
<p>Flexibility</p>	<p>Supplier roadmap</p>	<p>Flexible, high effort</p>	<p>Your personalised roadmap</p>
<p>IP Ownership</p>	<p>Vendor owned</p>	<p>Yours, costly to maintain</p>	<p>You own everything outright</p>

PROOF IN PRODUCTION

Clients Who Have Done It With PRODIGY

40%

Faster overall PDLC

RxSense

High-Tech Healthcare

Privacy-compliant personalization platform for 8M consumers. MVP delivered in 18-24 months - disrupting the traditional launch mode

5x

Reduction: idea to production

Europe's Largest Sportswear Manufacturer

Retail / Consumer

Custom PLM system replacing an end-of-life platform. Offer creation time cut from 4 days to seconds. 40+ legacy systems integrated.

WHAT MAKES PRODIGY DIFFERENT

Three Things No Single Vendor Can Replicate

You Own Everything

The framework, knowledge engine, configurations, workflows, and all data. No vendor dependency

Vendor-Agnostic by Design

2,215+ models. 114 providers. OpenAI, Gemini, Anthropic, Mistral, DeepSeek, and more. Works with your stack.

Enterprise-First Security

Zero data leaves your estate. Built-in data sovereignty, audit trails, privacy boundaries, and cost controls from day one.

2,215+

Models supported

114+

Providers supported

27

Unique endpoints

496+

Provider-endpoint combinations

Ready to Build on a Stronger Foundation?

Talk to the Ciklum PRODIGY team about where your current delivery lifecycle leaves value on the table.

[Book a Strategy Clinic →](#)