

ENGINEERING BRIEF • 2026

AI-Augmented Product Engineering

A focused summary of PSG's product engineering model, co-engineered delivery pods, and software acceleration approach.

Prepared for product and engineering leadership.

Product engineering, not staff augmentation.

Adding hands to a backlog rarely moves a product forward. What moves it forward is a team that owns outcomes — one that understands the product, the users, and the business, and is accountable for shipping working software against them.

PSG's model is **product engineering**: cross-functional teams that combine product thinking, senior engineering, and applied AI to design, build, and evolve software. We operate as an **AI-powered software factory**, where each engagement produces not just a shipped product but reusable capability that accelerates everything that follows.

Outcome-owned

Pods are accountable for product outcomes, not ticket throughput.

AI-accelerated

AI compresses the build-test-document loop across the lifecycle.

Capability-first

Every build leaves reusable IP and frameworks behind.

A small, senior team that plugs into yours.

Our delivery pods are compact, cross-functional units that integrate directly with your product organization. Rather than working at arm's length, we **co-engineer** — building alongside your team, sharing standards and rituals, and transferring knowledge as we go so your people grow with the product.

Product & Design

Frames the problem, shapes the roadmap, and keeps every sprint anchored to user and business value.

Senior Engineering

Architects and builds production software, amplified by AI tooling and PSG's reusable capability library.

Delivery Lead

Runs the cadence, surfaces metrics, and keeps stakeholders aligned on progress and priorities.

Quality & AI Ops

Embeds automated testing and AI-assisted QA so speed never comes at the cost of quality.

Pods scale up or down as the roadmap demands — you add engineering capacity in weeks, not quarters.

AI across the lifecycle — from idea to production.

We apply AI at every stage of engineering — accelerating discovery, code generation, testing, and documentation — while senior practitioners set direction and own the decisions. The result is a faster path from concept to production without the quality trade-offs that usually come with speed.



AI recommends. Engineers decide.

WHAT YOU GET

Shipped software — and lasting capability.

A PSG engagement produces working product on a predictable cadence, and it leaves your organization stronger than it found it. The frameworks, documentation, and reusable components we build become yours — capability that compounds long after the pod rolls off.

Faster time to value

AI-augmented pods ship production software sooner, with fewer cycles wasted.

Predictable cadence

Measurable iterations and visible metrics keep delivery forecastable.

Quality by design

Automated and AI-assisted QA embedded from the first sprint.

Capability transfer

Your team grows with the product; knowledge stays in-house.

LET'S BUILD

Stand up a co-engineered pod on your next product.

We'll scope a pod to your roadmap, show how AI acceleration fits your stack, and map the capability we'll leave behind.



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