

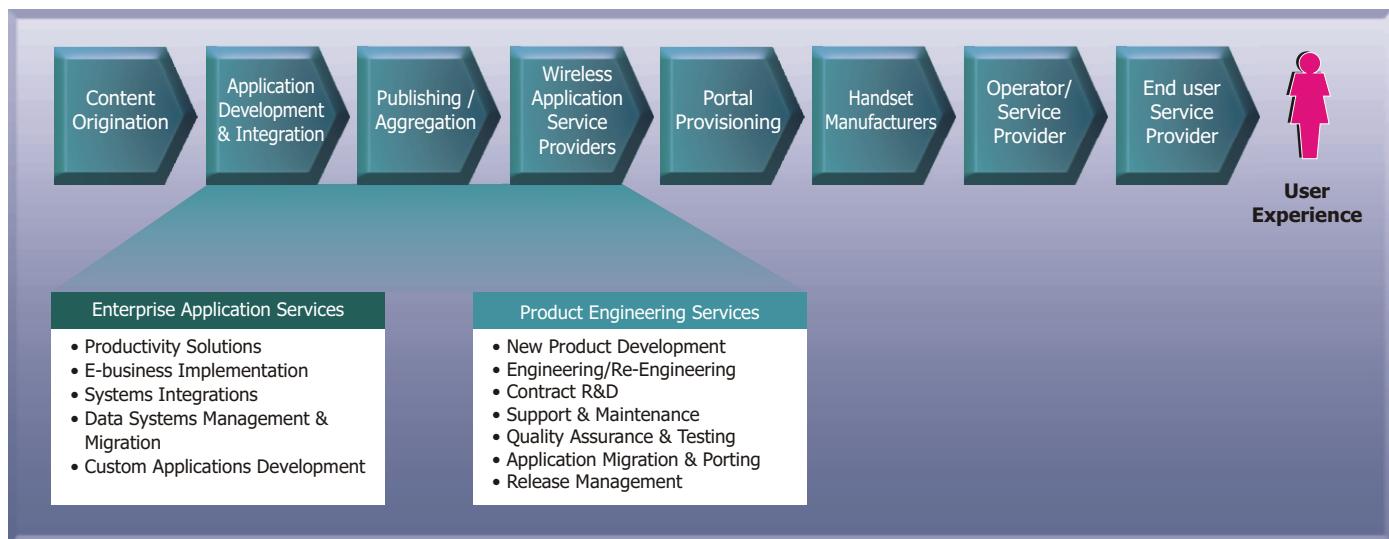
Solutions For Mobile Application Developers, Content Providers And Aggregators

As new technologies and innovations come to the fore virtually every day, the mobile solutions and technology industry finds itself constantly challenged to keep abreast. With the entry of a steady stream of increasingly feature-rich mobile equipment coupled with the introduction of a slew of new services by operators, pressure is mounting on application developers, content providers and aggregators to keep innovating newer solutions while proactively upgrading their services, solutions and products to stay ahead of the competition. In this effort, customer-oriented and potentially revenue-generating solutions such as real-time audio/video, digital rights management, location-based solutions, IMPS, music & entertainment solutions and mobile payment solutions etc, have come to play a key role, enabling the critical "leap forward" in the mobile applications market.

Trianz's specialized experience in the telecommunications and wireless space allows it to understand and effectively address the issues, challenges, interdependencies and symbiotic relationships amongst the various stakeholders: application developers, content providers, aggregators, telecom service providers/operators, handset manufacturers, and platform/infrastructure vendors.

Leveraging a unique virtual engineering framework, scenario-specific methodologies and a global delivery model, the Trianz Product Engineering Practice caters to clients product-engineering needs throughout the product life cycle to bring to market, quality software products swiftly and cost effectively.

An Overview of Our Services and Capabilities



Application Development

3rd party Integration

Systems Integration

COTS Evaluation

Digital Rights Management

Subscription Management Solutions

Content Management

Games & Games Infrastructure Development

Entertainment Solutions

Device Management

M-Commerce & Location Based Solutions

Enterprise & Productivity

Data Management & Migration

Support & Maintenance:

- Level 2 Support
- Bug Fix & Patch Management Support
- Performance Tuning & Optimization

Level 3 & Level 4 Support:

- Product or module based support for upgradation
- Support Knowledge Repository
- Release Management & Code Control
- Patches and Upgrades

Porting & Migration

- Technology and Platform Migration
- On to specific platform or Mobile OS
- Between runtime platforms
- Customization & Personalization

Globalization & Localization

Product Quality Strategy & Planning:

- Quality Assurance Strategy, Planning, Assessment, Optimization & Re-Engineering

Quality Assurance & Testing:

- COE based Value-Added Services
- Off-the-shelf Test Cases with Test Automation Suite
- Certification & Compliancy Testing
- Comprehensive Field Testings

Product Validation Services:

- Functionality and Integration Testing
- Usability & User Acceptance Testing
- Globalization & Localization Testing
- Compatibility & Interoperability Testing
- Performance Benchmarking & Testing

Client: A Leading Entertainment Solution Provider

➤ **Background:** Solution to enable users to browse through the catalogues of available song titles and purchase songs via their mobile phone using the operators' one-click billing system.

Engagement Highlights:

- Allow download to start automatically and the song to play on the mobile handset after about 30 seconds
- Enable downloaded song to be saved in the phone's memory along with applicable DRM rules that protect it from the illegal distribution.
- Comprehensive support & maintenance
- Feasibility analysis and migration/ porting onto multiple platform and environments like Symbian, Windows Mobile & BREW

Business Results:

- Shortened time-to-market due to "follow-the-sun" work model
- Faster time-to-money for the client
- Scalable solution
- Easy-to-extend functionalities

Client: A Large MVNO Operator

➤ **Background:** A comprehensive Content Management and Delivery Solution with added security and Digital Rights Management System

Engagement Highlights:

- Provide catalogue management for handsets, purchase of content and UI management
- Enable purchase of contents either through handsets on the Web.
- Provide end users a single point of access for handling multiple UI requests on client's site
- Offer client side support for BREW/CDMA devices
- Interface to billing
- Comprehensive Quality Assurance and Testing Services

Business Results:

- Industry standards based implementation
- Uses intelligent caching methods to optimize traffic
- End-to-end development and testing

Client: Large Imaging Service Provider

➤ **Background:** Mobile- based solution for sharing pictures with friends and family.

Engagement Highlights:

- Capture photos over mobile platforms like JAVA and upload to Website for sharing with friends and family
- Enable application downloads over the air (OTA)
- Provide for slide show creation and view facility
- Enable local storage in the phone and sorters
- Provide for extension of photo album service along with photo sharing feature
- Allow viewing of photos as thumbnails, single view (full screen), and detailed view; also enable annotation of photos with text, etc.

Business Results:

- Innovative new value- added service launched
- Platform independent solution implemented
- Comprehensive field testing and support provided

Trianz Value Proposition

- 360° approach to addressing client requirements
- Unparalleled commitment to high standards that drive client value and success
- Delivery excellence and experience in execution of large product engineering engagements through well proven methodologies and tools
- Trianz value based engineering model (Virtual Engineering Model) ensures reduction in total optimization of engineering costs and profitability

Client Speak

"As a leading provider of mobile music entertainment services in Europe, time to market of new applications is critical to our growth strategy. Partnering with Trianz has been a rewarding experience. Their superior project management expertise and impressive technical capabilities have been invaluable in the rapid deployment of cost effective solutions for our customers."

- COO, leading Mobile Entertainment Product Company