



Solutions For Telecom Service Providers/Operators

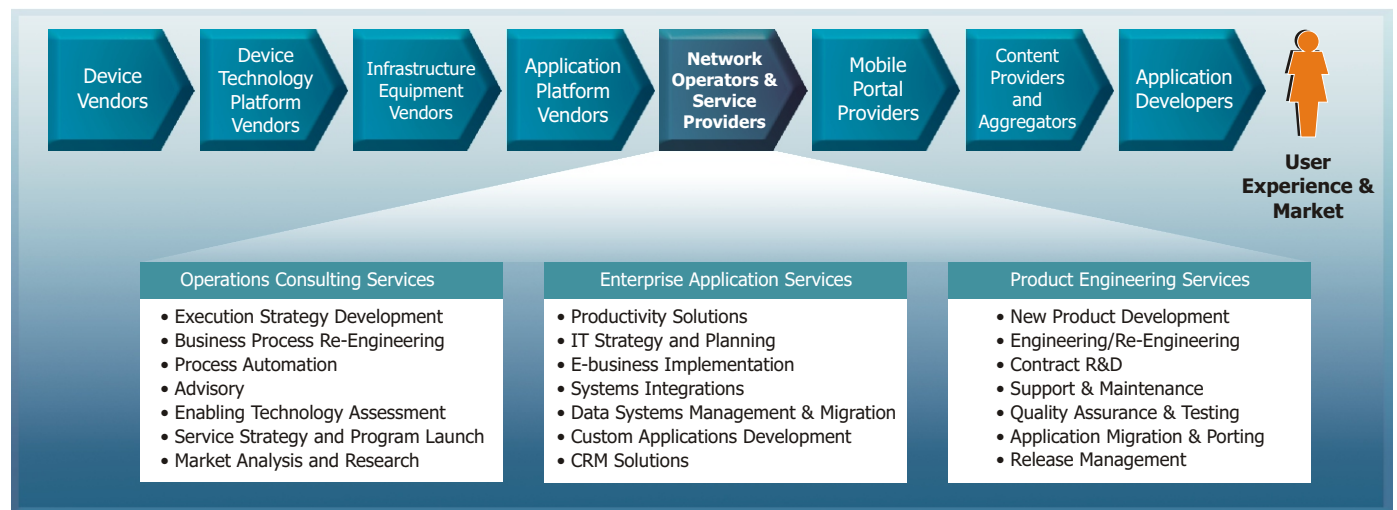
Global telecommunications is changing at a phenomenal pace, driven by the convergence of technologies and a wave of mergers, acquisitions and consolidations that is sweeping the industry against the backdrop of a difficult economic climate and changing regulations.

While new market opportunities have opened up, they have brought with them fresh challenges. With changing consumer preferences, Telecom Service Providers & Operators need to deliver more value-added services, leveraging new technologies to enable mobility, personalization and delivery of a multi-media rich experience to increasingly demanding customers. Equally, they have to factor in the trend enabling technologies such as fixed-mobile convergence, IP convergence using IMS, video on demand, etc.

In an environment of intense competition and consolidation, Telecom Service Providers and Operators are faced with manifold challenges: evolving their investments in BSS/OSS and SDP, network management and managing applications & services. And, even as they contend with dwindling revenue from their traditional services they can ill-afford to be laggard on innovation and new ways to deliver value.

Trianz's specialized experience in the telecommunications and wireless space allows us to understand and effectively address the issues, challenges, interdependencies and symbiotic relationships amongst operators, handset manufactures, application developers, service providers, infrastructure providers, content providers and aggregators.

An Overview of Our Services and Capabilities



Productized Value Added Services:

- Productivity & Messaging Solutions
- Enterprise Integration & Extensions
- Content and Downloads
- Games, Entertainment & Media
- Location and Presence Applications
- IMS and Streaming based Solutions
- Mobile Payment Solutions

OSS/BSS:

- 3rd Party Integrations
- Data System Migrations
- Network Convergence Support
- Application Migrations & Testing
- Enterprise Integration Services

Service Delivery Platform:

- Billing, Provisioning & Delivery
- COTS Evaluation
- Subscription Management Systems
- Device Management

Support & Maintenance:

- SLA based Global Support
- 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
- On to necessary Server-side OS
- Between runtime platforms
- Customization & Personalization
- Application & Database Migration

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
- Network Roll-Out Testing
- 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 Mobile Operator & Service Provide

> **Background:** A solution to enable distribution of 16-digit recharge cards while eliminating physical cards.

Engagement Highlights:

- A first-of-its kind solution that revolutionized the whole process of printing and distribution of recharge cards
- A Web based distributor solution was also developed, enabling distributors to perform transactions at anytime anyplace over the Web.

Business Results:

- Cost reduction through deployment of an automated solution
- Track customer purchases
- Sound, robust and highly secure system; highly extensible facilitates addition/ removal of channels
- Monitor, control and analyze distributor and retailer activities and performances and generate real-time reports

Client: A Well-known Smart Card Solutions Provider

> **Background:** Support client in exploring the prospects of venturing into new markets to sell their smart cards, with a feasibility study.

Engagement Highlights:

Analysis done to classify the implementations into three categories:

- Mandatory Sector Implementations
- Non-Mandatory Sector Implementations
- The Mass Transit Vertical
- Trianz identified key ongoing and planned initiatives in the segments, collected data on each of these projects and mapped them to a three dimensional decision matrix: The macro picture, the initiative picture and the industry picture

Business Results:

The assignment enabled the client to have:

- A clearer perspective on the market potential
- Appreciate growth potential in verticals across industries
- Increased awareness of the rules and regulations
- Enhanced awareness of the level and nature of competition

Client: A Leading Communications Service Provider

> **Background:** An Innovative packet - switched, high-quality Internet based telephony solution.

Engagement Highlights:

- Implementation of a Webphone that uses the Session Initiation Protocol (SIP) for signaling
- Provision of a User Interface with the conference panel allowing users to initiate and join conferences
- Address book synchronization

Business Results:

- Introduction of next-generation communication services in the client organization
- Expanded the client's services portfolio
- Sharp reduction in telephone call charges
- Additional features such as text chat and an address book served as key value add-ons for users

Trianz Value Proposition

- 360° approach in 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