



Product Engineering

Telecommunications

When Execution Matters



CMMI Level 3 Company

TÜV Rheinland Group

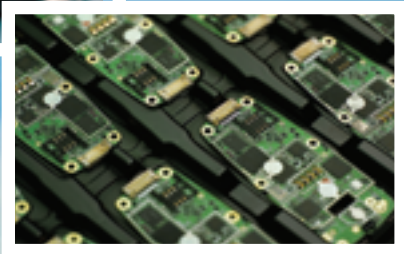
> About Trianz

Execution is the art and science of turning strategic designs into measurable business results.

Trianz is a global professional services firm that helps senior leaders execute business and technology initiatives. A unique mix of business consulting and technology capabilities has driven our 100-percent success rate with our engagements.

We provide management consulting, technology engineering and operations outsourcing services to a diversified global client base. Trianz clients are result-focused executives and leaders in a range of marquee organizations from Fortune 100 corporations to emerging, rapid-growth companies. Our service offerings focus on the following areas:

- Operations Consulting
- Enterprise Applications Services
- Software Product Engineering
- Transformational Outsourcing



For further information, please visit www.trianz.com

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When Execution Matters

Client: Europe's leading mobile entertainment Services Company, providing music entertainment services to telecommunication operators, media distributors & handset manufacturers.

Challenge: Leveraging its Virtual Engineering Model, Trianz has been providing an effective, appealing, scalable, reliable and importantly customizable device resident multi-media solution involving technologies like Digital Rights Management. After the engineering of the solution for various versions of Symbian and Windows Mobile, Trianz has been involved in supporting and maintaining the solutions comprehensively. As the solution was originally planned to be used in Europe, Trianz has been able to overcome the challenges raised through simulated environments and testings.

The complete ownership of the solution has been with Trianz, where the complete product engineering (detailed design, builds, releases, all levels of testing) is being taken care of for all the future planned versions of the solution.

Business Results: As a direct result of the engagement, the product release timelines are highly predictable, with the accompanying increase in the provision of new features driving customer satisfaction and retention. Trianz and the client have been working towards releasing the solution on more platforms to address the market need. The hybrid quality and related processes, taking into account both the process followed at Trianz and the client, have been adopted in this on-going engagement.



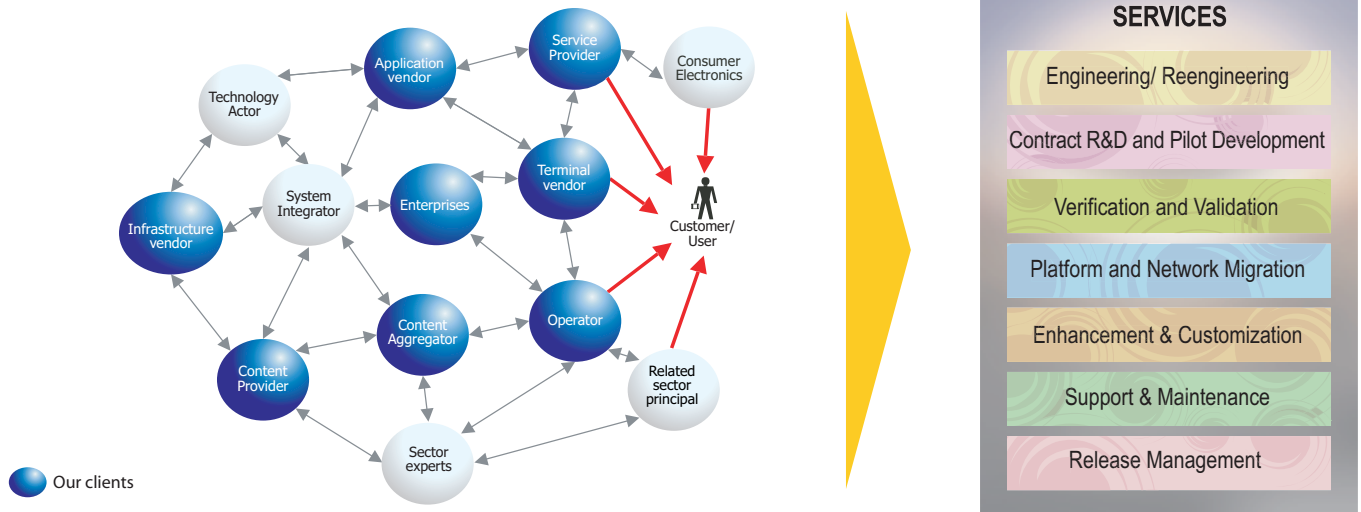
Client Speaks

"Being a leading provider of mobile music entertainment services in Europe, time-to-market of new applications is the key to our growth strategy. Partnering with Trianz has been a rewarding experience. Their superior project management and impressive technical capabilities are helping us rapidly deploy cost-effective solutions for our customers."

COO, Leading Mobile Entertainment Product Company

Telecommunications

Trianz helps clients in the Communications and Wireless industry to build, sustain and grow their products and services. With strong credentials and industry experience, Trianz understands the interdependencies and symbiotic relationships amongst Operators, Application developers, Service providers, Handset manufacturers, Infrastructure providers, Content providers and Aggregators. Having assisted clients across the globe in more than 40 projects, Trianz has developed a deep understanding of the issues and challenges faced by clients in staying competitive and improving market share. Through Product Engineering services, Trianz has been helping clients of various profiles from Fortune 500 companies to emerging product companies, to innovate and reduce time-to-market.



Our clients

Middleware & Firmware

Enterprise & Productivity

Value Added Services

Content Management & Entertainment

Middleware & Firmware

- Reference Implementations
- Device & Speech Drivers
- Chip Operating Systems
- Device based Multimedia Players
- Protocol Development
- Streaming Solutions
- Messaging Solutions
- Document Routing Solutions

Enterprise & Productivity

- Workforce Management & Field Service Applications
- Collaborative Workforce Solutions
- Point of Sale Applications
- Location Based Solutions
- Sales Force Automation
- Warehouse & Inventory Management
- Asset Tracking
- Time & Expense Tracking

Value Added Services

- Third Party COTS Integration
- Device Management
- Device Acceptance Testing
- Network Roll out Testing
- Service Delivery Platform
 - Billing Integrations
 - Provisioning Solutions
 - Content Delivery Management
- Mobile Payments
- Electronic Wallets
- Security Framework

Content Management & Entertainment

- Digital Rights Management
- Subscription Management
- Content Servers
- Gaming Infrastructure Platforms & Servers
- Information content applications
- Messaging Solutions
- Imaging Solutions
- Wireless Portal Solutions

When Execution Matters

Product Engineering Services: Overview

In the new global workplace, business leaders can harness talent worldwide to rapidly research, develop and roll out new software products and services. This global workplace gives product engineering organizations the ability to extend their operational reach and enhance their core R&D capabilities.

Serving the leaders of product-engineering functions in large or emerging organizations, Trianz works as an extended collaborative partner to help our clients build, sustain and grow their products and services. Leveraging a pioneering framework, the Trianz Virtual Engineering Model, Trianz provides a variety of services that address the product life cycle and improve the client's products to achieve measurable business results. Trianz has deep expertise and capabilities in providing solutions for:

- Telecommunication
- Imaging, Printing and Scanning
- Software Platforms and Security Systems
- Embedded Design
- Independent Verification and Validation

Product Strategy

Trianz works collaboratively with clients in the early stages of product definition to provide insights and expertise on product specification, architectures, technology stacks and the product roadmap. We help clients conceptualize, plan and launch products that succeed in a competitive market. We specialize in:

- Execution strategy and planning
- Product integration and management
- Product specification design
- Contract R&D services
- Proof-of-concept and prototyping
- Technical feasibility analysis

Product Engineering and Life-Cycle Management

Trianz helps software product development companies by providing design, engineering and life-cycle management services. Our service portfolio, which addresses the demands of new product introductions and mature product growth, includes:

- Product architecture and design
- Development and Integration
- Quality assurance and testing
- Software maintenance and support
- Enhancements, porting and migration
- Globalization and localization
- Release management and support
- Technical documentation

Independent Quality Assurance Services

In addition to applying stringent quality standards on our engineering engagements, Trianz provides clients with a wide range of quality assurance services such as:

- Quality strategy and planning
- Full-range verification and validation (V&V) services
- Quality standards implementation (ISO 9001:2000, CMMi)
- Test automation

The Trianz Virtual Engineering Model

Leveraging strong execution expertise and program-management frameworks, Trianz has pioneered a paradigm in

software product engineering that emphasizes a "core versus context" view of product engineering. While clients focus on core R&D, deep market knowledge, requirements definition, architectures and technology selection, Trianz takes ownership of the engineering life cycle. Operated on a medium-to-large scale, Trianz virtual engineering engagements deliver:

- Reduced engineering cycle times
- Faster "global" time to market
- Innovations through extended R&D
- Business flexibility and shared risks
- Total engineering cost optimizations
- Sustained profitability and growth

Product Engineering Delivery Infrastructure

Trianz product engineering teams work on a dual-shore, program-management model or a purely offshore-based engineering model. With a Global Technology Center of Excellence based in Bangalore, India, Trianz has built a world-class engineering organization to become an extension of the client engineering function. Trianz serves its clients through its use of:

- An ISO 9001:2000 and CMMi Level 3 certified quality management system
- A leading-edge engineering and supporting IT infrastructure
- Secure connectivity with data and IP protection