



*Accelerated  
time-to-market for  
new Android devices  
by more than 50%*

## Aricent Enables Commercialization of New Android Devices for a Leading OEM

### Customer Profile

The customer is a world leader in designing, developing and manufacturing products in a range of form factors using flash memory, controller and firmware technologies. The company provides high-speed, high-capacity storage solutions that can be used in lieu of hard disk drives in a range of computing devices, including personal computers and enterprise servers. The customer is a tier-1 OEM, and has developed one of the first gizmos on the Android platform.

### Customer Challenges

- Accelerate time-to-market for new Android devices
- Deliver an enhanced user experience with highly differentiated user interface
- Assemble a team of engineers with deep domain expertise in record time, while adhering to stringent time and cost constraints
- Develop the user interface and application software while the hardware was being manufactured

### Solution

Aricent provided the following critical services as part of this engagement –

- Provided Innovation Design and Consulting services that included user experience development through our renowned in-house design house, frog design
- Completed rapid application prototyping and test automation
- Developed and integrated the Mobile Application Suite consisting of rich multimedia applications running on Android platform, such as Music and Video players, Inbox, Social Networking Contacts, Home Screen, Web Browser etc.

### Results

- Accelerated the development timeline by more than 50%, while working within the customer's stringent budget constraints
- Customer achieved the first mover advantage for Android based products
- A highly differentiated multimedia user experience for the new products became an instant hit with end customers

### Why Aricent?

Aricent's Android Center of Excellence (CoE) offered a solution that addressed all the challenges faced by the customer. Aricent's renowned design house, frog design, and our expertise across the entire spectrum of the mobile device ecosystem proved to be the key differentiators.

*Accelerated time to launch by more than 50% through innovation design, consulting and complete lifecycle services*

Other factors that compelled the customer to choose Aricent were our capabilities to quickly scale engineering resources on-demand, and our strong relationships with other ecosystem vendors in the multimedia application domain. The frog design team helped create a differentiated User Experience, including an enriched, stylized user interface to the end user.

Aricent's Application Development environment (iADE) on Android enabled rapid application prototyping, thus accelerating the launch of these new products. And finally, our extensive and automated test suite consisting of elaborate Smoke and Regression tests delivered unparalleled product quality.

## Customer Challenges

The customer was seeking to develop complete knowledge of the complex Android Application Framework for interfacing with specific user applications. Additionally, it was looking to develop high end applications, and drive demand for storage and User Interfaces (UIs), all at a reasonable cost. Apart from delivering a differentiated user experience, the customer had to ensure that the UI application software was being developed while the hardware was still being manufactured so that it could gain the first mover advantage.

## Aricent Solution

Aricent developed a Mobile Applications Suite for Android consisting of rich multimedia applications, including Music and Video players, Inbox, Social Networking Contacts Widget, Home Screen, Web Browser, Maps, Notes, Search stack and Calculator.

These applications were developed using Java and C++, and an Agile Development methodology (SCRUM), with around 4 weeks iteration in the execution of the project.

Its deep domain expertise in multimedia and consultants who understand Android in depth enabled Aricent's to provide a completely integrated solution. Aricent's world-class design house – frog design – was instrumental in the development of a rich and differentiated user experience.

The entire effort was channelized to propel growth for the customer by creating media rich applications.

## Results

The comprehensive set of services offered by Aricent's Android CoE reduced the development timeline by more than 50%. Additionally, this engagement was completed well within the customer's stringent budget constraints. The customer could successfully gain the first mover advantage for Android based products, with a fully functional and differentiated user experience. Finally, the engagement achieved near zero defects because of Aricent's product assurance service, driven through automated and rigorous test suites.



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