



*Aricent's VAS
EXPress helped the
customer reduce
operational expenses
by 35%*

Delivering a Comprehensive Porting Solution for a Leading Software Vendor

Customer Challenges

- Port the mobile IM client on all handsets supported by a tier-1 service provider in North America
- Reduce operational expenses and pass on the savings to customers
- The variable nature of the demand for mobile handsets called for maintaining a relatively higher number of resources with sub-optimal usage
- Program managing the engagements with customers and third-parties such as certification labs consumed significant bandwidth

Solution

As part of this engagement, Aricent offered the VAS EXPress line of services and

- In-sourced all of the customer's engineers engaged in the porting program
- Handled all PMO activities, including running the operations of the porting program, managing third-party interfaces (mobile OEMs, platform vendors, certification bodies, etc.), managing the relationship with the end-customer (operator) and interfacing with various onsite and offshore locations
- Provided a flexible commercial agreement in line with the actual number of handsets ported

Results

- The customer was able to lower overall operational costs by 35%
- Aricent enabled the customer to limit their involvement to a core team focusing on the key development aspects of the product
- The customer was able to streamline the resource base and successfully avoid the rigor of people management in a cyclical economy

Why Aricent?

After evaluating multiple vendors through an exhaustive RFP process, the customer chose Aricent primarily for its proven track record and extensive domain knowledge, gained through delivering a broad range of services in the mobile applications space. Aricent's expertise in multiple areas, namely product R&D, porting, testing and sustenance of mobile applications, over a range of software platforms such as Brew/uIOne, Java, Symbian, Win Mobile, Android etc. was a key differentiator.

Other factors driving the customer's choice were Aricent's proven ability to in-source engineers and quickly scale engineering resources to meet stringent budget and delivery timelines.

Customer Profile

The customer provides software and systems that enable network-based, enhanced multimedia communication and billing services. They are a global leader in providing mobile messaging and other VAS products (e.g. personalized data and content-based services, prepaid, postpaid and converged billing and Internet protocol (IP) communications) to various service providers.

Customer Challenges

The customer had launched a white label Mobile Instant Messaging (MIM) application with a tier-I North American wireless service provider. The challenge was to provide application porting on all existing and future mobile handsets on a continuous basis. While it was critical for the customer to focus on the core product development, the porting activity was consuming a lot of the bandwidth of the core team, reducing their capability to rollout new features. The customer was increasingly challenged in managing interfaces with various third-parties involved in the porting process (e.g. handset OEMs, platform providers and certification bodies). Additionally, the cyclical nature of demand on launching new mobile handsets meant maintaining optimal man-power to sustain the project. Finally, the customer was facing severe pricing pressures from the operator and needed to lower the cost per handset porting.

Aricent Solution

Aricent worked closely with the customer in designing a transition plan and developing the necessary interfaces, then taking over and successfully running the porting program. Aricent delivered a set of key services from the VAS EXPress line, while adhering to the high quality standards and budget constraints:

- Aricent's VAS EXPress Porting services provided comprehensive services ranging from the gathering of customer requirements, to porting, testing, certification and product release
- In-sourcing of all the customer's engineers and adding Aricent resources where necessary for seamless business continuity, on-the-job-training and negligible transition cost
- Setting up a central PMO that operated in a hub and spoke model to manage interfaces with onsite, third-party and customer teams
- Implementing a hybrid model for delivery, comprising onsite and offshore teams
- Implementing a complete offshore model for customization of products for the operators

Results

Aricent assumed complete ownership of the project, allowing the customer to focus on the core feature development roll out products expeditiously. The customer was also able to reduce operational expenses by 35% and increase efficiency by optimizing usage of onsite and offshore resources (hybrid model). Additionally, the in-sourcing of the customer's engineers provided complete business continuity and negligible transition cost.

By leveraging strong relationships with other ecosystem partners, Aricent efficiently aligned its porting cycles with the launch of mobile handsets by the operator. Aricent's ability to quickly adapt to the changing requirements (for both existing and new features) further reduced the risks typically associated with new product development.

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