

INNOVATION FOR THE CONNECTED WORLD



ARICENT GROUP™

Our mission



TO IMAGINE,
HUMANIZE,
AND
BUILD THE
CONNECTED
WORLD

Think about a truly connected world. A world connected by more than 50, 75, or even 100 billion devices.

This goes beyond 24/7 access, beyond mobile devices as we know them today, and well beyond the set of companies we typically think of as communications firms. Entire industries including healthcare, finance, energy, and retail will connect with customers — and each other — in entirely new ways. People, companies, societies, and nations will work together in ways never before possible.

WORLD-CLASS CONSULTING, DESIGN, AND ENGINEERING

The Aricent Group is a global innovation and technology services company that helps clients imagine, commercialize, and evolve products and services for the connected world.

Bringing together the communications technology expertise of Aricent with the creative vision and user experience prowess of frog, the Aricent Group provides a unique portfolio of capabilities that combines consumer insights, strategy, design, software engineering, and systems integration.



ARICENT GROUP™

frog™

Strategy, research,
and design

Aricent®

Product engineering services
and carrier services solutions

AT A GLANCE

- 36 locations worldwide
- Deep domain expertise in communications and related technologies — from chipsets and devices to network equipment and BSS/OSS
- Decades of experience in many connectivity-driven industries, including healthcare, energy, finance, retail, and media
- Aricent software is on more than 500 million handsets
- Portfolio of more than 125 licensable software frameworks
- Helped create the world's first femtocell, 4G/LTE, and broadband inflight solutions
- Designed industry-changing products and experiences for Disney, GE, HP, Intel, Sony, and many other Fortune 500 brands

What we do



WORKING SIDE-BY-SIDE WITH OUR CLIENTS, WE:

As the connected world is becoming integral to consumers' everyday lives, the ability to bring innovative connectivity-enabled products and services to market in an expeditious fashion has become a strategic imperative for companies across industries and geographies.

We help our customers be more holistic and agile in their approach to innovation and product development, anticipating their customers' needs and staying ahead of competitors. Our services span the entire ecosystem of the connected world: user behavior and experience, connected devices, machine-to-machine (M2M), mobile applications, carrier services, and network infrastructure.

Identify emerging consumer trends and technologies, and translate them into viable product and service concepts

Design, prototype, and commercialize new products and services

Test, support, and sustain products and product lines

Optimize back-end systems and operations

The Aricent Group works with companies spanning the entire telecommunications ecosystem including leading service providers, network equipment manufacturers, independent software vendors, and device makers. Our client base also includes Fortune 500 brands in connectivity-enabled industries such as healthcare, energy, finance, retail, and media.

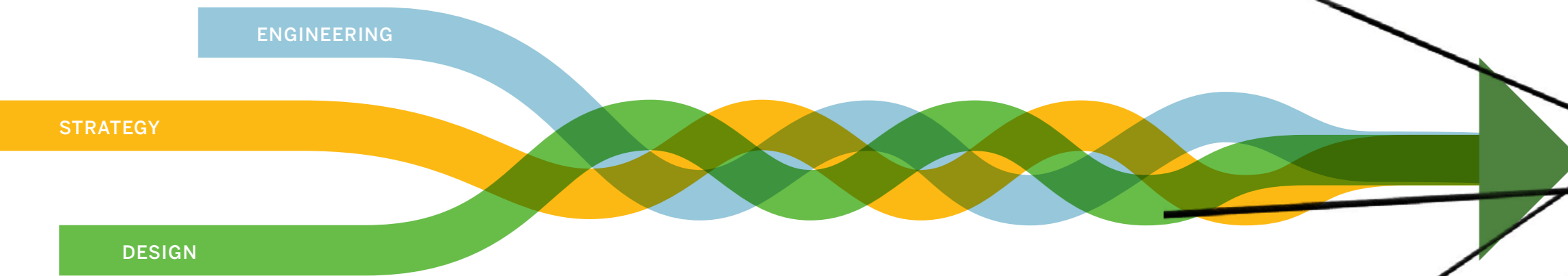
DEEP COMMUNICATIONS EXPERTISE

OUR DIFFERENTIATORS

- We have deep domain expertise in communications and related technologies across the ecosystem of equipment manufacturers, device makers, and service providers.
- We address the most critical innovation challenges faced by CTOs, CIOs, and CMOs, and our services span all stages of the product lifecycle.
- We have a portfolio of more than 125 licensable software frameworks and protocol stacks which help speed up development times significantly. Our software acts as “building block” in key parts of the communications ecosystem, including mobile devices and applications, devices with embedded connectivity, wireless and wireline infrastructure, and carrier operational and business systems.
- Our focus on the end customer helps us design meaningful experiences.
- Clients benefit from our partnerships across the communications ecosystem including ConceptWave, HP, IPTEGO, Multi-Service Business Gateway Alliance, QNX Software Systems, Symbian, TOA Technologies, Trade Wings, Wind River, and many others

Integrated delivery

Our integrated global delivery model combines consulting, design, and engineering to bring ideas to market faster and with greater likelihood of success.



A RECIPE AGAINST "INNOVATION EROSION"

One of the key pain points for companies is the so-called "innovation erosion." Innovation erosion typically occurs during the hand-offs in the traditional stage-gate product development process, compromising the integrity of the original design idea and experiential quality of the product. Many things can go wrong, get misunderstood, or be watered down when moving from strategic planning to design to development and delivery. Preventing innovation erosion is what separates game-changing products from mediocre ones.

What distinguishes the Aricent Group is our unique ability to address innovation erosion. We do this with an integrated delivery model that combines strategy, design, and engineering capabilities in a seamless process covering all stages of the product development lifecycle.

This model treats the core disciplines in the product development process as "connected tracks," which speeds up time-to-market and keeps the level of innovation high throughout. The efficiencies of this approach reduce operational costs and maximize R&D spending.

STRATEGY

- Market research and validation
- Consumer insights
- Product strategy
- Innovation strategy

DESIGN

- Product design
- Interaction design
- Service design
- Visual design
- Brand

ENGINEERING

- Product engineering
- Product realization
- Application and software development
- Systems integration
- Software architecture
- Testing and maintenance

INNOVATION DELIVERED

Innovation on a global scale

Our global presence keeps us up-to-date with emerging local consumer and technology trends. It also provides us with close proximity to our clients and gives us a high degree of flexibility in deploying designers and engineers to quickly scale projects based on our clients' specific requirements.



HEADQUARTERS

DESIGN STUDIOS

DEVELOPMENT CENTERS

SALES / SUPPORT OFFICES

Our history

Aricent was created in 2006 when private equity firm Kohlberg Kravis Roberts & Co. (KKR), Sequoia Capital, and other investors combined the former Hughes Software Systems/Flextronics Software Systems with frog design.

The vision behind the company was to connect a strong pedigree in product design and user experience (frog) with deep domain expertise in communication technologies and top-quality software engineering (Aricent) to create a new category of innovation services company — a go-to strategic partner for companies that invest in connectivity-enabled products and services.

Over the last four years, we have delivered a variety of highly innovative solutions across the entire communications ecosystem and in adjacent verticals — from chipsets and devices to high-performance network equipment and back-end systems.



Sudip Nandy, Chief Executive Officer

Sudip Nandy joined the Aricent Group as Chief Executive Officer in October 2008 with rich experience and deep domain expertise in the communications and IT services industry. Sudip has a long history of building internationally successful, high-growth businesses. Before joining Aricent, Sudip was president of the technology, media, and telecom business unit at Wipro, one of the world's largest information technology companies. Under his leadership, the business unit grew to US \$1.3 billion in annual revenue with more than 18,000 employees. During his 25-year tenure with Wipro, Sudip held several executive positions, including chief strategy officer, where he spearheaded nine successful mergers, acquisitions, and joint ventures. He also headed Wipro's European sales and operations, significantly increasing the company's presence in the UK and Sweden. Previously, Sudip was vice president of product development and marketing at a Silicon Valley semiconductor start-up, acquired by Wipro. Sudip holds a bachelors degree in Physics with Honors from the Indian Institute of Technology, Kharagpur as well as a BS in Electrical Technology and Electronics from the Indian Institute of Science, Bangalore. He earned his MBA from the Indian Institute of Management, Ahmedabad. Sudip is a member of the Institute of Directors, and an active participant in the Economist Intelligence Unit's Global Executive Forum.

Board of Directors

Our Board of Directors includes industry leaders from finance, telecommunications, and global services firms.

Robert N. Frerichs / Executive Chairman of Aricent Group
Board of Directors

Adam H. Clammer / Kohlberg Kravis Roberts & Co., L.P.

Joe W. Forehand / Senior Advisor, Kohlberg Kravis Roberts & Co., L.P. and former Chairman and CEO of Accenture

James H. Greene, Jr. / Kohlberg Kravis Roberts & Co., L.P.

Tony Morgan / Canadian Pension Plan Investment Board

Sudip Nandy / Chief Executive Officer, Aricent Group

Arun Sarin / Senior Advisor, Kohlberg Kravis Roberts & Co., L.P. and former Chief Executive Officer of Vodafone Group, PLC

Nathaniel H. Taylor / Kohlberg Kravis Roberts & Co., L.P.



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