



## Recognitions

- Ranked No. 7 in the Top 20 IT Software and Service Exporters in India by NASSCOM Snap Survey, 2009
- Ranked among the Top 10 in IT Infrastructure, Finance & Accounting Outsourcing, and Human Capital Development by Global Services 100 Companies' 2009 Survey

## Clients Speak

"We would like to thank you very much for the unmatched support you have shown during the signing of our applications. I look forward to building long relationship with you."

- CEO, Mobile Technology Integrator Company

Mobile or Smartphone is becoming an essential device for all types of users, from the age group from 16 to 60. Some of the experts call these devices to be an additional 'organ' in the human anatomy. 'Stay connected anytime, anywhere' is the mantra in the services industry. Universities are deploying some of the devices for lectures to be sent as podcast. Large Enterprises have enabled these gadgets in overall IT infrastructure plans to enable sales members to have access to enterprise anywhere.

Mobile segment is annually growing by more than 20% as against other consumer industries. After B2B and B2C, there is a new convention – known as E2C which is enterprise to customers. Reaching customers via email and snail mail will soon be redundant and mobile communication will reduce the gap of time and distance considerably with customers.

Some of the challenges faced by customer today are:

- Variety of platforms – OS, devices, backend systems
- Ever growing bandwidth requirements
- Data Security in wireless
- Maintenance of applications for older platforms
- Managing different vendors for different applications over different platforms
- New emerging standards such as NFC, Bar codes (Coupons), Mobile payments

## Mphasis Mobility Service

Mphasis provides 'Mobility Services' with rich experience in building solutions for customers on different Mobile Devices – such as Symbian Series 60, Series 40, UIQ, Blackberry, i-phone and Windows Mobile. Over past several years of operations, our team has built sound knowledge of various handset features, protocols, display capabilities and user experience management.

## Our key service offerings are –

- Complete skill set that seamlessly bridges applications, devices, and platforms testing/certification and test automation services (software/hardware). Teams skilled in WAP, XHTML, browsers, web 2.0, Native Applications.
- Migration services - Rich experience in migrating OS and components to different platforms

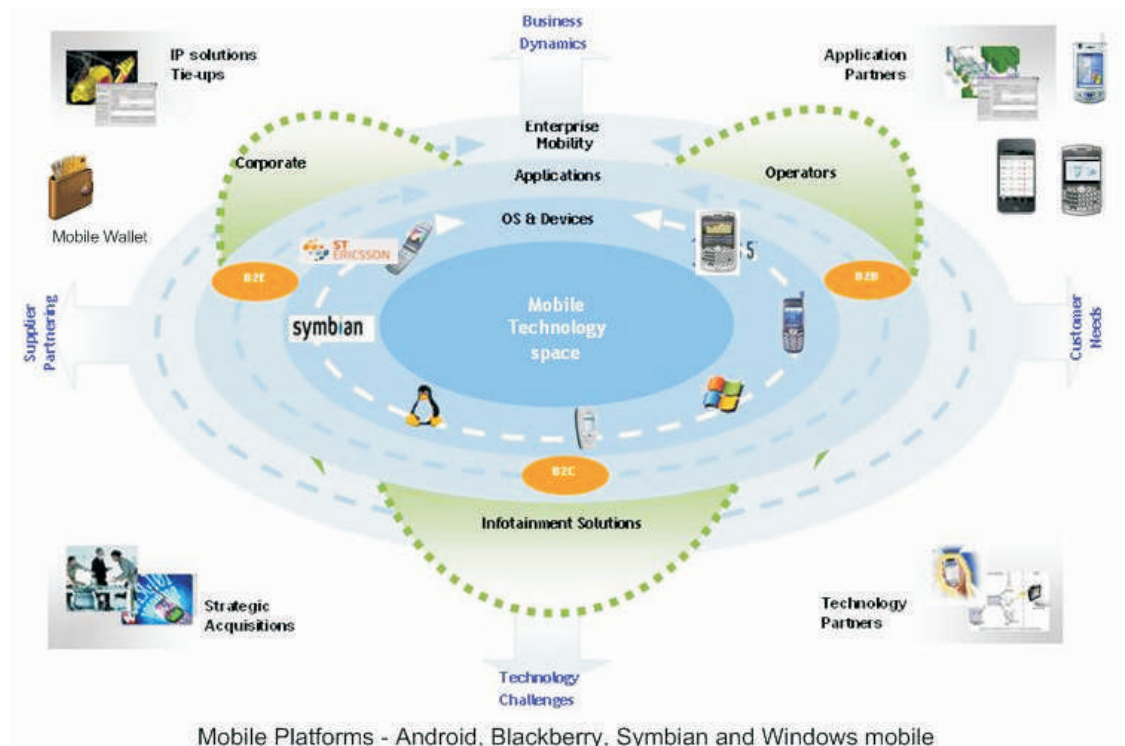
- As a Technology Aggregator, we work with many leaders in the mobile industry. We provide a single point of interface across multiple technologies and players through technology partnerships. Our flexible resource pool is up-to-date with current technologies and takes care of the maintenance of old Operating Systems and Devices.
- Investments in building key resources who are trained in Android, i-phone and other latest technologies in this space.

At MphasiS, we have the capability of building application for majority of devices in the market such as Nokia, Samsung, Sony Ericsson, Blackberry and Apple's i-Phone. We are also investing to build future solutions in new technologies such as Google's Android which is fast emerging as a platform of choice by many handset companies. We have complimentary teams in other practices such as Security, User Experience and Financial Services domain.

#### Businesses that use our services include -

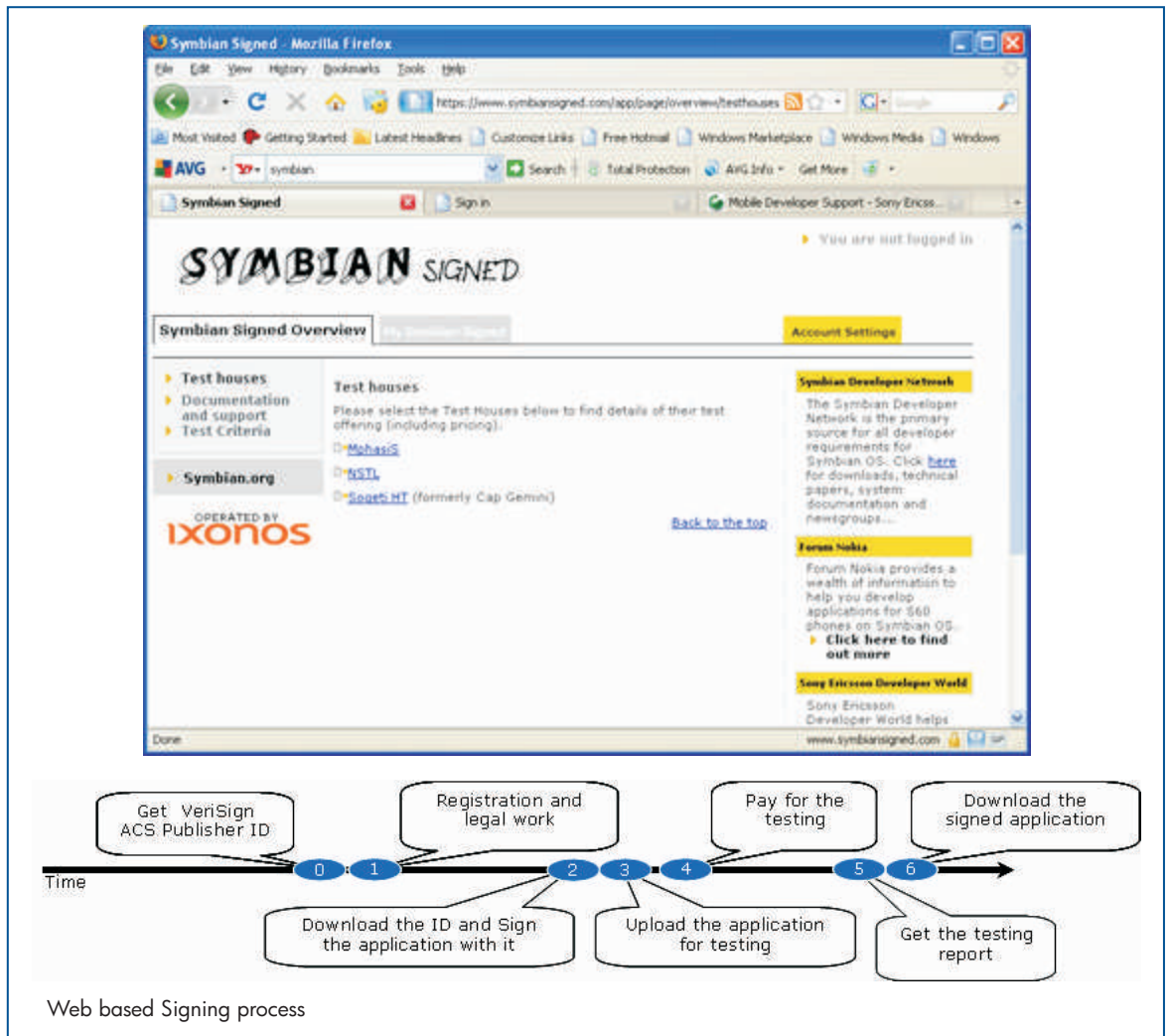
1. **Device manufacturing** companies which use embedded design and testing services
2. **Telecom and ISP** operators for testing, value added services and system integration
3. **Enterprises** which invest into mobility solutions for sales productivity and business operations
4. **Gaming** companies who need testing of their applications.

### Mobile platform



#### Certification of Mobile Applications

Apart from the businesses mentioned above, Individual developers also benefit with our certification services which operate on pay and use basis. We have an independent centre of excellence which provides the Symbian Signed Certification as specified by Symbian®. The validation services qualify electronically submitted applications for compliance with different operating systems and platforms. Developers can pay by credit card online, using the payment gateway. These services are provided at nominal costs for developer community worldwide to build innovative solutions.



Our Embedded Practice complements product development companies in mobile, telecom and networking. Our telecom and networking solutions include offerings in Switching, Data Communication and Network Management. We also offer Operating System, device and mobility solutions to leading mobile manufacturers.

Applications Development There are several applications that cater to the mobile community. These can be standalone/web/client-server or distributed applications, ranging from games to google-search, screen savers to life savers, banking to betting, office automation to industrial automation, or insurance to instrumentation. Our application team can help you to build applications for your customers using any of the environment listed below:



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## MphasiS Partnerships

Our partnership with OS vendors for more than a decade allows us to provide excellent services in building competencies.

We have partnerships with embedded chip manufacturing companies from for providing support to our customers with consulting services for reference board design to CRM/ERP system integration ( building interfaces and connectors with SAP, Oracle and SAAS systems such as Salesforce.com ) – the reason why our clients prefer to get end to end support from MphasiS for overall business needs.

## MphasiS Differentiators

- Technology Aggregators for OS & Device manufacturers
- Good understanding of the development model
- Experience in Device and OS-level software modules
- Technology Partners for application developers/product development companies
- Complete development and maintenance services
- Migration services
- Testing/Certification for CJK and other European languages
- Productization and full life-cycle support
- Low-cost engineering base for development of phones and components
- Extensive domain expertise in the areas of Finance & Banking, Healthcare, Industrial Automation, Retail Technologies, Public Service solutions, Enterprise Mobility solutions

Mass users and enterprise-wide users (commonly part of B2B, B2C, B2E markets) need specific solutions that address their critical business needs. MphasiS with its rich domain expertise & experience can provide end-to-end mobility solution.

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## About MphasiS

MphasiS is a leading Applications, Infrastructure Technology, and Business Process Outsourcing services provider. The company delivers real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 34,000 people, MphasiS services clients in Financial services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail industries and Governments around the world. To know more, visit [www.mphasis.com](http://www.mphasis.com)

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