



## Application Services - Quick Facts

- Large global portfolio outsourcing vendor
- 11,100 employees delivering services to 280 clients worldwide
- 7 delivery centers across India and China
- Rich repository of processes, templates, guidelines, checklists
- Processes certified at CMMI Level 5, ISO 9001:2000, BS 7799

## Recognition

- Ranked among the Top 20 IT Companies in India - Dataquest 2009 survey
- Ranked No. 7 in the Top 20 IT Software and Services Exporters in India – NASSCOM Snap Survey, 2009

Today's economic and competitive climate is continually raising the bar for communications service providers, forcing organizations to adopt an agile enterprise approach built around systems and processes that enable an organization to react quickly to changes in the market. Companies tightly focus the information technology budgets on developing and enhancing the functionality of its systems to harness the benefits of improved support for automation of business processes, improved flexibility with better underlying architecture, agile enterprise that can respond to business changes efficiently, reduced cost for support and maintenance; and easier and faster integration with newer technologies and initiatives.

At Mphasis, our innovative and custom-focused solutions help wireline, wireless, cable, media and entertainment service providers and OEMs redefine their markets and assist in becoming more agile through Opex reductions and optimization along with introduction of next generation services. Our instant access to industry solutions, best of breed technology and professionals who understand your business well are some of our differentiators that will lead you to a winning combination in the face of competition. Our services include end-to-end solutions in Apps, ITO and BPO.



## Mphasis CME Applications Services

Our Communications, Media and Entertainment delivery capability has been drawn, refined and matured over innumerable projects executed for global players in the industry. Our team of experts are spread across the globe executing the most complex projects for our clients. We have an Application Services team of 1200+ professionals covering a broad spectrum of the telecom applications map. 75% of our team members hold certifications in telecom fundamentals and 45% in advanced telecom concepts.

## Project Life Cycle

### Engagements

- Architecture [Enterprise/ Application]
- Program, release and project management
- Functional/solution design
- Application development/ do-development
- Systems integration
- Capacity planning, environment management and deployment
- Database administration, Data modeling and data migration
- End-to-end testing
- Mobile device application development, porting and testing

## CME - Our Value

### Proposition

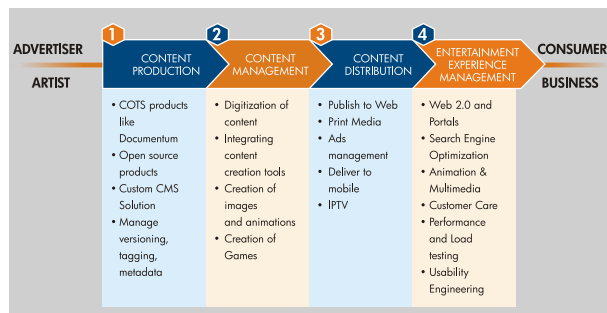
- Large transformation program/project management capability
- Excellent understanding of CME customer needs and domain gained through experience servicing customers across the globe
- Innovative service delivery set with a focus on operational efficiency, delivery excellence and a cost effective 80/20 offshore/onshore model
- Communications industry standard frameworks used as guidance for 'Client Multi-Year Plans'
- Blend of domain/technology expertise in packaged/custom apps, systems integration, self-service portals/content management and testing leading to an improved customer experience

We service US, Europe, ANZ and India clients in Billing, CRM, BI, Portals, EAI/SOA/BPM Integration, Enterprise, Operations Support and Mobile Applications.

### We offer a wide range of expertise:

- Supporting mission critical OSS/BSS Applications
- Roadmap and solutioning partner for business transformation & legacy modernization
- Development and management services for business/operations support applications and critical service fulfillment applications
- Enterprise Application Services in SAP, Oracle and Microsoft COTS product suites
- End-to-end testing for custom and COTS platforms
- EAI SOA BPM to offer full range of Integration Services using industry leading EAI packages
- Self service and content management for Telcos
- Application development, management and testing services for mobile devices
- Application development and management services for gaming, entertainment and publishing applications

### Media and Entertainment Services



## Partner with Mphasis

Mphasis' expertise and experience brings you sustainable value:

### Customer Focus

- Domain expertise through servicing multiple customers in various Telecom areas
- Excellent understanding of customer needs and requirements acquired through extensive experience serving clients in US, Europe, ANZ and India

### Competence

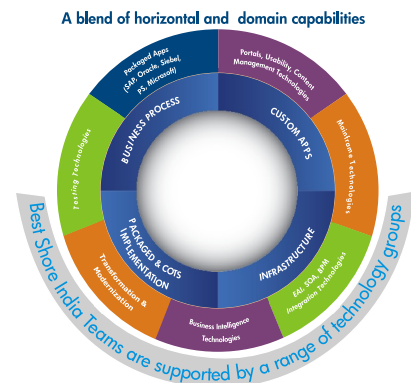
- Communications Industry standard frameworks used as a guide for defining a 'Client Multi-year Plan'
- Core competency in ADM services
- Professionals with good industry knowledge, understanding and practical experience
- In-house developed tools such as Siebel performance evaluation tool

### Cost & Delivery

- Flexible onsite/offshore models providing distinct cost advantages
- Service delivery excellence with 96% projects green on dashboard
- Meeting commitments in terms of quality, time and cost

### Capacity

- Standard training procedures allows timely resource scalability
- Expert understanding of Industry standards, processes and frameworks



## About Mphasis

Mphasis is a leading Applications services, Infrastructure services, 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 33,000 people, Mphasis services clients in Financial services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail industries and to Governments around the world. To know more, visit [www.mphasis.com](http://www.mphasis.com)

USA: Mphasis, 460 Park Avenue South, Suite #1101, New York, NY 10016, USA  
Tel: +1 212 686 6655, Fax: +1 212 686 2422

UK: Mphasis, Edinburgh House, 43-51 Windsor Road, Slough, SL1 2EE, UK  
Tel.: +44 1753 217 700, Fax: +44 1753 217 701

INDIA: Mphasis, Bagmane Technology Park, Byrasandra Village, C.V. Raman Nagar, Bangalore 560 093, India  
Tel: +91 80 4004 0404, Fax: +91 80 4004 9999

