Mobile Technology Solutions Group

July 2011

Mobile Technology Solutions Group - Profile

TECHNOLOGIES

Platforms
- o Android
- o iOS
- o Win Phone
- o Blackberry
- o J2ME
- o MEAP & MCAP
- o HTML 5.x

Devices
- o Smartphones
- o Consumer & Industrial Mobile Internet devices

PEOPLE

500 member team experienced in:

- o Mobile Strategy
- o User Experience
- o Device design
- o Architecture
- o Development
- o Application & Device Testing
- o Integration
- o Project & Product Management

INDUSTRY FOCUS

Industry experience and technology solutions for:

- o Smartphone & Consumer device manufacturers
- o Independent Software Vendors (ISVs)
- o Manufacturing & CPG
- o Banking, Insurance & Financial Services
- o Travel, Media & Retail Industry

PARTNERSHIPS

Partners for Solutions & Services:

- o Quofore
- o Sybase (SAP)
- o Microsoft
- o IBM
- o Oracle

- o ARM
- o OMAP
- o Bluetooth

We deliver innovative mobile computing solutions and scalable services over mobile technologies

Mobility Solutions & Services

| MOBILE APPLICATIONS | MOBILE MARKETING | ERP – MOBILE INTEGRATION | MOBILE COMMERCE | MOBILE ENTERPRISE | PRODUCT ENGINEERING |

Service Competencies

- MOBILE STRATEGY DEFINITION
- USER EXPERIENCE DESIGN
- SOLUTION ARCHITECTURE DEFINITION

- MOBILE APPLICATION & WEBSITES DEVELOPMENT
- MOBILE APPLICATIONS & WEBSITES TESTING

- COTS PRODUCT INTEGRATION & CUSTOMIZATION
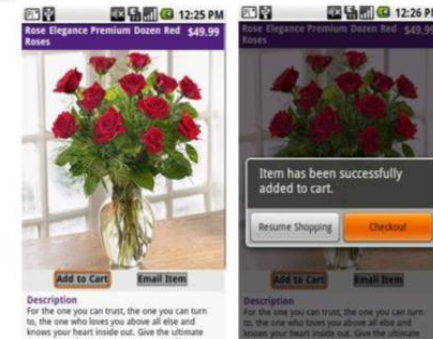- MEAP & MCAP IMPLEMENTATIONS

Platforms

ANDROID | Apple | J2ME | brew | Windows Phone | mobileOK | BlackBerry

Technology Partners

SYBASE | Microsoft | Quofore | SAP | IBM

Portfolio of Business Ready Mobility Solutions

Digital Marketing on Mobile Channel

Mobile Commerce Solutions

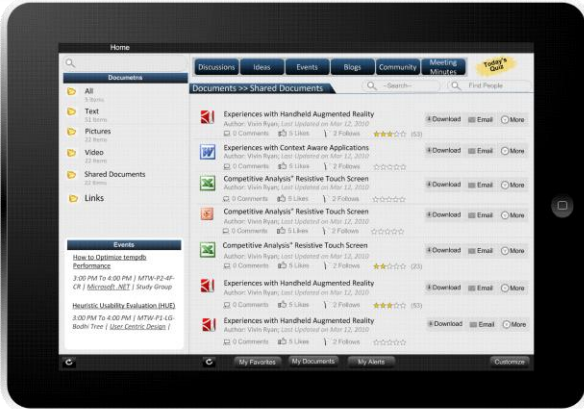## Mobility Solutions for Customer Relationship Management

Consumer Brand Connect

Customer Loyalty Management

Portfolio of Business Ready Mobility Solutions
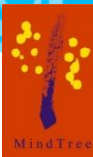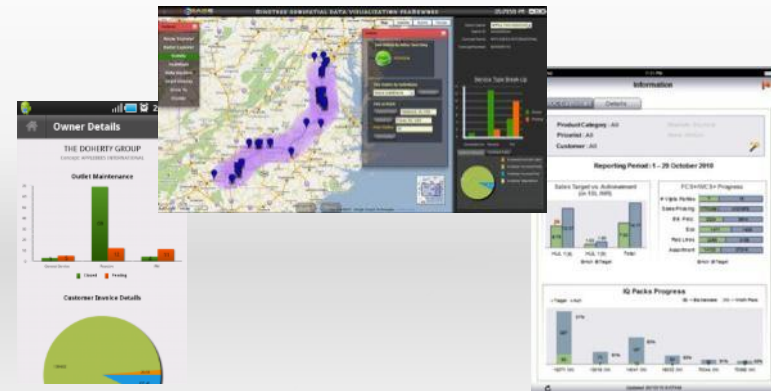
Knowledge Management

Field Sales & Service

Solutions for a
Mobile Enterprise

SAP Mobility Solutions

Mobile Business Intelligence

Mobility Solutions Delivery Enablers

MiWAP
- Solution accelerator to enable faster mobile portal development
- Provides support for Web standards such as Java, PHP and .Net
- Integration with deployed services

MCAP
- Deliver applications utilizing the power of cross platform frameworks.
- Provide integrated channels to reach the consumer across SMS, MMS, Mobile Web or others

Mobile App Framework
- Library of Custom components on various mobile platforms to implement UI components

MEAP
- Partnership with Sybase & Quofore for enterprise mobility solutions
- Integrated framework for efficient backend integration, robust device management and faster implementation
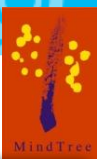
Mobile App Test Lab
- Mobile Testing Services on fixed price
- Use of proven testing methodologies
- Inventory of Lead devices to provide good coverage

Mobile App Test Automation
- Test automation frameworks for Mobile Web and Device testing
- Adopted Android test
- Efficient testing methodology

Mobility Solutions – Customer Success

MOBILE APPLICATIONS

- Knowledge Management
- Portal Enablement
- Personal Finance Management
- Travel Plan Management
- Track-on-the-go for financial markets

MOBILE MARKETING

- Brand mobile sites
- Social Network Integrations
- Event based Marketing
- QR Code based promotions and tracking
- Coupons
- Product Information & Consumer reviews

MOBILE COMMERCE

- M-Commerce Integration
- Travel Bookings
- Store locator – Where-to-buy / Buy-it-now
- Mobile payments

Mobility Solutions – Customer Success

ERP-MOBILE INTEGRATION

- CRM and Distributor Management Solutions
- Expenses Management Solutions
- SYBASE Unwired Platform
- Netweaver Mobile Solutions
- Retailer Connect Solutions

MOBILE ENTERPRISE

- Mobile Sales force Solutions
- Distributor Management Solutions
- M-Pad for Remote retailer connect
- Mobile BI and Analytics

PRODUCT ENGINEERING

- Mobile Sales Force Automation Products
- White-label M-Commerce Platform
- Digital Media distribution management
- SITEsMART – Mobile website builder

Our Mission

Successful Customers

Happy People

Innovative Solutions