

# Outsourced Product Development

## Overview

Product development is turning into an increasingly complex activity with factors such as continuous upgrades, regional regulations, multiple versions, & multi-lingual support, each posing their own unique challenges.

Committed to driving continuous innovations, Sierra Atlantic brings distinct value with its end-to-end product development lifecycle solutions. We are a premier product development partner to world-class companies such as Oracle, Microsoft. Working with these customers over the last several years across continents, time zones and cultures, we have pioneered a comprehensive multi-site delivery framework called NShore™. Built on the best software industry practices, it ensures maximum value to our customers.

Having built our own suite of products, called Application Networks®, we understand the rigors of multi-site software product development. This translates to solutions that are highly configurable, flexible, and scalable allowing our clients to leverage the technology with ease, while maximizing responsiveness to business changes. Additionally, our CMMi Level 5 status ensures we maintain and enhance the quality of our technological solutions at all times.

Sierra Atlantic's state-of-the-art infrastructure and Global Development Centers in India and China complement our technological skills and deep domain knowledge.

## Sierra Atlantic's Expertise Matrix

### Vertical Expertise

| Enterprise Applications  | Enterprise Infrastructure   | Networking   | Systems Software  |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>EAI</li> <li>Business Domain</li> <li>ERP</li> <li>CRM</li> <li>SCM</li> <li>Financial</li> <li>MFG</li> <li>Insurance</li> </ul> | <ul style="list-style-type: none"> <li>Data &amp; Storage (ILM)</li> <li>Security</li> <li>Portals</li> <li>Testing SW</li> </ul> | <ul style="list-style-type: none"> <li>Switch &amp; Router</li> <li>Security</li> <li>Wireless</li> <li>Mobile</li> <li>Storage</li> </ul> | <ul style="list-style-type: none"> <li>Devices</li> <li>Database</li> <li>Windows internal</li> <li>Networking</li> </ul> |

### Technical Competencies

| Development Methodologies   | Embedded Technologies   | Languages  | ERP Applications  | Middleware   | SOA Web Services  |
|---|---|--|---|--|---|
| <ul style="list-style-type: none"> <li>Waterfall</li> <li>RUP</li> <li>Scrum</li> <li>XP</li> </ul> | <ul style="list-style-type: none"> <li>VxWorks</li> <li>Embedded Linux</li> <li>Windows CE</li> <li>DSP-BIOS</li> <li>NEMOS</li> <li>ERCOS</li> </ul> | <ul style="list-style-type: none"> <li>Java</li> <li>C</li> <li>C++</li> <li>C#</li> <li>Perl</li> <li>Ruby</li> </ul> | <ul style="list-style-type: none"> <li>Oracle</li> <li>PeopleSoft</li> <li>Siebel</li> <li>SAP</li> </ul> | <ul style="list-style-type: none"> <li>TIBCO</li> <li>JMS</li> <li>Vitria</li> <li>webMethods</li> <li>BizTalk</li> <li>BEA WLI</li> <li>MQ</li> </ul> | <ul style="list-style-type: none"> <li>SOAP, WSDL, UDDI</li> <li>TIBCO</li> <li>webMethods</li> <li>WSI</li> <li>WS Security</li> </ul> |

### Technical Competencies continued

| Databases   | Server Operating Systems   | Application Servers   | Web Services & Technologies   | Network Technologies   |
|---|--|---|---|--|
| <ul style="list-style-type: none"> <li>Oracle</li> <li>MS SQL Server</li> <li>IBM DB2</li> <li>Sybase</li> <li>MySQL</li> </ul> | <ul style="list-style-type: none"> <li>Windows NT / XP / 200X</li> <li>Sun Solaris</li> <li>HP-UX</li> <li>AIX</li> <li>Linux</li> <li>Unix flavors</li> </ul> | <ul style="list-style-type: none"> <li>BEA Weblogic</li> <li>iPlanet</li> <li>IBM Websphere</li> <li>JBoss</li> <li>Tomcat</li> </ul> | <ul style="list-style-type: none"> <li>J2EE</li> <li>.NET</li> <li>SOA</li> <li>AJAX</li> </ul> | <ul style="list-style-type: none"> <li>TCP / IP</li> <li>IP SAN</li> <li>NAS</li> <li>iSCSI</li> <li>SNMP</li> </ul> |

## Service Offerings

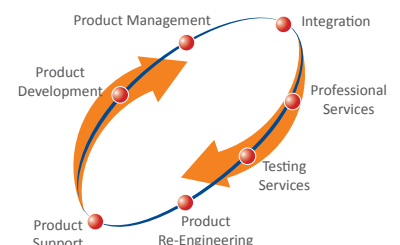
Sierra Atlantic offers complete lifecycle services that include Product Management, Product Development, and Product Support. We also offer Integration Services, Professional Services, Testing, and Product Re-engineering Services.

### Product Management Services

As a part of our Product Management Services, we help customers in identifying and articulating the market requirements that define a product's feature set. We also help develop prototypes and Proof of Concepts (PoC) for feasibility studies and cost estimations.

Our product management services and activities include:

| Services   | Activities  |
|--|---|
| <ul style="list-style-type: none"> <li>Market requirements</li> <li>Requirement specification and detailing</li> <li>Proofing of concept and prototyping</li> <li>Product roadmap</li> </ul> | <ul style="list-style-type: none"> <li>Customer and market requirements gathering</li> <li>Competitor research and tracking</li> <li>Prototype / wireframes creation</li> <li>Use cases and specifications</li> <li>Technology evaluation</li> <li>Product planning and release management</li> </ul> |



### Product Development Services

Sierra Atlantic helps customers conceptualize, design, and develop products across a wide range of markets.

Our product development services and activities include:

| Services   | Activities  |
|--|---|
| <ul style="list-style-type: none"><li>• New product development</li><li>• Build and release management</li><li>• Architecture, design, development and testing</li></ul> | <ul style="list-style-type: none"><li>• Testing specifications, architecture and design services</li><li>• Code, build and unit testing</li><li>• Quality control</li><li>• Source code management and versioning</li></ul> |

### Product Support Services

At Sierra Atlantic, we understand that product support is a critical component of the software product management process.

Level 1 Support

Level 2 support – Escalation handling from Level 1

Level 3 support – Simulation and interaction with engineering

Our product support services and activities include:

| Services   | Activities  |
|--|---|
| <ul style="list-style-type: none"><li>• Help desk</li><li>• Technical support</li><li>• Training</li><li>• Environment support</li></ul> | <ul style="list-style-type: none"><li>• Engineering support - L2, L3, customs and specials</li><li>• End customer functional help-desk</li><li>• End customer training</li><li>• Application and database support</li></ul> |

### Professional Services

Sierra Atlantic's Professional Services can help leverage customers existing Professional Services Organizations in a number of ways enabling customers to recognize revenues faster and improve their customer's satisfaction while minimizing their costs.

Our professional services and activities include:

| Services   | Activities  |
|--|---|
| <ul style="list-style-type: none"><li>• Product Implementation and Rollouts</li><li>• Product Customization Services</li><li>• Post Implementation Support</li><li>• Marketing and Sales Support</li></ul> | <ul style="list-style-type: none"><li>• Solution scoping</li><li>• Implementation</li><li>• Customizations/enhancements</li><li>• Migrations and upgrades</li><li>• Demos, Webinars and Road Show support</li></ul> |

### Integration Services

We utilize our highly effective integration services to help customers build products that seamlessly interface between their enterprise applications and other external applications.

Our integration services and activities include:

| Services  | Activities   |
|---|--|
| <ul style="list-style-type: none"><li>• Architecture and Planning Services</li><li>• Adapter development</li><li>• Enterprise Application Integration</li></ul> | <ul style="list-style-type: none"><li>• Point-to-Point Integration</li><li>• Integration strategy</li><li>• Middleware-based integration</li><li>• Business process mapping, object mapping, transformations</li></ul> |

### Testing Services

Sierra Atlantic helps customers by providing comprehensive testing services for their products.

Our testing services and activities include:

| Services   | Activities  |
|--|---|
| <ul style="list-style-type: none"><li>• Application testing</li><li>• Interoperability testing</li></ul> | <ul style="list-style-type: none"><li>• Functionality testing</li><li>• Black Box and white box testing</li><li>• Integration testing</li><li>• Tool based performance testing</li><li>• Load testing</li><li>• Test design and automation</li><li>• Interoperability testing</li></ul> |

### Product Re-Engineering Services

Sierra Atlantic provides our clients with the in-depth expertise they need to migrate to newer and more advanced technologies. In addition, we offer complete porting services to other operating systems/databases.

Our product re-engineering services and activities include:

| Services  | Activities  |
|---|---|
| <ul style="list-style-type: none"><li>• Technology refresh</li><li>• Legacy migration</li></ul> | <ul style="list-style-type: none"><li>• Platform porting</li><li>• Language, technology, OS, database</li><li>• Technology migration</li><li>• Java to .Net and vice versa</li><li>• Legacy migration</li><li>• Green screen to contemporary technology</li></ul> |



### About Sierra Atlantic

Sierra Atlantic is the leader in offshoring enterprise applications and outsourced product development. With expertise derived from deep R&D relationships with enterprise software leaders such as Oracle and Microsoft, we provide full lifecycle product development and IT services including implementation, integration, development, testing and support. Sierra Atlantic is amongst the largest IT services companies, offering services in the "New Oracle Economy", Outsourced Product Development and Microsoft competencies, with global delivery from both India and China. Over 200 active customers currently address their business needs leveraging our Nshore™ methodology and best-in-class Global delivery capabilities. A recognized leader in quality, Sierra Atlantic has been the recipient of many distinguished awards including Oracle Partner of the Year (3 years consecutively), Microsoft Gold Certified and NXT Delivery Partner, IDC DQ Top 20, and Great Places to Work. Sierra Atlantic is headquartered in Fremont, California and maintains operations in 16 countries across North America, Europe and Asia Pacific. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

### North America: USA (Head Office)

6522 Kaiser Drive,  
Fremont, CA 94555  
Phone : +1 510 742 4100  
Fax : +1 510 742 4101

### Canada

3601 Highway 7, Suite 400  
Markham, Ontario L3R 0M3  
Tel: +1 905 943 4258  
Fax: +1 905 943 4256

### India:

Plot # 9, Survey # 15,  
Nanakramguda,  
Hyderabad – 500 019  
Phone : +91 40 3023 3000 / 4034 3000  
Fax : +91 40 4034 3777

### Europe: UK

116 College Road, Harrow  
Middlesex, HA1 1BQ  
Phone : +44 0 208 515 8044  
Fax : +44 0 208 515 6199

### Middle East: Dubai

PO Box 500117, Dubai Internet City  
Room 208 ETA Star Building Dubai Internet City  
Dubai, UAE  
Phone : +971 4 3616259  
Fax : +971 4 3636780

### Asia Pacific: Singapore

7 Temasek Boulevard  
#06-02A Suntec Tower One  
Singapore 038987  
Phone : +65 63349356  
Fax : +65 63335290

### Guangzhou, China

4th Floor, No. 1021, 1023 GaoPu Road,  
GaoTang New Zone, Guangzhou,  
PRC 510663, China  
Phone : +86 20 87072002  
Fax : +86 20 87072061

### Other offices – Worldwide

Needham, MA • Lisle, IL • France • Switzerland  
• Malaysia