

EXPERION TECHNOLOGIES :

An Ideal offshore Partner for start-up Companies

Start up companies are characterized by their appetite for innovation and the struggle to get everything right the first time, as investments for a second experiment is hard to come by! This is more significant in times of economic slowdown where every penny matters. In such a scenario, getting the ideal IT partner is not only important from a short term perspective but will have strategic impact in the success of the enterprise. Some of the key requirements for start ups are

- Competitive costs of IT development that can provide more value for money
- Flexible payment terms that would provide a cushion for better cash flow management
- Senior management attention for your strategic projects to ensure design optimality, non functional requirements incorporation and avoidance of any room for error and rework.

The highlights of Indian IT off-shoring are availability of quality talent pool at very attractive costs. India is also becoming an R&D hub for many mega corporate. Beyond costs, globally, the maturity of the Indian software Industry is accepted and many among these are catering to the fortune 500's of the world. But the flip side is, propelled by a growing demand, the tier 1 cities have become costly and so is the software billing rates. Experion has its development centre based in a tier 2 city in Trivandrum which is a centre of learning and research with a unique cost advantage, which is ideal for the start ups to benefit from.

The Experion formation is unique in its operational and governance model. The management team being specialists in their own areas with good market reputation has invested into the company, owning stakes and building up each of the Individual business units under them to facilitate fast paced growth. Comprising of a group of talented and committed professionals, this team has come together with the objective of creating a differentiating value for its customers. All the team members have good reputation in the industry and bring with them extensive experience in international markets focused on domains such as aviation, logistics & supply chain, financial services, ERP, engineering solutions, telecom, embedded systems etc. The combined experience of our management team is over 100 man years.

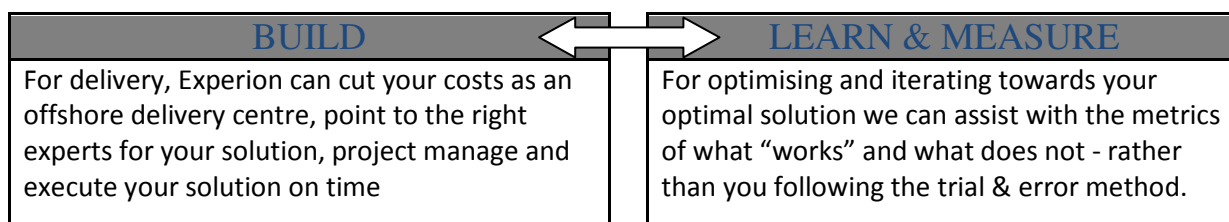
Our USP for start ups

The conventional business case for offshoring was around cost savings and the ability to scale. While that still holds good, an additional dimension the Experion team is able to bring in particularly for start ups is our ability to double up as the technology back end and the custodian of business metrics as well. We would go the extra mile to spend efforts on being the product owner with your end customer in sight carrying out usability engineering and business validation on the solution build. We are able to achieve this primarily due to our flexibility and the deep senior management involvement on your product.

At Experion our experience in delivering solutions to start-ups is all encompassing. We do not expect you to have all the answers at the beginning of your process. Experience has shown that the majority of start-up models have iterated towards their optimal solution. Hence the first cut is rarely the last cut. **The challenge for start ups is not in the solution build, but winning and retaining more and more customers, which is where Experion can make the difference.** Because our delivery systems and processes are designed for absolute value creation from the solution build.

With this in mind we can offer a breadth of services from which you can pick and choose depending on what is complementary to your resources and requirements. For example, in terms of the initial

assessment and scoping we can offer up front-up advice on what the cost – benefit is in using certain platforms and development tools depending on your priorities.



Our job as we see it is to equip you as an extension of your newfound establishment by coaching, recommending, delivering and measuring the business impact. However we will only do this where we believe we bring value to your process; hence you can pick and choose which part of the process you wish to have Experion intervene.

Our Service Offerings

Experion works on new generation technologies focused on two key areas,

a) Engineering & Telecom applications

In the engineering and telecom application space, we provide Product Engineering & Support Services for

- Mobile applications
- Video, Image Processing, Machine Vision applications
- Embedded System Solutions (Hardware design & software)
- Process Automation

Experion offers a host of services in the above engineering sub domains. This includes application development, maintenance, product engineering, R&D, test/validation etc. Our services span the entire life cycle of a product, providing a single window service to the customer.

b) Technology Services

Microsoft Technologies

Desktop & Mobile Solutions	<ul style="list-style-type: none"> ▪ Windows Presentation Foundation (WPF) – 2D/3D Graphics ▪ C++.Net, C#.Net development ▪ Windows Mobile applications ▪ Microsoft Office product family
Web Solutions	<ul style="list-style-type: none"> ▪ ASP.NET AJAX ▪ Rich Internet Applications (RIAs) using Silverlight, XBAPs Deepzoom, Clickonce technologies ▪ SharePoint Products and Technologies
Enterprise Solutions	<ul style="list-style-type: none"> ▪ Windows Communication Foundation (WCF) ▪ Windows Workflow Foundation (WWF) ▪ SharePoint Products and Technologies ▪ SQL Server Reporting Services ▪ Business Intelligence

Open source Technologies

Development based on Open Source software provides the advantages such as Reduced Cost of Development compared to other technologies, Reduced Time-to-Market as less time spend on development, Community support, Faster enhancement. Experion’s open source technology team has the expertise in following areas:

Open Source Content Management System	<ul style="list-style-type: none"> ▪ Drupal ▪ Plone ▪ Joomla ▪ DotNetNuke etc.
Open Source Online Shopping Solution	<ul style="list-style-type: none"> ▪ oscommerce ▪ x-cart ▪ zen-cart ▪ ubercart
Open source frameworks	<ul style="list-style-type: none"> ▪ Django ▪ Ruby On Rails
Social Networking & Widget APIs	<ul style="list-style-type: none"> ▪ OpenSocial ▪ FaceBook FBML ▪ XHTML & Java Script based APIs ▪ Google Desktop, iGoogle Gadgets

Mobile Technologies

<p>Java Midlet Development</p> <ul style="list-style-type: none"> ▪ MIDP1.0 and MIDP2.0 development ▪ Original, full-screen and resizable interface design ▪ Mobile Media API (JSR-135) to control camera, microphone, network connection and other mobile phone multimedia components ▪ Wireless Messaging API (JSR-120) for SMS communications ▪ HTTP Connections for phone-to-server communications ▪ J2ME Web Services APIs ▪ User interface – lclui, lwuit <p>Programming Tools</p> <ul style="list-style-type: none"> • Eclipse, Netbeans 	<p>Windows Mobile Development</p> <ul style="list-style-type: none"> • Windows Mobile 5.0 • Windows CE • Pocket PC 2002, 2003 • Pocket PC Phone Edition • .Net Compact Framework • MS SQL Server • MS SQL Server CE <p>Programming Tools</p> <ul style="list-style-type: none"> • MS Embedded Visual Studio (eVC, eVB) • MS Visual Studio .NET 2005 and 2008
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Our Customer Profile and Testimonials

Experion has been working for over three years with customers from Europe and USA both small and big apart from being a subcontractor to some of the large Indian IT enterprises and a few R&D institutions. But truly, our philosophy of providing measurable value and an unmatched customer experience is what could make the small and start up companies particularly keen in working with us. We have partnered both IT and non IT start ups to benefit from our highly skilled IT workforce. We have testimonials from clients whom we have helped with cost effective prototyping for high end work that would have been only possible with heavy investments. We also have successfully partnered customers who had failures with complex projects and technologies in the past. These attributes of cost effectiveness and the ability to handle complex technologies are what we believe will give start ups the value for money and a guarantee for success.

One of our German customers who came up with a new product idea wanted to integrate a complex algorithm for the handling of Intensive Care unit patient parameters for a real time decision making for the doctors entrusted the product development to us testified.

“it was a pleasure for me to proceed the project, given up earlier due to poor response from my erstwhile vendor and badly misguided. I will come back with the next stage of the software..”

Another client who has been working with many outsourcing partners from Europe, engaging us on R&D and development of solutions in the latest of technology from Microsoft once commented..

“My experience with many companies is that they tend to say yes even if it is not possible..but I have come to the point that this is not the case with Experion”

Global locations

Experion is headquartered in India, which is the major development centre. We have our staff in Europe and representative offices in USA. Our operations in Australia are front-ended by our partner Spectrum Global based in Melbourne.

For further information or business enquiries, please contact us at any of our following offices or visit our website at www.experionglobal.com or email us at sales@experionglobal.com