

September
2007

ARCADIA
SOFTWARE CONSULTING



From near-shoring of mobile
projects to implementation.
In Russia and abroad.

Microsoft
GOLD CERTIFIED
Partner

About Arcadia

14+ years of expertise in:

- ▶ Providing of full software development cycle for our Western and Russian partners.
- ▶ Delivery of the state-of-the-art custom software solutions and high-quality development services to clients worldwide.



Arcadia Fact Sheet



- ▶ Founded in 1993
- ▶ 130+ employees in St. Petersburg
- ▶ 450+ projects realized
- ▶ Affiliated companies:
 - ▶ Planet-Software, Gainesville, Florida, USA, Inc., founded in 1996.
 - ▶ Ardin Software Oy, Vantaa, Finland, founded in 2002.
 - ▶ Arcadia++, IT recruiting agency, St.Petersburg, Russia, founded in 2000.
- ▶ Certifications:
 - ▶ **ISO 9001:2000**
 - ▶ **Microsoft Gold Certified Partner**
- ▶ Arcadia is a member and founder of:
 - ▶ **Scandinavian Group – 30+ CIS software companies interested to serve Nordic software companies.**
 - ▶ **RusSoft (80+ leading SIC software companies)**
 - ▶ **MoMo St.Pete.**

Offshoring / Nearshoring industry (RusSoft) Fact Sheet 1 (2)

- Altogether, more than \$1bln in revenues in 2006 has been reached. More than 30% annual growth, year after a year.
- More than 1500 companies in this business, the number is growing all the time.
- Business consolidation processes – M&A, Exigen (+Star), Epam(+VDI), Luxoft (+ITCI) – who will be the next?
- New companies founded by big-names companies like Motorola, Intel, HP, Alcatel, Siemens, EMC, TietoEnator, etc enter Russia and CIS.
- Our neighbors: “Helsinki month” starts in Septemeber, Nokia Forum days just passed in August, Technopolis, etc.
- New research papers done by IDC, Gartner, Finland: HUT, LUT, ScP, Technopolis and RusSoft confirms the above.

Offshoring / Nearshoring industry (RusSoft) Fact Sheet 2 (2)

Conclusions :

- Fantastic growth of the interest towards outsourcing of software projects to Russia and CIS countries from Western countries.
- Many of big international ICT companies have now their offices and development centres in Russia and CIS.
- Russia and CIS countries becomes not only a source of low cost software resources, but becomes now the place to implement software projects from Western countries.
- With more and more of Western non-ICT companies entering Russian (CIS) market the demand for ICT services from them sky-rocketing.

Some samples of successful Offshoring / Nearshoring of mobile projects

- it's learning (Norway) cooperation with Arcadia – mobile front end development for their web-based e-learning system.
- CactusSoft (Minsk, BeloRussia) mobile projects and portfolio.
- SoftAge (NovoSibirsk, Russia) cooperation with Finnish partners, projects and portfolio.

From near-shoring of mobile projects to implementation: CactusSoft 1 (3)

Radiation monitoring adjusted by SMS commands



Submarine's nuclear modules SAIDA in one of the docks of Arctic coastline

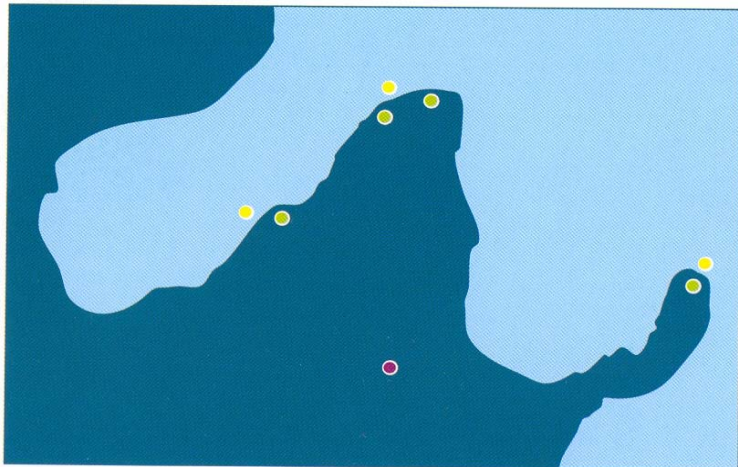


Diagram of location of dosimeters

From near-shoring of mobile projects to implementation: CactusSoft 2 (3)

PORTFOLIO

Radiation monitoring adjusted by SMS commands

This software manages Nuclear Safety Institute's stations with SMS. Administrator of the system can create new commands and send them to the stations. The application scans Institute's detector and GPS and sends received data to the server with SMTP protocol.

Business card reader

The application allows scanning and recognizing business cards with cell phone camera. Contact information from business cards is processed and saved into Address Book of the device. The application is designed for Windows Mobile OS.

Mobile RSS client

Mobile RSS Client aggregator integrates v. 0.9x, v. 1.0, v. 2.0 RSS versions. The client allows user to subscribe to the news feeds he wants, including international channels. The user may read news offline and load the most interesting feeds by scheduler.

The applications has easy understandable and colorful user interface: it is well designed and has small size, do not require much resources from device.

From near-shoring of mobile projects to implementation: CactusSoft 3 (3)

PORTFOLIO

Bookstore

Bookstore is an application which allows downloading a list of thousands book names. There is a possibility to navigate offline and load preview through HTTP request to content provider service. For each book the following information is provided: title, genre, cover image and author/s. There is a possibility to search by any of book attributes. Content is updated every week. The user may take a look at several chapters online or load preview of the book with table of contents plus some pages or chapters at least.

Remote banking account viewer

The goal of this project was to move existing banking application to mobile phones & PDA. The application can connect remotely to banking system to check account balance, get to know transaction status of money transition, see log of transactions. The application uses secured protocol under HTTPS. It has nice look and feel developed on custom components.

Multimedia manager

A mobile multimedia manager allows sharing and editing photos and videos taken with mobile devices. Users can apply visual effects to the images and publish them at their own page at Internet portal.

From near-shoring of mobile projects to implementation: Softage 1 (3)

Softage story - Cooperation with Winwap Technologies Oy

Background

- Winwap Technologies Oy, Finland is a company specialized in software technologies for Mobile Internet browsing (WAP) and Multimedia Messaging (MMS) (www.winwap.com)
- Winwap product portfolio includes the popular WinWAP browser for Windows, Pocket PC, and smartphones and software development kits for WAP browsing, WAP connectivity and Multimedia Messaging
- Softage is an outsourcing company located in Novosibirsk, Russia
- Softage is an official Winwap development partner, member of Scandinavian group, member of RUSSOFT and Windows Embedded Partner

Softage - trusted outsourcing company

From near-shoring of mobile projects to implementation: Softage 2 (3)

Challenge

- Winwap Technologies contacted Softage team in 2000 for outsourcing their innovative product line for mobile browsing

Solution

- Softage formed a team of extremely skilled professionals to work on Winwap products. Team size is changing according to customer's needs from 2 to 8 engineers (currently 7).
- Continuous long-term cooperation. Current project duration is more than 25 man/years.
- Specialists of Softage are working on new products development and keep providing support services to existing users globally

Softage - trusted outsourcing company

From near-shoring of mobile projects to implementation: Softage 3 (3)

Cooperation results

- Successful products on the market: WinWAP Browser, WAP Stack, MMS/SMS Client
- Customer concentrates on product marketing, Softage takes care of research, development and support

For further information please visit www.softage.ru

Email us at Contact@softage.ru

Phone: +7-383-330-96-55

Softage - trusted outsourcing company

MoMo Helsinki observations

- Congratulations and much thanks to MoMo organizers!
- Fantastic presentations and ideas which would be good to implement over here very soon:
- “eTaitava” – mobile feedback and diary tool for on-the-job vocational learning. Good for students we hire and their teachers!
- Apprix and EduGame – RedCross road safety game.
- VTT’s “Seeing eye Phone” to help people with low vision, could be also used in many other applications.
- VTT’s KAMO-mobile guide for city traveler. Combined with “Seeing eye Phone” could be used to help visitors to decipher our cyrillic street names and metro stops!
- From one of presenters (Simon Bureau, S.Korea?) – sending small gifts as bar-codes to one’s relatives / friends to be read / delivered at retail shops!
- And more: **Smile, it’s Monday!**

Contact Information



ARCADIA, INC.

St. Petersburg, Russia

Tel.: +7 812 764 84 56

Fax: +7 812 712 40 18

E-mail:

info@offshore-software.ru

www.offshore-software.ru



ARDIN SOFTWARE OY

Vantaa, Finland

Tel.: + 358 40 820 60 57

Fax: + 358 9 872 59 68

E-mail:

info@ardinsoftware.fi

www.ardinsoftware.fi



PLANET-SOFTWARE

Gainesville, Florida, US

Tel.: +1 352-222-2092

E-mail:

planetsoftware@compuserve.com

www.planet-software.com