



Adding value to your business



Introduction

Globalization, increased competition and changing economic environment create many challenging tasks, such as decreasing company costs, improving business performance, increasing organizational flexibility, and achieving higher productivity. As a result, many companies have to re-evaluate their business models in an effort to enhance their performance. In a few words – they should get more by spending less.

One of the possible ways to do that is to outsource software development of the whole system (all functionality to be implemented by another company) or part of the system (some modules or layers of the solution to be developed by an outsourcing team), or development activity (for example, full cycle of functional testing, user interface design etc). In that case the hiring company should be confident that the outsourcing company's team has enough expertise to

deal with requested level of complexity, is able to manage different teams, understands cultural specifics, and, what is very important, is flexible in scaling and shifting resources when necessary, providing actual progress of work done.

If the hiring company manages to get the right partner in outsourcing, it would give it the following advantages: lower development costs, decrease of in-house headcount/new hires, increase operational efficiency, and faster time to market.

This white paper explores an opportunity to improve the business performance for any hiring company by using services provided by Arkuda Solutions in outsourcing of software development of some parts of the system or entire solution.

Company

Arkuda Solutions is a high-end offshore software development company with a wide range of services based on team expertise and cost-effective solutions. Our main goal is to provide our partners with cutting-edge and reliable services in IT sphere, supporting them in building and operating their business.

Our services enable our partners to work within schedule and budget effectively; they guarantee expected outcomes within required timeframes and minimize the risks.

The company was founded by the professionals with the background in implementation of enterprise level systems and the experience in development of complex solutions by the distributed teams. We provide end-to-end solutions from problems area analysis to system deployment and support.

Our team is our main asset. Most of the team members have 10 years+ experience in offshore software development projects of different complexity level, providing international companies with high-quality solutions and timely delivery.

All Arkuda's team members speak English language fluently- this is our matter-of-course basic requirement.

The company is located in Kiev, Ukraine, Eastern Europe. As the very gateway to the EU, Ukraine has access to the best technologies in the IT industry and is well known for its offshore development background. In this country, 6.000+ IT specialists with strong math background graduate from technical Universities each year.

According to Gardner group's report, global cities are categorized into Tier I, Tier II and Tier III based on numerous factors such as the quality of infrastructure, global connectivity, and availability of human capital, in order to rank the best places to set up an offshore R&D location. The report concludes that Kiev, among others cities, would be the ideal place, and hence 'Tier I' city to offshore R&D.

All our team members have strong technical background with long-term experience in complex software development, providing expertise in different development approaches, using both cutting-edge and time-proven sets of technologies.

Business Driven Development

In most cases, offshore development outsourcing means implementing a part of the system and being a part of the distributed development team. It requires not only deep understanding of a business domain but also accepting it as a main factor in decision making. As an outsourcing company, we are oriented on our partners' business needs and provide our services to add value, reduce costs, increase efficiency of their

business, and create competitive advantage. Our goal is to help partners to deal with today's economic realities. Arkuda Solutions takes full responsibility for developing the complete software products or major parts of the system as a part of your business solution ranging from business analysis to system deployment and maintenance.

Software Development Approach

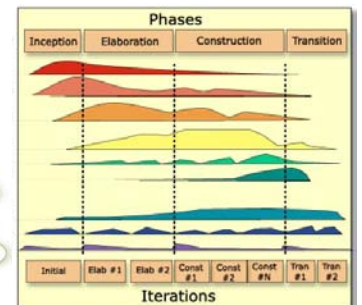
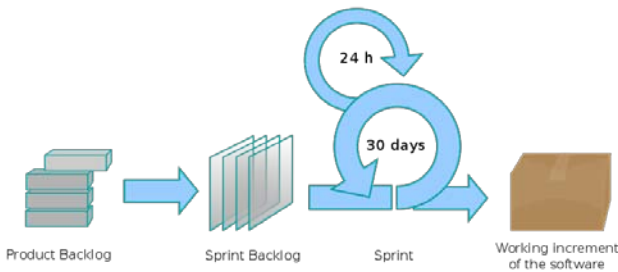
Arkuda Solutions team is experienced in operating with different software life cycle processes (Scrum, Agile, RUP, XP, SDLC etc.), and for each particular case chooses one or mixes several processes to fit the business needs and existing workflows of our partners. It ensures seamless cooperation, knowledge exchange, fast time to market and high-quality delivery.

Our expertise allows us to be flexible and efficient in adopting the development processes.

The development process could be changed over project lifetime as development activities are shifted from main development to releases and maintenance.

We use the following principles in software development:

- Iterative developments
- Everyday build
- Automated testing
- Continuous integration.



Engagement Model

In software development process we are focused on building seamless cooperation with our partners, which creates natural extension of their IT services. You don't have to spend your time and efforts on changing the current workflows - we are building outsourcing services that seamlessly fit your needs.

Integration approach

- **Common informational environment**

Our partners have 100% access to the project informational environment, including plans, reports, knowledge base, bug-tracking system, requirements, and specifications; thus, they always have a clear picture of ongoing activities and performance. Documents flow with version control.

- **Collocated initial phase**

Each project starts from working on the initial phase in collocation - Arkuda's and partner's team members.

That gives us and our partners common clear vision, knowledge exchange, removes possible misunderstanding, creates good cooperation environment to touch on any business related issues which may need addressing, establishes communication channels on different levels and builds trusted relationships among distributed project team.

- **Project Communication**

Regular meetings with partners via video and audio conferences to keep the integrity of information flow on project. It ensures the clear project status for all stakeholders, prevents from misunderstanding, helps to take corrective actions on time and keeps distributed project team synchronized.



- **Metrics for project measuring**

We use a wide range of different metrics to maintain transparency of the project development process, to track the project progress from different perspectives and to check its correspondence to the initial requirements.

- **Regular reporting**

Includes daily work done reporting by all project team members and different types of reports delivered to the stakeholders and management. Most kinds of reports are usually provided automatically or generated upon demand by project management system (for example MS Project Server + Analysis Server + MS SharePoint).

- **Regular delivery according to schedule**

Daily/weekly/monthly delivery depending on the particular project and distribution of teams involved in the project.

Services

DLNA, UPnP Development

Our team is competent in DLNA/UPnP capability integration for different devices and platforms.

Arkuda Solutions provides cross platform SDK for multimedia (DLNA) solutions on embedded platforms, such as multimedia devices, communication devices, digital set top boxes and mobile platforms.

Our team members have participated in complex embedded cutting-edge systems development projects.

Technologies/Standards:

- DLNA
- UPnP
- LLDP
- DTCP
- DRM

Platforms:

- Embedded Linux
- Windows Embedded
- VxWorks
- QNX
- Broadcom platform
- Windows
- Android
- iPhone
- Simbian

Enterprise Application Integration

Very often, after years of business growth, many companies face a situation where they operate several or more non-integrated systems. In most cases it is reflected on the following:

- changes in one system are manually reflected in other ones

- data integrity is supported manually
- high risk of inconsistency causes higher operational expenses and delays
- business growth requires more and more expenses for the system integration support
- total cost of ownership grows faster than turnover.

In some cases it becomes a serious obstacle on the way of business expansion.

Arkuda's way to solve the issue is to:

- Analyze current situation and problem areas, taking into account business situation, restrictions and plans for future
- Propose possible ways of integration or migration to be chosen by you from the business point of view
- Iteratively implement and deploy integration services without interrupting the everyday usage.

Applications Development and Maintenance

Rapidly changing market situation and extensive business growth often require appropriate support from informational systems in use. They should correspond to the current challenges and provide opportunity and flexibility for the future business development.

Arkuda Solutions helps partners to solve complicated challenges in implementing complex, large scale and business critical IT solutions. We provide cost-effective high-quality enterprise-level solutions for clients' most complex IT projects.

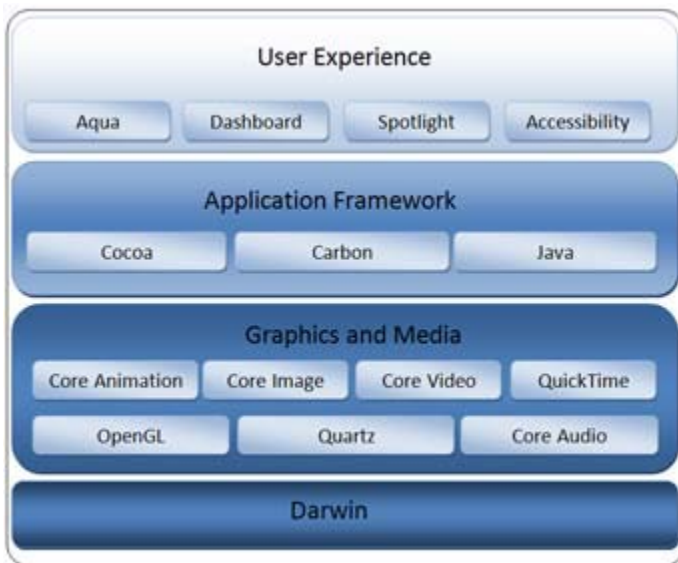
We provide solutions to challenging IT problems by combining deep technology expertise, architecture

solutions capability, and project management skills. Our team has significant experience in delivering large scale and complex solutions using delivery processes that drive efficiencies.

Mac OS X Development

Arkuda Solutions' team competent in development for Apple's Mac OS X platform.

We have expertise in object oriented analysis and design, extensive implementation experience in C/C++ and Objective-C, deep understanding of technologies on different platform layers:



We provide solutions for:

- Desktop applications
- Dashboard widgets and Safari plug-ins
- Spotlight and Quick Look plug-ins
- Core Audio and Core Video plug-ins
- Migration of existing applications
 - Windows/Linux → Mac OS X Snow Leopard
 - Mac OS 9/X (old version) → Mac OS Snow Leopard
- Device drivers:
 - Bluetooth
 - USB
 - RS-232

Legacy Modernization, Re-Engineering & Migration

In some cases, informational system operated by company should be changed or reworked due to:

- new technology which provides new possibility
- new regulations
- market demand for new services
- high costs of operation and support
- necessity of integration with other systems

Our team is experienced in both cutting-edge and time-proof technologies.

Arkuda's specialists analyze the situation and offer a solution to overcome existing challenge. As a result of cost/benefit analysis software system could be:

- re-engineered using newest technologies
- extended by new functionality
- extended by the integration of interfaces to other systems
- extended by Web interface
- migrated to new platform, DBMS or newest framework.

QA & Testing

Oftentimes, there exists a necessity for independent Quality Assurance and full Testing in approximation to real working environment by the specialists who have not been involved in system implementation with maximal coverage of possible usage scenarios. It is not always possible to organize it in-house and will require immense level of efforts.

Arkuda Solutions' specialists are experienced in complex systems full cycle testing and maximum tests automation. We provide QA services separately or in combination:

- Embedded and Real Time Operating Systems testing
- Black Box (functional)/Regression testing
- White box testing

- API testing
- Stress and Load testing
- Performance testing
- Compatibility/Configuration testing
- Usability testing
- Security testing.

could easily reduce the positive effect of the product's outstanding functionality and cutting-edge technologies.

Arkuda Solutions provides a full scope of services in Usability, User Interface development and Design areas.

Main domains:

- Web Design, Application Design
- Mobile application design
- User Interface Design/Usability
- E-commerce and Online Marketing
- Corporate Identity Style
- UI Consulting Services.

Design & Usability

Intuitive user interface and convenience of use are vital points for market success of either software application or device. Poor usability and unattractive interface

Intellectual Property

Arkuda Solutions guarantees to its partners the physical and legal security of Intellectual Property.

Physical security is provided by latest technologies and organizational approaches to prevent any possibility of data loss or leakage. We use firewalls, antivirus, VPN, PGP, regular back-ups, dedicated domains etc.

We have an appropriate process of confidential information security, NDA's, instructions and procedures in place.

HR Approach

Arkuda's Team is the key asset of the company and we are very careful in attaining and retaining the best professionals in each area of expertise, creating high energy environment.

To ensure the sufficient level of candidates we commonly use the search by referrals. Most appealing candidates are highly educated, smart people with potential talent and have a passion for their work.

While selecting the candidates the following steps of the interviewing process are passed:

- HR interview

- Tech interviews
- PM interview
- Interview with the customer (optional).

We care about our people through creating the friendly atmosphere and fostering the constant development spirit. It includes:

- Regular appraisals
- Personal development plans
- Performance-based bonuses
- Trainings
- Team-building activities.

Every person is integral to our success.

Business Values

Integrity

Arkuda Solutions creates seamless workflow integration with our partners; as a result you don't need to make any significant changes in existing processes. It allows us to exchange knowledge and expertise in a natural way, without additional efforts, and to act as a part of our partner's team.

Cost effectiveness

Offshore development of the major parts or the whole informational system allows you to save costs on team staffing, implementation, reducing headcount and supporting phases.

Efficiency

You don't have to pay a full salary to specialists requiring 40% utilization. You cover only the time spent on the project.

Time to market

You don't spend efforts on searching and hiring the engineering staff - we already have experienced teams of professionals in different areas of expertise who are ready to start work.

Predictability

We provide the predictable result within the agreed plan and budget which fits your business schedule. Any adjustments to the plans are reported in advance, ensuring timely delivery of the project.

Communication

Regular communication flow and feedback sessions with our partner's team allow us to find the best solutions and get the expected outcomes on schedule.

Flexibility

We can increase or decrease team size according to our partners' business needs. You don't have to spend your time and costs on headcount changes.

Transparency

We provide a complete picture of the project status. All activities are tracked on a daily basis. You will be able to see the real progress and have a possibility to check it against planned. Documentation flow is clear, simple and available to all project staff.

High expertise

All team mates have university degree, experience in complex systems development, spoken English and good communication skills.

Reliability

We take care of the developed and deployed systems support. You don't need to have all specialists onboard for a full salary to keep the system running. You only pay for the specific time spent on the system support.

Contact Information

Telephone [+1.415.692.5417](tel:+14156925417)

Skype: arkuda.solutions

Sales sales@arkudasolutions.com
General info@arkudasolutions.com
RFP rfp@arkudasolutions.com

Location:

Solomenskaya 5 of. 511
Kyiv 03186, Ukraine

If you are interested in our services or any product by Arkuda Solutions, please contact us for further inquiries.