

# Auriga's Newsletter

October 8, 2009

## In this Auriga News issue:

- Auriga is in Top 10 Software R&D Service Providers, according to Zinnov Management Consulting
- Auriga and BirdStep Technology forge a new strategic partnership
- Auriga President speaks on Opportunities for IT Outsourcing Cooperation at the 3rd Global Outsourcing Summit
- Auriga contributes to LISA report
- [2009 Economist Intelligence Unit study: Russia improves IT competitiveness](#)

## Auriga is in Top 10 Software R&D Service Providers, according to Zinnov Management Consulting



Auriga, a software R&D company with over 18 years of history, is included in Top 10 outsourcers in the

Software Vertical ranking of service providers in India, China, Russia, Ukraine & CEE, unveiled in September 2009 by Zinnov Management Consulting, a leading management consulting firm.

According to a first-of-its-kind study on 'Global R&D Service Providers' across geographies like India, China and Eastern Europe by Zinnov Management Consulting, Auriga is included in overall Top 20 of software R&D service providers and in Top 10 among the companies serving Software industry.

This study focuses on analyzing the outsourced product development (OPD) market and provides "Global R&D Service Providers' Rating" to answer some vital questions of companies looking for the best-in-class partners for innovation & developing new products, overall and in particular verticals.

The rating is based on assessing the capabilities of software R&D outsourcing companies in providing end-to-end software product engineering services for various industry verticals, from aerospace & defense to software, and their ability to meet the R&D needs of global companies. The initial list of 100 industry leaders selected based on their visibility, recognition and references has been narrowed

down by Zinnov to 20 best-in-class companies by a multi-stage process using such criteria as vertical and geographical presence, focus on software R&D, client references, people strength, innovation, expertise, leadership team, financial strength, etc.

According to Mr. Pari Natarajan, Chief Executive Officer, Zinnov Management Consulting Pvt. Ltd, "Global R&D Service Providers' Rating" is first-of-its-kind rating to be conducted in the industry. This study was undertaken to help global business leaders identify the right R&D services partners who could help them build innovative products, accelerate product development lifecycle, access growth markets and improve customer experience. I would like to congratulate Auriga, in making it to the top 10 ranking in the software vertical".

Auriga is the only company from Russia that managed to compete with much larger industry giants from India, China, and other countries, and made it to the global list of 20 best-in-class software R&D providers. This result has been achieved due to a number of factors. As a pioneer of the industry Auriga was the first in Russia to start providing offshore/nearshore software development services to US/EU companies back in 1990 the company has accumulated valuable experience in serving the specific needs of the customers and has long ago realized the importance of augmenting the in-depth and wide technical expertise with flexibility, reliability and cultural comfort. These qualities became a distinctive feature of the company and result in the highest level of customer satisfaction.

To stay in line with the changing needs of the customers and prove the status of elite software R&D provider and

Outsourcing 2.0 company, Auriga constantly revisits its business strategy and the offered set of services, solutions, and models. Accordingly, among the recent additions to the services menu is the advanced TRIM (Total Risk Identification and Mitigation) engagement model, based on sharing the benefits resulting from the anticipated but prevented or mitigated risks between the customer and the provider.

“We are proud to represent Russia among the best 20 software R&D companies. Outsourced product development has always been and continues to be among our top priorities, and this recognition means that we didn’t spend 18 years in vain polishing our skills.”, says Auriga General Manager Andrei Pronin. “After participating in Zinnov research, we have further enhanced our value proposition, and now offer a mixed Russian-Chinese team, adding extra scalability and extra cost-efficiency to our traditional strengths. We are looking forward to contribute to the inception of new innovative products and to help bringing new life into existing ones.”

### Auriga and BirdStep Technology forge a new strategic partnership



Auriga Inc. announced their strategic partnership with Birdstep Technology (OSE: BIRD), which offers state of the art embedded database technologies. This partnership brings together the embedded software development expertise of Auriga with high-quality embedded databases technologies of Birdstep Technology.

This strategic partnership opens up new opportunities for both companies and provides additional benefits for customers. Auriga brings nearly two decades of experience in delivering embedded solutions for a wide range of devices and can now offer Birdstep’s RAIMA technology expanding their range of cost effective solutions. This partnership will fill the need of many Auriga customers who require efficient and reliable data management systems. Birdstep Technology receives an excellent opportunity to improve its relationship with their clients with the ability to offer additional database design, customization, and optimization consulting.



The Raima Database Manager (RDM) Family offered by Birdstep Technology Raima Division provide high-performance, real-time embedded database for both in-memory database usage and persistent storage devices. These solutions are

designed for today’s complex, interconnected application-specific systems, providing developers with a high availability solution that enables information to be securely managed and interoperate with other systems over a wide range of platforms and interfaces.

Auriga gained comprehensive experience in delivering innovative and cost effective solutions in such areas as mobile systems, avionics, healthcare and finance. Raima database technology allows the building of optimal product solutions for the mobile database management, financial and enterprise systems, increase performance of the medical applications, i.e. familiar to Auriga business domains.

Auriga Business Development Director Gennadiy Mahov comments: “Entering into the partnership with such a company as Birdstep Technology, a recognized leader in the area of real-time and embedded databases, is a remarkable event for our company. Adding Raima technology capabilities to Auriga R&D services will expand the range of optimal solutions for data storage and data processing for business and life critical embedded and real-time applications and, thus, enforce our commitment to delivering efficient embedded solutions to our clients • ISV and OEM companies”.

“We are very satisfied with this new partnership with Auriga, which brings word class development competence in our partner eco-system. We will not only address customer’s specific needs with a unique product and service portfolio, but we also intend to develop our technical cooperation to anticipate upcoming market requirements and quickly provide proven solutions to the market “• adds Birdstep Sales Manager EMEA, Luca Pagni.

### Auriga President speaks on Opportunities for IT Outsourcing Cooperation at the 3rd Global Outsourcing Summit

This year, Dr. Sukharev, Auriga Founder and President, was invited to China to attend two important events that brought together business, technology, and political leaders to collaborate on solutions for common issues and supporting economic development. The 5th International Cooperation Summit for CEOs, Governors, Mayors & Political Figures Worldwide (ICS 2009) was held on August 31-September 3, 2009, in Changchun City, Jilin Province. ICS 2009 was followed by the 3rd Global Outsourcing Summit (GOS 2009) that took place on September 3-5, 2009 in Nanjing City, Jiangsu Province, which is to become one of the “Top-20 service outsourcing model cities in China” according to the recent government

plans. The events were organized by the Asia-Pacific CEO Association Worldwide and the International Outsourcing Center in association with Jilin Provincial Government of China and Nanjing Municipal Government of China.

The growing interest to China as an outsourcing destination was apparently confirmed by a number of high-level discussion panels held during both events, featuring such prominent international political leaders as Mr. Dominique de Villepin, Former Prime Minister of France, Mr. Lars Göran Axel Lindblad, Chairman of the Political Affairs Committee of PACE, Mr. Robert James Lee Hawke, Former Prime Minister of Australia and Lord Howell of Guildford, Deputy Leader of the Conservative Party in the House of Lords, UK.

At GOS 2009, Alexis Sukharev, one of the event keynote speakers, - presented the report "China - Japan USA Europe Russia: Opportunities for IT Outsourcing Cooperation", discussing the potentialities of the eventual alliance between Russian and Chinese outsourcing vendors. Such partnership is advantageous for all sides. For Russian and Chinese providers, it allows combining the complementary strengths of the two geographies, and accessing the new markets with China traditionally being a strong player in Japan, and Russia in EU and US. Thus the customers of the alliance will benefit from a combination of top engineering talent, cultural and geographical proximity, and language skills brought in by the Russian side, and exceptional scalability and cost efficiency typical for the Chinese side.

"Speaking of China, we see a very impressive example of defining a global strategy aimed at developing the IT outsourcing industry. I am grateful to the organizers of the event for the excellent networking opportunities. I believe that partnership between Russian and Chinese providers of outsourcing services can bring in significant value for the customer, as such an alliance would be capable of delivering complex projects at optimum price," - says Auriga President and Founder Alexis Sukharev."

### Auriga contributes to LISA report



LISA, The Localization Industry Standards Association, produced the report entitled The Convergence of Software Development and Globalization Services: 360 Degree Global Product Delivery, published in September 2009. The report, offers unique insights, recommendations and business tools to help organizations

considering offshore/nearshore outsourcing to make the right decision, and to assist companies already using outsourcing to establish effective outsourcing strategies.

Auriga President and Founder Alexis Sukharev was asked to comment on a number of issues, such as establishing effective communications between the customer and the outsourcing team or using open software development platforms and standards. We, at Auriga are pleased to have contributed to this value packed study by LISA.

Please, refer to [LISA site](#) for more information on the report.

### 2009 Economist Intelligence Unit study: Russia improves IT competitiveness

The 2009 Economist Intelligence Unit IT Industry Competitiveness Index shows that Russia has significantly improved its ability to support high performance of its IT sector.

The third annual study of the IT sector competitiveness from the Economist Intelligence Unit, sponsored by the Business Software Alliance (BSA), assesses and compares the information technology industry environments of 66 countries to determine the extent to which they support the competitiveness of the IT sector. In 2009, Russia's ranking has moved 11 places up from the last year's results. This year Russia rose up 11 places from last year's 49 to 38, and leaving the other BRIC countries (China, Brazil and India) behind.

According to the Economist Intelligence Unit, six factors work together to create a reliable environment for the IT industry:

- Sufficient labor pool
- Innovation friendly culture
- World-class technology infrastructure
- Legal status of IP protection
- Stable and competitive economy
- Government leadership

In comparison with the last year, Russia has scored higher in the Human Capital section (Russia ranks 11) and the R&D environment section (Russia ranks 23). The lowest scores received were for the Overall Business Environment and the Support for IT Industry. The leaders of the rating are USA, Finland, Sweden, Canada and Netherlands.

## About Auriga:

Auriga (<http://www.auriga.com>) is a software R&D and IT outsourcing services provider incorporated in the U.S. and operating development centers in Russia. The list of provided services covers all aspects of software product engineering for a broad range of knowledge areas from embedded and mobile software to enterprise and Web applications. Auriga combines top engineering talent with flexibility, cultural proximity, and focuses on clients' interests and convenience as its main driving strategy.

Founded in 1990, Auriga was the first Russian company to provide offshore/nearshore services to EU/US customers. Auriga is in top 10 outsourcers in Eastern Europe and Russia, and a worldwide leader in such services as R&D, OPD, software testing and QA, and such verticals as high-tech, healthcare, and telecom. Auriga is constantly included in Global Services 100, Global Outsourcing 100, The Black Book of Outsourcing and other global industry ratings. The client list combines industry majors, leaders in their segments, and innovative start-ups, including IBM, Draeger Medical, LynuxWorks, Dialogic, Actel, BroadVision and many others.

## About Zinnov Management Consulting Pvt. Ltd

Founded in 2002, Zinnov (<http://zinnov.com>) – meaning Zeal in Innovation – is a leading management consulting company providing services in the area of Offshore Advisory, Market Expansion and Human Capital Optimization to Fortune 1000 companies. Zinnov works collectively with clients to tackle prevailing organizational challenges by analyzing the changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions that help in integrating organizational vision, business definition and processes. In 2009 Zinnov was included in the Top-20 of the World's Best Outsourcing Advisors List by the Association of Outsourcing Professionals™ (IAOP™).

## About “Global R&D Service Providers Rating”

“Global R&D Service Providers Rating”, is a first of its kind comprehensive rating of the top R&D Service Providers in India, China and Eastern Europe. The aim of the research is to provide the customers of outsourcing services with the information they need to make the best decision when selecting a provider of outsourcing services, according to the unique business needs of the buyers and capabilities of

the provider. Zinnov will share snippets of the top “Global R&D Service Providers Rating” with more, than 2500 companies spread across geographies. The full rating and report can be obtained from Zinnov (<http://zinnov.com>).

## About The Raima Database Manager Family

Raima released the first version of the Raima embedded database in 1984. Since then the family has grown into three successful embedded database products. RDM Embedded pioneered the embedded market space under the name dbVista. Building on the success of RDM Embedded, Raima released the product in a client/server configuration under the name Velocis, now called RDM Server. Augmenting the two is RDM Mobile, ideally suited for consumer electronics and low cost mobile devices such as set-top boxes, mp3 players etc. Please find free SDK downloads of the RDM Products at <http://www.raima.com/downloads/>

## About Birdstep Technology, Inc

Birdstep Technology, Inc., a wholly owned subsidiary of Birdstep Technology ASA, is a leading provider of high-performance embedded database solutions known as the Raima Database Manager product-line. Since 1984, the company has been focused on solving data management problems in a wide variety of verticals such as Mil/Aero, Telecom, Financial, Consumer Electronics, Medical, Industrial Automation, Business Automation and more. With over 20,000 application developers, resulting in over 20,000,000 deployments, Birdstep continues to lead in the worldwide demand for embedded database technology.

## About ICS

International Cooperation Summit (ICS) (<http://en.ap-summit.org/>) for CEOs, Governors, Mayors & Political Figures Worldwide is of the highest level and the only international conference devoted to establish an effective long-term cooperation mechanism between outstanding business leaders and governments. Among the participant of the summit are political figures, provincial governors and mayors, leaders from Fortune 500 companies, Forbes Global 2000 companies and other renowned listed companies from all over the world, leaders of global outsourcing enterprises, renowned economists, scholars and experts.

## About GOS

Global Outsourcing Summit (GOS) (<http://www.gos.ioutsourcing.org>) is an important

milestone in the development of global service outsourcing. It is an important international conference jointly held by Asia-Pacific CEO Association (APCEO), a famous international economic organization and International Outsourcing Center (IOC), the professional international outsourcing association as well as the government of the host city. The main participants are the leaders of first-class outsourcing companies, important international political figures and renowned outsourcing experts, and leaders from related outsourcing base cities.

### About Asia-Pacific CEO Association

Asia Pacific CEO Association (APCEO) (<http://www.apceo.us>), initiated by outstanding Asia-Pacific economic leaders, is an important international economic cooperation organization with the basis on cooperation in Asia-Pacific region and a global mind. Led by renowned international political celebrities, business elites and great economists and integrated with international main-stream capital resources, APCEO is composed of CEOs from Fortune 500 and Forbes Global 2000 enterprises as well as other important international corporations and international investment experts.

### About International Outsourcing Center

The International Outsourcing Center or IOC (<http://www.ioutsourcing.org/>) was founded in 1998, specializing in R&D, consulting and outsourcing operations. The IOC has pioneered the establishment of international outsourcing management standards, and owns the largest international outsourcing operation system.

Headquartered in New York, the IOC has branches in London, Beijing, Austria, Hong Kong and Taiwan. Offices have also been set up in Sydney, Toronto and Hong Kong. The company provides services to multinationals, enterprises and governments around the world.

### About LISA

LISA is the premier organization for the globalization, internationalization, and localization industries (GIL), providing best practice, business guidelines, and multilingual communication standards. See <http://www.lisa.org> for more information.

### About The Economist Intelligence Unit

The Economist Intelligence Unit (<http://www.eiu.com/>), a member of The Economist Group, the world's foremost provider of country, industry and management analysis.

Founded in 1946 when a director of intelligence was appointed to serve The Economist™, the Economist Intelligence Unit is now a leading research and advisory firm with more than 40 offices worldwide. For over 60 years, the Economist Intelligence Unit has delivered vital business intelligence to influential decision-makers around the world.

### About The Business Software Alliance

Business Software Alliance (<http://www.bsa.org/>) is a nonprofit trade association created to advance the goals of the software industry and its hardware partners. BSA's mission is to promote conditions in which the information technology (IT) industry can thrive and contribute to the prosperity, security, and quality of life of all people. BSA is the largest and most international IT industry group, with policy, legal and/or educational programs in 80 countries.

For more information or an interview, please contact:  
Gennadiy Mahov  
+ 7 495 713-9900, ext.306  
[gennadiy.mahov@auriga.com](mailto:gennadiy.mahov@auriga.com)

To opt out of receiving information from Auriga, please send your request to: [auriganews@auriga.com](mailto:auriganews@auriga.com) with the following subject line:  
**UNSUBSCRIBE YOUR.NAME@YOURDOMAIN.COM.**

Auriga, Inc. 92 Potter Rd, Ste. 1, Wilton, NH 03086, USA

Auriga, Inc. Privacy Policy:  
<http://www.auriga.com/en/privacy.php>