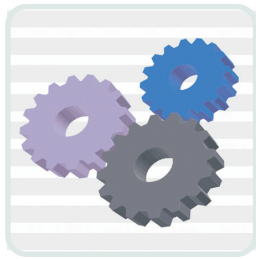


**Phonologies Professional
Services**



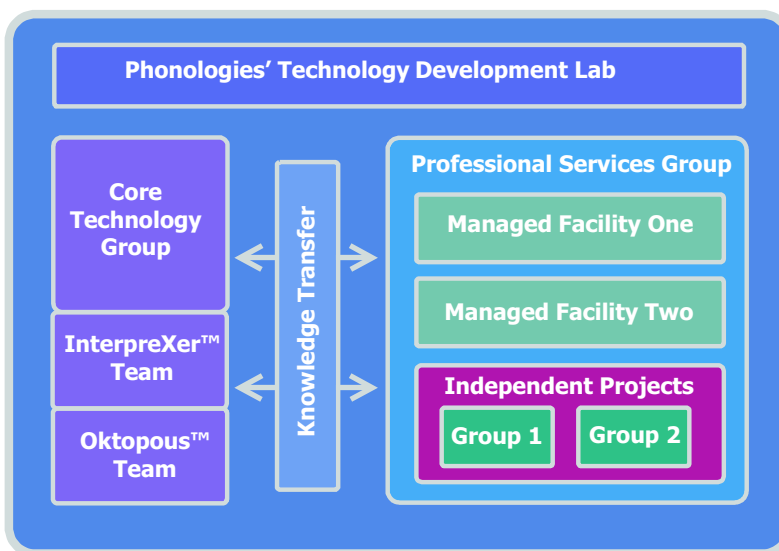
**The opportunity is
UNIFIED**



Package or embed the best of breed technology into your offering by engaging **Phonologies Professional Services Team**

Due to dynamic nature of business processes, solution providers need to adapt their solutions to the changing need of their customers. These activities constantly drain the techno-human resources of even the most organized solution vendors.

Phonologies aims at sharing product development projects with its customer's in-house resources, by bridging the gap between Phonologies extensive experience with custom platform and application design & development, and, the customer's requirement for Unified Communication (**UC**) solutions and tools within the required period. All this, in every phase of the UC solution development.



Services Offered

Phonologies is a dynamic and growing organization with expertise spanning a wide spectrum in the telephony and speech domain. Over the last five years, we have acquired a wealth of experience working with the latest telephony and speech protocols & standards. We have also extensively engaged third party open source products into our suite of solutions. The experience lies in the development of a multitude of solutions - ranging from PC server architectures to embedded platforms. Given its sphere of activities, it is but natural that Phonologies has chalked out the UC spectrum as a niche area for itself.

The services we offer are specifically tailored to offload requirements of:

Design & development of UC components (Media Servers, SIP/VoIP Gateways, A/V Conference Servers, Rich Presence Servers with location-based services, SIP Phones, General-purpose IM & collaboration dashboards).

Design & development of 3G-IMS components.

Design & development of UM and UC applications based on VoiceXML / ccXML, Java, C/C++.

Porting of various VoIP / UM technologies and applications to variety of embedded architectures.

Other services like Platform Integration Support, migration of existing solutions to open standards, migration of IVR applications into UC solutions.

Integration of Phonologies Technologies into customer suite of applications.

Differentiators

Success depends on choosing the right provider:

- to meet your specialized skill requirements and deliverable goals.
- with a proven track record, expertise and experience in the specialized area.
- with well defined methods, procedures & techniques.
- to derive maximum business value, namely risk reduction, costs and protection of IPR.

Business Value

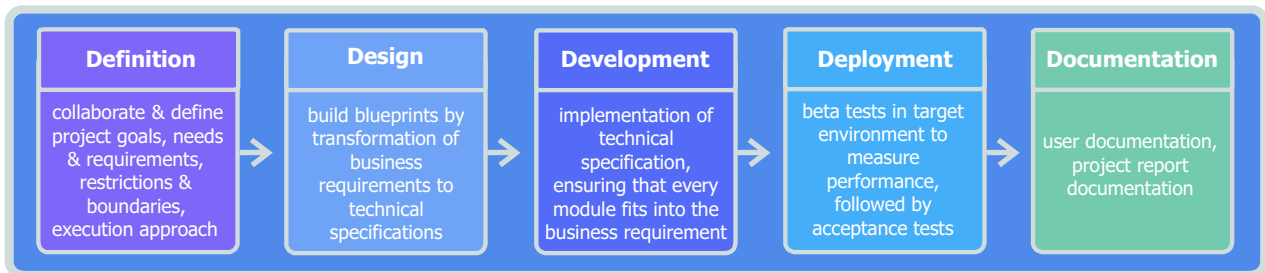
The benefits associated with outsourcing activities to Phonologies are not limited to offshore cost advantage. Some of the important values delivered are:

- lower and distributed risk.
- transparent project execution with customer window for status monitoring.
- protection of Customer's IPR and ensuring data privacy.



The Process

To successfully deliver software projects, well-defined methods and procedures are essential. Phonologies has put into place a simple, yet practical process, with a focus towards the objective of the project. This process applies equally well to small and large projects, while taking a holistic view of the solution. This minimizes the room for error, resulting in reduction of development time, ensuring that our customers will reap the maximum benefit from their investment.



No matter how exceptional the idea or how talented the programmers are, a project will not be successful without proactive project management. The scope of Phonologies Professional Services stretches beyond coding and encompasses activities like Project Management, Change Management, Configuration Management and Release Management.



Engagement Models

Phonologies merges offshore with 'virtual onsite' execution in an innovative manner to provide a combination of services. Activities during the software development life cycle that involve extensive interaction with the customer are usually carried out 'virtually onsite'. Once the specifications are clear, the activities are typically moved in-house to Phonologies offshore facility. Starting with a risk free pilot for newer relationships, the customer comes to terms with working together with Phonologies Professional Services Team. On completion of a successful pilot, Phonologies Professional Services Team can be engaged in one of the following ways with the possibility of variations:

Dedicated Managed Facility

Phonologies manages dedicated software facilities for a few of its customers. These function as an extension of the customer's development center. In this model, we establish a dedicated team at our Technology Development Lab at Hyderabad, in India and maintain the same. This is a proven and successful engagement model, providing a combination of 'virtual onsite' resources to our customers for their on-going development needs.

Phonologies organizes and trains the expert based on a customer centric specification, which functions as the customer's sole technology group, or in tandem with the customer's in-house overseas development team. The benefits of working with Phonologies Dedicated Managed Facility model are:

- ability to take on large projects, especially those outside core competence.
- scale size of team for a project timeline only.
- hedge risks on the investment and operating costs
- focused productivity of in-house resources

Fixed Price Projects

Phonologies Professional Services can be engaged to execute a project for a Fixed Price when the scope and specifications for the entire project, ranging from design, development to deployment are all well defined with clear boundaries. Customers are at a low risk, as this model delivers projects on a fixed schedule and at a pre-set price. Upon analysis of the project requirement, Phonologies appointed Project Manager drafts a project plan that clearly identifies intermediate milestones, final deliverables, and all corresponding deadlines. The project is then executed at our Technology Development Lab at Hyderabad, in India, or, if needed, by placing a team right in your office.

To learn more about engaging Phonologies Professional Services to add value to your suite of solutions, contact us at services@phonologies.com



About Phonologies

Phonologies is a developer of speech & telephony solutions based on Industry Standards. Phonologies portfolio of products includes a combination of "multi-service" platforms that enable enterprise solution providers, telecom solution vendors, equipment manufacturers, VARs & system integrators to provide a multitude of services like, Unified Communication (including IP Telephony, in-bound & out-bound calling, call distribution & routing applications) IVR, audio & video conferencing, call recording and web integration. Phonologies was established in 2001 and operates from Mumbai and Hyderabad, India with global clients.

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