



ENEA ROMANIA

EMBEDDED SOFTWARE SERVICES

Oana Cristescu
Sales Executive, Enea Romania
oana.cristescu@enea.com
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Agenda

- This is ENEA !
- Enea – Global Footprint
- Enea – A broad Offering
- Who is Enea Services Romania?
- Enea Romania – Financial Indicators
- Embedded Software Services – Overview
- Embedded Software Services – Project Descriptions
- Why partner with Enea Romania?
- Business Models
- Enea Romania - Major Customers



THIS IS ENEA !

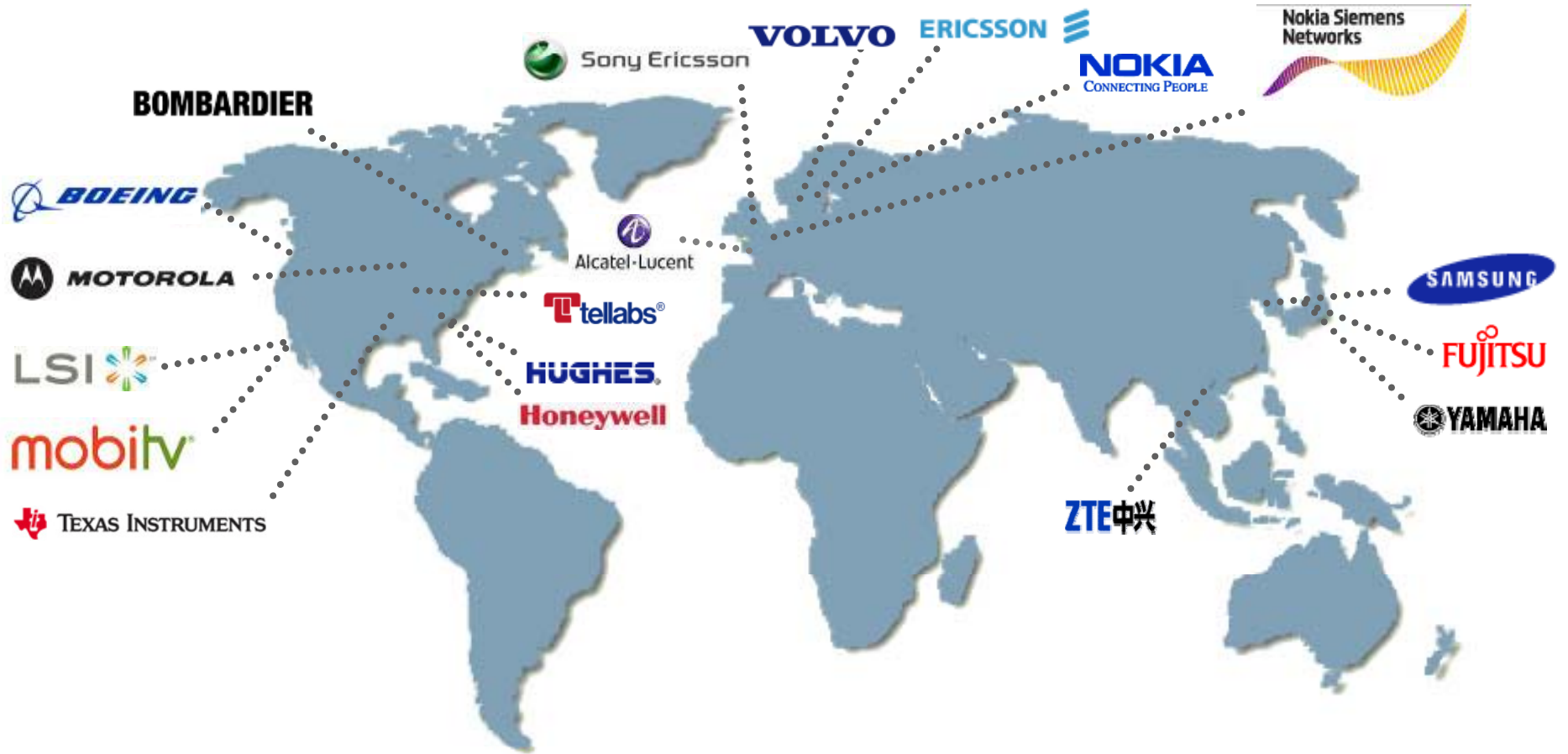
- Company Name: Enea AB
- Headquarters: Stockholm, Sweden
- Founded: 1968

- Business: Global provider of **system software, development tools** and **professional services**
- Professional Services:
 - target high availability and complex applications in telecom, mobile, medical, automotive and aerospace
 - the competences range from strategy and project management, to electronic design and software development, to test and maintenance of applications
- Enea solutions enable customers to significantly **reduce development time and costs**

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ENEAA - GLOBAL FOOTPRINT

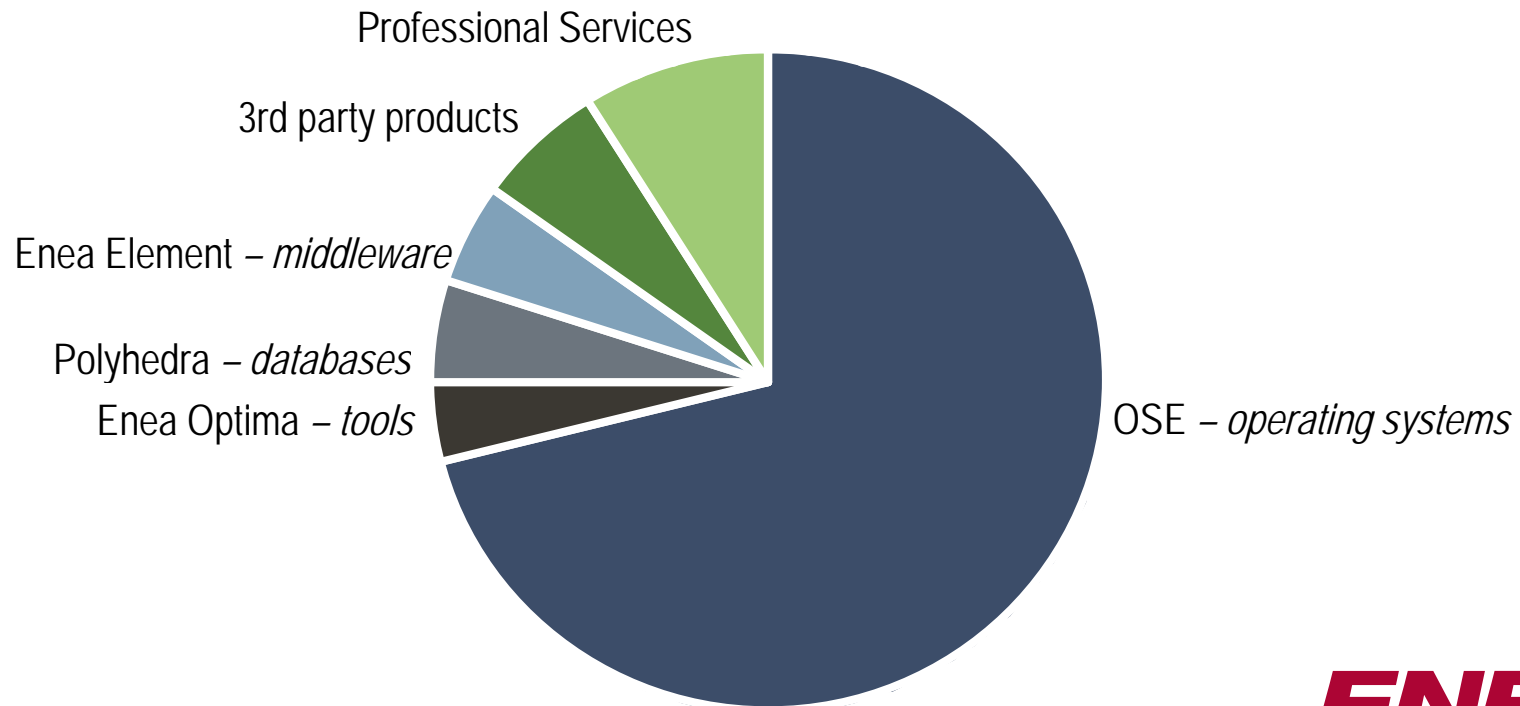


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ENEAA – A BROAD OFFERING

- Enea's Software products well positioned in fast-growing niches such as middleware
- Enea's Services are complete and adjusted to the full development cycle
- Enea embraces open source initiatives such as Linux





Who is Enea Services Romania?

- Initial commercial name: IP Devel
- Current Company Name: Enea Services Romania
- Headquarters: Bucharest, Romania
- Founded: 2000
 - July 2006 : Fortune 100 Swiss Adecco acquired 75% of shares
 - May 2008 : Sweden based Enea acquires 100% of IP Devel
 - August 2009: New company name: Enea Services Romania

Core Business:

- Embedded software development &
 - Testing services
 - 115 software developers, 30 software testers
 - 5 Project Managers
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- Global customer base:
 - Europe (60%), Asia (15%), North America (25%)
 - 2009 - **ANDROID Competence Center** – as part of ENEA

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Enea Services Romania – Financial Indicators

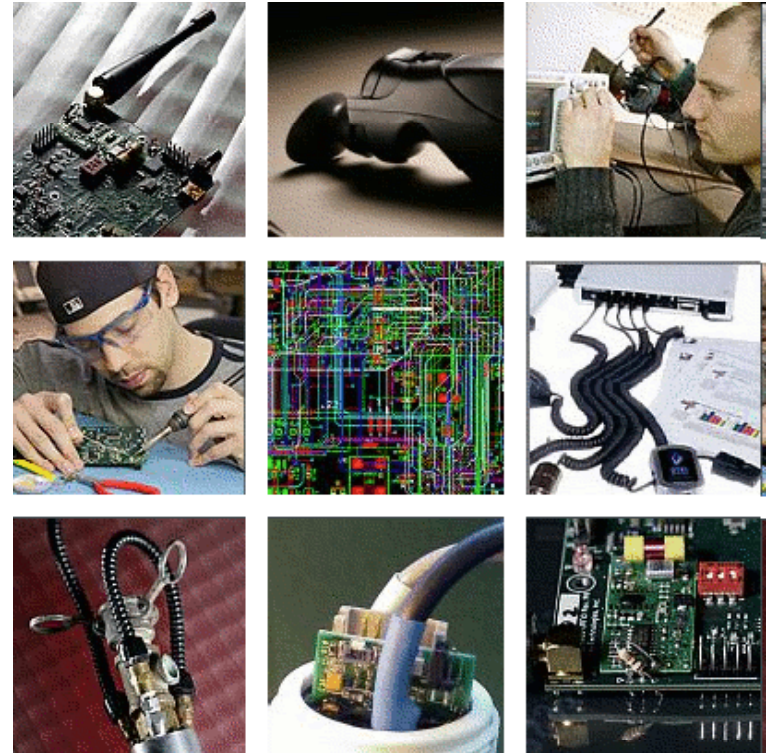
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Indicators	2006	2007	2008
Sales	3,508	3,947	4,591
Net Income	450	402	416
Assets	881	1,720	1,591
Equity	512	942	1,170
Average FTEs	86	91	98

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EXPERTS in SOFTWARE DEVELOPMENT : 115 engineers, 30 testers

- RTOS development and porting
- Device drivers development/ integration
- Support for multi-processor environments
- Multimedia platforms (audio & video)
- Worldwide standards for embedded devices
- Embedded debugging & development tools
- Advanced electronics and firmware development
- Telecom systems R&D
- Wireless and telecom protocol stacks
- Digital content streaming
- DSP, BSP and Advanced electronics
- Mobile devices – from telephones to PDAs
- Access control and biometrics



BANG & OLUFSEN



Motorola

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COREL® **pv™**

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What are we doing?

■ Credit card processing solutions



- VISA, MasterCard, AMEX, Diners, JCB
- Integrated with top banks worldwide
- Supporting latest communication protocols (CDMA, GPRS, 3G)
- Deployment in China, HK, Mexico, South Africa
- Billing, Terminal Management, Prepaid, SMS
- Full smartcard support (EMV, EMVL2, EMV2000)

Solution provided included full software development, integration and validation for mobile POS terminals, as well as backend servers

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What are we doing?

- Maritime radar and navigation solution



-SIMRAD is no.2 in the world in radars for maritime platforms

-full software package for new navigation platform family

-radar hardware with FPGA, ARM

-communication platform using CAN

Solution provided included hardware and software development, as well as product analysis and architecture.

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What are we doing?

■ Top-of-the-line Wireless Multimedia and TV



-Bang & Olufsen is one of the world's top producers of extremely expensive, top-of-the-line consumer entertainment platforms

-Full software and collaboration on the hardware side with the OEM provider

-One of the first wireless multimedia platforms, with full development on the communication protocols

We have worked as a direct responsible for testing the hardware and developing the software solution, under a tight schedule and budget

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What are we doing?

- Mobile everything - software, application, systems



- Work for Siemens, Samsung, Sony Ericsson, Panasonic, Motorola
- All communication protocols
- Advanced entertainment, multimedia, R&D and content delivery

Various full project assignments, with teams from 2 to 30 engineers

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Why partner with Enea Services Romania ?

Customers' Challenges

- Lack of educated resources;
- Lack of personnel with domain expertise;
- High operational costs;
- High investments of capital funds in non-core business functions;
- Short time schedules etc.

Benefits for the Customers

- Cost optimizations up to **50%** for the entire development cycle;
- Labor cost savings by **40-60 %**;
- **80%** of staff has **excellent language skills**;
- Access to large pool of **creative technical staff**;
- **10-15% personnel turnover annually**;



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How do we do it - Business Models

- Onsite – resources located on Customer's site
- Offshore / Near shore – resources located in Romania
- Dedicated team
- Fixed time / fixed price project
- Time and Materials projects
- Proof of concept





Specific Vertical Approach to Software Development

Vertical	Representative Devices	Software Requirements
Marine	Guidance, controls, communication	Mission-critical, real-time
Financial	Data base development and migrations	Highly secure, mostly non-real-time,
Consumer Electronics	Audio/video digital media, games	Non-real-time
Gateway Server	Routers, gateways, modems, appliances	Some real-time, secure
Internet Appliances	Web pads, browser phones, access devices	Non-real-time, some security
POS/kiosk	POS terminals, modems, gaming	Non-real-time, secure
Datacom	Servers, routers, DAQ	Non-real-time, secure
Telecom	SS7, wireless, optical	Non-real-time, secure
Set-Top Box	Satellite, cable, DSL, modems	Non-real-time



Major customers



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REUTERS



QUALCOMM



navico

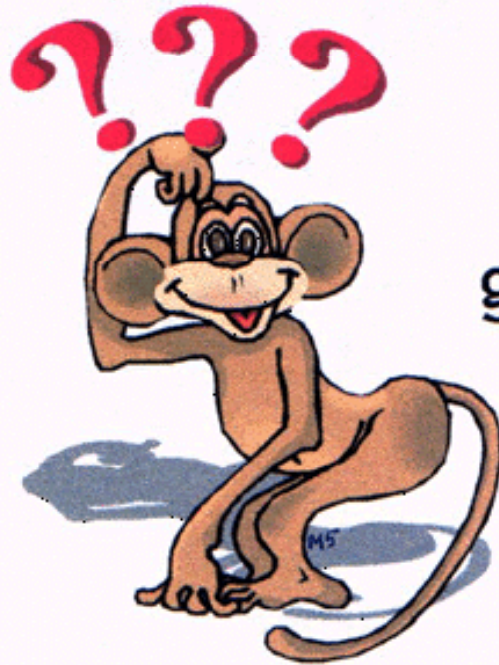


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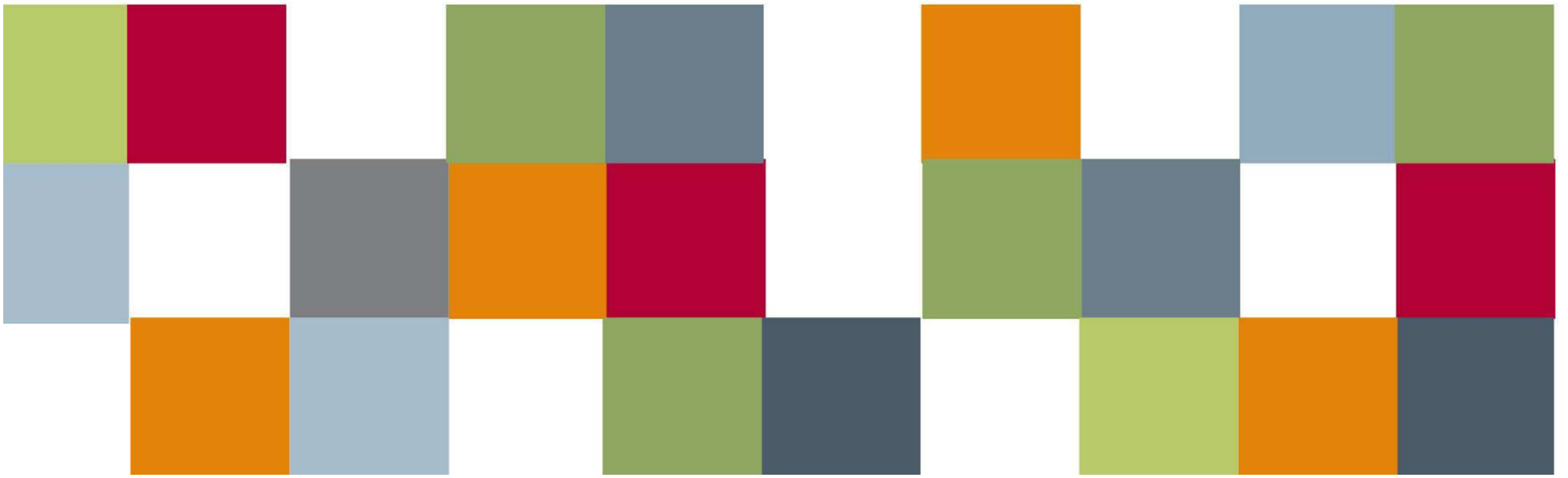


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Questions
are
guaranteed in
life;
Answers
aren't.



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