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Auriga's Newsletter

January 31, 2008

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Auriga named to 2008 Global Services 100 List

Auriga has been included in the 2008 Global Services 100, a list of the top global providers of business and technology services. This year's list, brought together by Global Services and neoIT, comprised participants from 17 countries, with delivery centers across 31 countries.

Now in its fourth year, The Global Services 100 list has grown to be a highly credible listing of global IT services and BPO companies. The list is seen by service buyers as a route to bypass the request-for-information stage, and the list rankings—as a means to shortlist candidates for the request-for-proposal stage.

"We are honored to have been named to the Global Services 100 for the third consecutive year," said Alexis Sukharev, Auriga CEO and founder. "At Auriga, we pride in our customer centricity, strife for excellence in the software R&D services we provide, our delivery capabilities and highly skilled human resources," he added.

Significantly, Auriga has also made it into the "Top 10 Leaders, Emerging European Markets-2008". This recognition validates once again Auriga's position as one of the leading software outsourcing service providers in the region.

Auriga is entering the UK market

Raymarine, a world leader in marine electronics focus-

ing on recreational boating and light commercial marine markets, has selected Auriga as a partner in developing a new series of multifunctional navigation displays. The engagement started in November 2007, with a small team of Auriga engineers coming onsite to gain knowledge of Raymarine products and processes and demonstrate their ability to handle complex tasks. After the success of this initial mutual acquaintance process, the team was expanded, and further extension of the team is currently planned for early 2008. The next step for the team members is returning to Russia to form the core of the new Raymarine dedicated offshore team.

Auriga was selected for the task because of the proven history of successful long-term engagements with European and U.S. companies and the ability to put together a team of truly bright engineers with excellent backgrounds, capable of doing complex projects for embedded systems both at the OS kernel and applications levels. "We are glad to have Auriga engineers on board," says Matthew Cooke, Outsource Software Program Manager at Raymarine. "We have not had any problems with communication, which had been a concern, they are working well with our in-house team, and our initial impression of their technical capability is good."

Raymarine is Auriga's first direct client in the UK. Auriga doesn't plan to stop at that point and expects to continue winning the UK clients by demonstrating diverse expertise and strong engineering and management skills. Robust management, world-top expertise in embedded systems and OS internals area and deep knowledge of enterprise applications technologies, combined with a growing competence and client base in the financial sector (traditionally playing an important role in the UK outsourcing profile) make Auriga an attractive outsourcing destination for UK companies from the high-tech and financial sectors.

Auriga for LinuxWorks: 11-year coop-



erations rises to a new level

Auriga and LynuxWorks started cooperation in 1996 and since then the Remote Engineering Center (REC) at Auriga has been working on various projects for LynuxWorks. Based in the U.S., LynuxWorks is a pioneer and a proven leader in the embedded systems industry. Auriga's REC for LynuxWorks is involved in numerous embedded software development projects, covering the complete software product life cycle—from requirements definition through testing and integration into LynuxWorks' core products.

During the years of successful partnership, a lot of achievements have been reached by the engineers working on LynuxWorks projects. The most significant accomplishment dates back to the year 2000, when BlueCat Linux, the complete embedded Linux distribution that was developed by Auriga in 1.5 years, won the Electron d'Or Award as the best embedded product of the year.

Last year our cooperation rose to a new level. In addition to a set of on-going projects being executed by Auriga's stable core team, LynuxWorks outsourced two standalone projects to Auriga. It allowed LynuxWorks to satisfy its peak needs in the engineering resources. "I appreciate all the hard work your team has put in over the last year and want to thank you for making this project a success. I look forward to working with you again in the future," said John Blevins, Director, Software Tools Development of LynuxWorks, commenting on his experience working with Auriga on one of these projects.

The Washington Post: Russian IT sector experiencing upturn

The Russian IT sector is on the rise. This conclusion comes from The Washington Post (December 19, 2007), which comments on the growth of Russia's high tech industry and federal government support of the sector.

It says in the article that the volume of this market grew by 20 percent in the last year, reaching a capitalization of some 1,162 trillion rubles (approximately \$48 billion). Software exports alone account for a 54 percent increase since last year. There have been improvements in infrastructure, knowledge of English, management, and intellectual property rights. In 2006, the number of companies

with international ISO or CMM/CMMI standard management systems increased from 18% to 28%.

The Washington Post quotes Alexis Sukharev, Auriga CEO and founder, as saying, "The Russian engineering labor pool now has a lot to offer to companies who need specific R&D skills and comprehensive approaches to complex projects." He adds that Russian companies are increasingly able to become reliable strategic partners for Western high-tech and software companies.

This viewpoint is shared by Steve Chase, President of Intel Russia. He believes that global leaders are increasingly turning to Russia with the most complex problems: "The policy we have at Intel is simple. If we can, we commit difficult problems to engineers in the USA. If the task is very labor-intensive, we assign it to the Indian specialists. If the problem cannot be solved, we offer it to the Russians." The publication admits that although India remains the indisputable leader in the outsourcing market, its superiority at the top end of this sector is no longer as assured as it used to be.

Generally, the economic situation in Russia is rapidly changing. According to Valentin Makarov, President of RUSSOFT, the Russian software industry's representative, the volume of direct investment in Russia is now growing by 100% annually. Specifically in the area of IT, there have been radical changes in federal government policy, including the provision of tax breaks and investment capital to high-tech companies. All this adds to the competitive edge of Russian IT companies, which are emerging as global players.

About Auriga:

Auriga (<http://www.auriga.com/>) is a software R&D and IT outsourcing services provider incorporated in the U.S. that has been operating development centers in Russia since 1990. Auriga was the first to focus on satisfying the specific needs of software and hardware high-tech companies as its driving strategy. Included in CMP's Global Services 100 list since 2006 and in top 10 ITO providers in Central and Eastern Europe according to the 2006 Black Book of Outsourcing, Auriga offers a wide range of services covering all aspects of the entire product engineering



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area and superb expertise in a rich set of knowledge areas from embedded systems and OS internals to enterprise information systems and Web applications. Auriga's client list includes such industry majors and leaders in their segments as IBM, Draeger Medical, LynuxWorks, NMS Communications, Verdasys, and many others.

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