

Auriga's Newsletter

August 31, 2009

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Auriga in the Global Services 100 Showcase

In today's economy, IT outsourcing and software R&D providers are struggling to attract new clients as well as preserve and expand the business. In the exclusive interview excerpt below Andrei Pronin, Auriga General Manager, shares his thoughts on the unique challenges facing the industry and commented on how Auriga sees itself in the market.

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It's important to pay attention to such "soft skills" as cultural proximity to the buyer; flexibility in pricing and delivery approaches; development methodologies and processes; ability to manage knowledge efficiently during all stages of engagement; integrity of the provider; orientation towards customer business goals rather than blindly following the specs.

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Our main unique selling proposition is the ability to deliver the rare combination of the following service characteristics at a reasonable price:

- talented software engineers with excellent educational background and industry experience, able to learn quickly and think creatively;
- individual approach to every customer, flexible engagement models, tight integration with existing customer processes;

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Among various strengths we have, in the current unstable business situation, it makes sense to highlight our individual approach to every customer. This individual approach consists of our ability to tailor the delivery and pricing approach to the needs of the specific customer, our flexible development and QA methodology that allows

tight integration with existing customer processes, so that they work with us as a continuation of their own engineering or business force, just sitting behind another wall. We are improving this flexibility now by offering new approaches targeted at harmonizing the customer and provider interests, and making both sides benefit from minimizing the project cost, time and effort.

The interview touches Auriga processes, objectives and strategies to stay ahead in business, and highlights the importance of flexibility and 'best-sourcing' approach to outsourcing as a key factor in establishing win-to-win relationship between the outsourcer and the customer.

The full text of the interview can be found at the [Global Services 100 Showcase web-site](#).

Auriga & Pigeon Point Systems: cooperation for over 10 years

Founded in 1997 and a customer of Auriga from the very start, Pigeon Point Systems, an Actel company, focuses on products and services supporting the adoption of open modular platforms to replace proprietary architectures, with a primary focus on the telecommunications market and PICMG standards.

Pigeon Point Systems' product portfolio includes world-class management components for modular platforms based on the AdvancedTCA® (ATCA), AdvancedMC™, and MicroTCA™ architectures, plus consulting and design services. Pigeon Point Systems participates actively in defining these open modular architectures. An executive member of PICMG, Pigeon Point Systems is a leader in the ATCA, AdvancedMC and MicroTCA subcommittees and is active in many other technical subcommittees.



Auriga is proud that its dedicated team, working in close cooperation with Pigeon Point Systems, has contributed to the development of solutions that became recognized leaders in their field. Over the years of cooperation, Auriga worked on several projects for Pigeon Point Systems. Among the first projects was the Pigeon Point Hot Swap Kit, which enables high availability features in a CompactPCI chassis. Later, Auriga worked on a Redundant Host (RH) support layer over the Hot Swap layer for Linux and Windows. RH support is a level of High Availability system that allows live-system replacement of the redundant host boards that manage peripheral CompactPCI boards, without disrupting the operation of the chassis and its constituent peripheral boards.

Currently, Auriga engineers working for Pigeon Point Systems actively participate in PICMG technical subcommittees and contribute to the development of software for PICMG management controllers, including the widely used Pigeon Point Shelf Manager. The Pigeon Point Shelf Manager consists of a combined software and hardware module that provides cost-effective, interoperable management of open modular platforms based on the Intelligent Platform Management Interface (IPMI) and Advanced Telecommunication Architecture (AdvancedTCA). Auriga engineers also take part in the Service Availability Forum's Hardware Platform Interface working group on behalf of Pigeon Point Systems.

In June 2009, Auriga Team Manager Sergey Zhukov, in cooperation with Michael Thompson of Pentair/Schroff, wrote an article discussing the advantages of the Inter-Integrated Circuit Bus, which provides a straightforward and extensible basis for building powerful management into complex systems. The article was published in the RTC Magazine in June 2009.

The full text of the article is available here: [Managing Small Modules/ Using I2C for "Behind-the-Scenes" Management.](#)

About Auriga:

Auriga (www.auriga.com) is a software R&D and IT outsourcing services provider incorporated in the U.S. and operating development centers in Russia since 1990. Auriga

focuses on satisfying the specific needs of software and hardware high-tech companies as its driving strategy. Included in Global Services 100 since 2006, Global Outsourcing 100 since 2008, and Top 10 Central/Eastern Europe Providers of the Black Book of Outsourcing, Auriga offers services covering all aspects of the product engineering area and expertise in a 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.

About Global Services

Global Services (www.globalservicesmedia.com) is a media platform with a portfolio that includes Website, events, newsletters, microsites, OSourceBook and customized solutions. Our audience consists of corporate professionals engaged in the sourcing and management of business and technology services.

Established in February 2006, Global Services focuses on bringing high-quality content to its audience. Our credible content comes from a network of highly experienced trade writers and industry insiders. Our editorial staff also aggregates content from credible external sources to ensure that our readers do not have to go to multiple sites to get information about sourcing services.

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About Global Services 100 Showcase

Global Services 100 Showcase is a special section created to highlight each category of GS100 rankings published annually in February, by Global Services and neoIT.

About Pigeon Point Systems

Pigeon Point Systems, a wholly owned subsidiary of Actel Corporation, delivers world-class management components for modular platforms based on the AdvancedTCA, AdvancedMC and MicroTCA architectures to leading



companies worldwide.

Pigeon Point, an executive member of PICMG, is a leader in its AdvancedTCA, AdvancedMC, and MicroTCA subcommittees and is active in many other technical subcommittees. Pigeon Point is also a contributing member of the Service Availability Forum(TM) and a leader in its HPI Working Group. The company serves more than 140 customers, including 6 of the top 10 global communications OEMs. The list of its customers is headed by such industry authorities as Nokia Siemens Networks, Sun Microsystems, Emerson, Alcatel-Lucent, along with many others. PPS is headquartered among the redwoods in Scotts Valley, California.

In 2008 Pigeon Point Systems was acquired by Actel Corporation and became a wholly owned subsidiary of Actel. Earlier that year, Actel and Pigeon Point Systems announced a partnership to develop and market solutions based on the Actel Fusion® mixed-signal FPGAs to speed the design of AdvancedTCA board and AdvancedMC carrier board management controllers. Pigeon Point Systems is one of Auriga's most long-standing clients.

For more information on Pigeon Point Systems, visit www.pigeonpoint.com or www.actel.com.

About RTC Magazine

RTC magazine (<http://www.rtcmagazine.com>) spotlights trends and breakthroughs in the design, development and technology of embedded computers. The publication offers broad based technical, product and market-coverage of the embedded computer arena to industry decision makers.

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