

Auriga's Newsletter

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Auriga expands experience in Android technologies

Android is gaining momentum, while iPhone and Windows Mobile are gradually giving ground. Expecting Android's further clear-cut ascendancy, Auriga makes this platform one of the most prominent directions for growth of its mobile development program and is expanding mobile software services offered to customers.

According to the wireless market research conducted by NPD, Android phones took 28% of the smart phone US market in Q1 2010 (note that the research excludes sales to corporations). The market share for Blackberry OS by Research in Motion is 36%, making it the most popular platform, and Apple's OS with 21% fell to the third place.

Analysts attribute the strong growth in Android to the fact that devices using Android software are now available on all major U.S. carrier networks including Verizon Wireless, the largest U.S. wireless operator and T-Mobile, while iPhone is only distributed by AT&T.

In winning the latest round of iPhone vs. Droid, PC World reports that Google's OS is the only smartphone OS whose share of sales grew over the previous quarter. The iPhone, in the meantime, is flat, when Windows Mobile, BlackBerry and WebOS quarterly sales shares are falling. According PC World's J.R. Raphael, Android will soon catch up to its competitors for total market share if this trend continues.

As numerous reports have noted, Microsoft dated Windows Mobile UI, built on top of the Windows CE kernel, was losing market share and its latest iteration, Windows Mobile 6.5, unveiled underwhelmed the industry in 2009. After reorganization of the company's mobile effort, with new leadership in engineering and marketing, Windows Phone 7 was unveiled in February 2010. It is expected that the market weight of the new Windows

Phone will be determinate by the autumn of this year.

Auriga has delivered a number of Android-based projects which caused considerable interest among mobile software experts, and is actively extending the company presence on the mobile market. Auriga market analysts anticipated Android breach, and our customers from the mobile & embedded sector have already benefited from this technology insight and first class delivery provided by Auriga. Mobile solutions, successfully delivered by Auriga range from multi-tier GSM telemetry software to user-friendly mobile mail applications.

Android is a highly attractive platform for both the user and the developer. From the end-user standpoint, this platform offers attractive features such as multitasking, smooth integration with Google online suite, central notification system for social services like Facebook and Twitter, and excellent web browsing capabilities (with supported Flash). From the developers' viewpoint, Android as an open-source platform allows customization in almost limitless ways, and has excellent flexibility and innovation potential.

Android is only one of the areas of Auriga's mobile software development expertise. Our engineers create mobile software solutions for a variety of mobile platforms, including iPhone, Windows Mobile, Android, and Linux-based platforms such as Maemo and Moblin. The company has delivered wireless and mobile applications, hosted solutions, client-server solutions for mobile devices ranging from mobile phones, GSM modems, to industry-specific embedded equipment. Auriga provides mobile software development and prototyping services to ISVs and OEMs, based on customers' device platform; and offers cross-platform development, R&D and consultancy services regarding choosing target platform and technology for building mobile applications.

Auriga attends RUSSOFT Forum

RUSSOFT software developer forum was held in Saint-Petersburg on the 4th of June, in conjunction with the annual “White nights” CIO Congress. This forum, organized by RUSSOFT National Software Development Association, is a meeting ground for software product developers, IT service providers, industry experts, CIOs and corporate decision-makers and government officials involved in the IT sector.

According to the post-conference survey, the roundtable “Government policies for IT market stimulation” was the most interesting session of the Forum. The government was represented by Sergey Ivanov and Artyom Shadrin from the Ministry of Communications and the Ministry for Economic Development correspondingly – the two Federal ministries, responsible for promotion of innovation economics and information technology. Their presentations covered such topics as the federal program to stimulate development of information society, measures taken to stimulate the demand for IT services in the economic and social sectors, and the tax regimen and tax incentives for software companies.

Auriga President Alexis Sukharev was the first to speak on behalf of the IT community. He said that the government should at least follow through on its own initiatives. In August 2009 President Medvedev ordered an introduction of a special social tax regimen for IT companies, which is the crucial issue for them. Nothing has been done yet, even though the key Ministries on multiple occasions confirmed that they did their parts of the job. Mr. Sukharev also outlined much more efficient government programs in India, China, and Belarus. His presentation brought about multiple supportive comments and questions. The software developers expressed concerns over such issues as administrative complications and red tape, heavier tax load expected in the nearest future, and the lack of support from the state-level bodies for promotion of Russian software exporters on the global arena.

Robert Farish, IDC’s regional director for Russia and the CIS region spoke on the global trends in software and software development. As the expert noted, the internal software market in Russia shrank by 40-45% in 2009, while information security market demonstrated growth. At the global level, indexes for different IT-sphere segments are quite different. Russia’s software export volume growth in 2009 was stalled at the previous year’s \$2,65 billion, despite an average 40% growth in the earlier years. At the same time, software export and IT services sectors of India and China are continuing to gain momentum, with

corresponding 16 % and 36 % growth.

However, Robert Farish has a positive outlook for Russian IT in next several years, and expects a 15 % growth of software spending in Russia (the official estimates by RUSSOFT are only 13 %), which surpasses the average world figures. According to Russoft president Valentin Makarov, in 2010 the growth rate for the software sector will revert to the pre-crisis level.

The participants agreed that the crisis turned out to be reviving for software developers and IT service providers, as small customers tailed off, and large contracts with solid banking and finance were secured. Another noteworthy tendency predicted for 2010-2012 is increase of outsourced software development projects from non-software companies, as they gradually weed out in-house software development activities.

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. 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 RUSSOFT

RUSSOFT Association (<http://www.russoft.ru>) is the nation wide association of the most technically competent software developing companies from Russia, Belarus and Ukraine. The association is committed to a long-term policy of lobbying favorable legislation for the software development industry and hosts marketing and educational events in Russia and abroad.



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