

Auriga's Newsletter

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Auriga in Global Outsourcing 100 2010: celebrating leadership for the third consecutive year

Auriga, a U.S.-based software R&D outsourcing services provider with engineering centers in Russia and EU, is pleased to announce that it has been named to the 2010 Global Outsourcing 100 list by the International Association of Outsourcing Professionals (IAOP).

This is the third time Auriga has been recognized by IAOP: the company was also named to the Global Outsourcing 100 rankings in 2008 and 2009. This year Auriga is the one of only three Russian companies to be recognized by IAOP in its survey. To download the full list of service providers and advisors named to The 2010 Global Outsourcing 100, please follow the [link](#).

The 2010 Global Outsourcing 100 and The World's Best Outsourcing Advisors lists and sub-lists will be available in the special advertising feature produced by IAOP in the May 3 issue of FORTUNE® magazine.

Global Outsourcing 100 recognizes the world's leading outsourcing service providers from all over the world, covering the full spectrum of outsourcing services. For these rankings, compiled by an independent jury, companies are evaluated based on four critical characteristics: size and growth; customer references; organizational competencies; and management capabilities. The Global Outsourcing 100 list, with its rigorous application and judging process, is an authoritative reference for clients seeking the best outsourcing companies in the industry.

"As the economy recovers, partnering with the world's best outsourcing providers and advisors will be more important than ever, said IAOP Chairman **Michael Corbett** and chair of the judges' panel. —The Global Outsourcing 100 and The World's Best Outsourcing

Advisors help companies easily identify those partners that will help them emerge as leaders."

"Being named to The Global Outsourcing 100 and The World's Best Outsourcing Advisors is a great recognition, particularly given the strong competition, and these companies should be proud of achieving excellence in outsourcing," Corbett said.

"Besides the top engineering skills, our ability to build efficient and reliable long-term relationships leads to exceptional customer feedback and puts us among the best world service providers in the leading industry rankings like Global Outsourcing 100. Throughout year 2009, we worked hard to improve our services, introduce advanced pricing models, open new offices, and build new relationships, and we have all reasons to believe that Auriga will spread the wings further in year 2010," - commented Auriga's General Manager **Andrei Pronin**.

Auriga at Embedded World 2010

On March 2-4, Auriga representatives participated in the Embedded World 2010 Exhibition & Conference – the world's most significant event in the domain of embedded technologies, covering all aspects of embedded systems development. Embedded World is the major meeting place that gathers industry professionals, OEMs, ISVs and services providers.

The event offers a unique combination of technology-related firsthand expert knowledge, workshops and tutorials, while serving as a platform for business meetings and establishing partnership. In 2009 the conference and exhibition attracted more than 700 exhibitors, and some 16,000 trade visitors used the opportunity to obtain an impression of the latest trends in embedded technologies.

With embedded software development services as one of its primary business focus, Auriga prioritize being in line with the most recent and actual trends of the software development. Being one of the world leaders in embedded systems development since 1990, Auriga successfully delivers complex projects to its vast clientele list, including such majors as LinuxWorks, IBM, Dräger Medical, and others.

At the event, Auriga Program Managers Gennadiy Zubkov and Sergei Zimin in association with Birdstep Technologies presented one of the executed projects – Birdstep’s Raima Database porting to Android platform. This project was delivered within the scope of [Auriga’s technical partnership with Birdstep Technology](#).

"It was a really useful experience, with lots of opportunities to meet colleagues from leading companies, such as Siemens, EUROS, IPCAS, REAL TIME Systems and others. This year’s Embedded World was extremely important for us, since it was the first event when Auriga was officially represented as a technical partner of Birdstep Technology," - Auriga Program Manager **Gennadiy Zubkov** shared his thoughts.

"Embedded and real-time technology is a small world, and being in the know and up-to-date is a precious thing. We’ve benefited from meeting new people and from the valuable discussions we had with our current customers and partners," - adds Auriga Program Manager **Sergei Zimin**.

Russian students star at 2010 ACM-ICPC World Finals

Industry analysts consistently rank Russia as a premiere destination to outsource high-end, complex R&D tasks, and the major reason for this is Russia’s excellent resource pool. Russian students regularly demonstrate strong performance at events designed to foster creativity, teamwork, and innovation. This year’s Finals of ACM International Collegiate Programming Contest (ICPC) was no exception, bringing five medals to the Russian teams – one gold, three silver and one bronze.

This international competition, now in its 34th year, organized by Association for Computing Machinery (ACM), is one of the most prominent programming contests. Over 100 teams from all over the world took part in the 2010 ACM ICPC Finals on the 5th of February 2010 in Harbin, China, after having won regional trial contests

that included 22,000 contestants representing 1,931 universities from 82 countries.

Out of 11 Russian teams that took part in the competition this year, five teams returned home awarded with medals. Notably, the top 10 places were dominated by Chinese and Russian teams. The team of Moscow State University (MSU) came second, solving the same number of problems as the winners (Shanghai Jiaotong University), but having spent more time. The MSU team received a gold medal, and became the champion of Europe. The other two gold medals were received by the teams of National Taiwan University (3rd place), and Taras Shevchenko Kiev National University from Ukraine. Silver medals fell to Petrozavodsk State University (5th place), Saratov State University (7th place) and St. Petersburg State University (9th place), and, finally, the bronze medal was received by the Ural State University team (13 place). For more information on the world finals results 2010, please follow the [link](#).

Traditionally Russia has been successful in this contest since 1990 - the very first year when ACM became an international event. Starting 2000 World Finals, Russian teams gained top positions in ACM 6 times, and have earned a total of 40 medals (19 gold medals, 9 silver medals and 12 bronze medals).

"Russia continues to strengthen its position as the country with the most talented engineers, able to crack the toughest software tasks. Complex software development is the area where Russian engineers have been traditionally strong, and that remains one of the main differentiators of Russia as outsourcing destination. I’m glad to witness the Moscow State University among leaders – since our company has been started at MSU, keeps good ties with it by now, and employs lots of its graduates. It’s good to know that the talent of MSU students’ doesn’t fade and manifests itself during programming contests such as ACM-ICPC." – comments Auriga General Manager **Andrei Pronin**.

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 IAOP

The International Association of Outsourcing Professionals® (IAOP®) is the global, standard-setting organization and advocate for the outsourcing profession. With more than 100,000 members and affiliates worldwide, IAOP helps companies increase their outsourcing success rate, improve their outsourcing ROI, and expand the opportunities for outsourcing across their businesses. To learn more, visit www.outsourcingprofessional.org.

About The Global Outsourcing 100

The International Association of Outsourcing Professionals® (IAOP®) is in its fifth year of compiling its annual ranking of the world's best outsourcing service providers and advisors – *The Global Outsourcing 100*. As part of *The Global Outsourcing 100*, IAOP also introduced a new list in 2009, *The World's Best Outsourcing Advisors*.

The Global Outsourcing 100 and its sub-lists are essential references for companies seeking new and expanded relationships with the best companies in the industry. The lists include companies from around the world that provide the full spectrum of outsourcing services — not just information technology and business process outsourcing, but also facility services, real estate and capital asset management, manufacturing and logistics. They include not only today's leaders, but tomorrow's rising stars.

The World's Best Outsourcing Advisors is geared specifically to companies that are outstanding global outsourcing advisors

and consultants. In addition to being part of *The Global Outsourcing 100*, the new list of advisors ranks the top consultant, legal and related advisory firms globally, and is a valuable reference tool for companies needing expert advice and guidance with their outsourcing projects

About Embedded World

The embedded world Exhibition & Conference (<http://www.embedded-world.de/en/>) is the world's biggest exhibition of its kind and the meeting-place of the international embedded community. Embedded technologies are in action everywhere - whether in the car, data and telecommunication systems, industrial and consumer electronics, military systems or aerospace. 730 exhibitors showed the 18.350 visitors the full range of products for embedded technologies in 2010: hardware, software, tools, services and lots more.

About ACM

ACM, the Association for Computing Machinery (www.acm.org), is the world's largest educational and scientific computing society, uniting computing educators, researchers, professionals, and students to inspire dialogue, share resources and address the field's challenges. ACM strengthens the computing profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.

About ACM Contest

ACM International Collegiate Programming Contest (<http://cm.baylor.edu/>) is an annual multi-tiered computer programming competition among the universities of the world. The contest is sponsored by IBM. Headquartered at Baylor University, with autonomous regions on six continents, the ICPC is directed by Baylor Professor William B. Poucher, Executive Director, and operates under the auspices of the Association for Computing Machinery (ACM).

The contest consists of several stages. Many universities hold local contests to determine participants at the regional level. Then, universities compete in Regional contests. Winners of



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Regional contests advance to the ACM-ICPC World Finals. More than one team from a university can compete in regionals, but only one may compete at the world finals. From each region, at least one team goes to World Finals. Regions with large number of teams send multiple teams to finals (sometimes as many as 6 teams from one very large region). No participant can take part in more than two World Finals.

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