



Elite Software R&D Services
Since 1990

BROADVISION®

BroadVision is a global provider of personalized self-service web applications for Financial services companies, Government, Healthcare industry, Manufacturing, Distribution and Retail, and also Telecommunications. Founded in 1993 by Dr. Pehong Chen, the company is recognized as a pioneer and innovator in personalization and web-based interactions, transactions and process enablement.

BroadVision is a worldwide company with 25+ locations in Europe, USA and Japan with a Head Quarter in Redwood City, California. Company has over 1000+ global enterprise customers.

In January 2000 BroadVision acquired Interleaf: a company that produced a technical publishing software products used for the electronic assembly, management, retrieval, publishing and distribution of business documents, targeting publishing and enterprise content management markets. In 1990s Interleaf was the main competitor of the Adobe FrameMaker product.

The cooperation between Interleaf and Auriga began in 1995. So BroadVision received added offshore benefit from continued work with Auriga Inc. Having acquired Interleaf, it was faced with the need to integrate Interleaf's BladeRunner, a unique enterprise content management solution, into BroadVision's core product offering—now known as BroadVision Content.

The Remote Engineering Center, Auriga is running for Broad-Vision, is responsible for full cycle engineering and support for BroadVision's flagship solutions One-To-One Content and BroadVision QuickSilver.

One-To-One Content combining a powerful content management solution with a scalable e-business platform, enables companies to deliver targeted, timely, personalized electronic content. By working from a role-based user

interface, authors can streamline the creation of web content as they turn static business information into personalized, structured material. Companies can showcase their online businesses, while reusing content across platforms and devices.

InfoWorld Readers's Choice Award 2001: BroadVision's One- To-One Publishing was voted Content Management Product of the Year by readers of InfoWorld magazine.

DM Review Portal Excellence Awards 2005: Exempla Healthcare clinician portal become a finalist in the "Best Customer or Partner Portal" at the DCI's Portals, Collaboration and Content Management Conference in Miami, FL. It was built using the BroadVision Portal and the BroadVision One-to-One Content for Web content management.

QuickSilver enables you to create and publish lengthy, complex documents in multiple output formats (including HTML, PDF and Postscript) and automates publishing of personalized content to BroadVision Portal. Assemble publications from a variety of text, graphic and database sources, including Microsoft Word, AutoCad, Microsoft Excel, and Oracle. Includes a complete XML authoring environment.

Various BroadVision customers use these applications applications in their every day life. Among them we can mention

- U.S. Air Force
- US Government Printing Office
- US Postal Services
- US Department of Commerce
- US Department of Agriculture
- Vodafone
- Boeing Company
- Lufthansa Technical Training
- Siemens AG
- Texas Instruments, Inc.



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- Toyota Motor Sales
- Mitsubishi Motor Sales
- National Bank of Belgium
- US Government Printing Office
- The UK Hydrographic Office
- Royal New Zealand Defence
- New Zealand Air Defence
- University of Newcastle.

With Auriga's assistance, BroadVision delivered one of the most effective Web content management applications in the industry. Auriga's offshore team allowed BroadVision to cut down development costs by 40-45%; reduce time to market; re-direct BroadVision's in-house staff to new product research and development.

These days BroadVision's outsourcing partnership with Auriga is growing still deeper and more complex. Auriga's offshore team is currently engaged in development, QA, and maintenance of BroadVision Content. Aberdeen

Group cited BroadVision's relationship with Auriga as a paragon in offshore software outsourcing: "BroadVision and Auriga have created collaborative processes and a sense of shared responsibility that qualifies their current relationship as an example of the best of practices. The relationship between the two companies has grown to the point where BroadVision views its Auriga team as a remote extension of its internal development organization."

Customers Quote

"It is a great pleasure working with Auriga and the entire BV Moscow team. Please keep up your good work."

David Boyer
VP of Product Development
BroadVision