



Digia

Services for Operators, Developers and Content Providers

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Account Manager

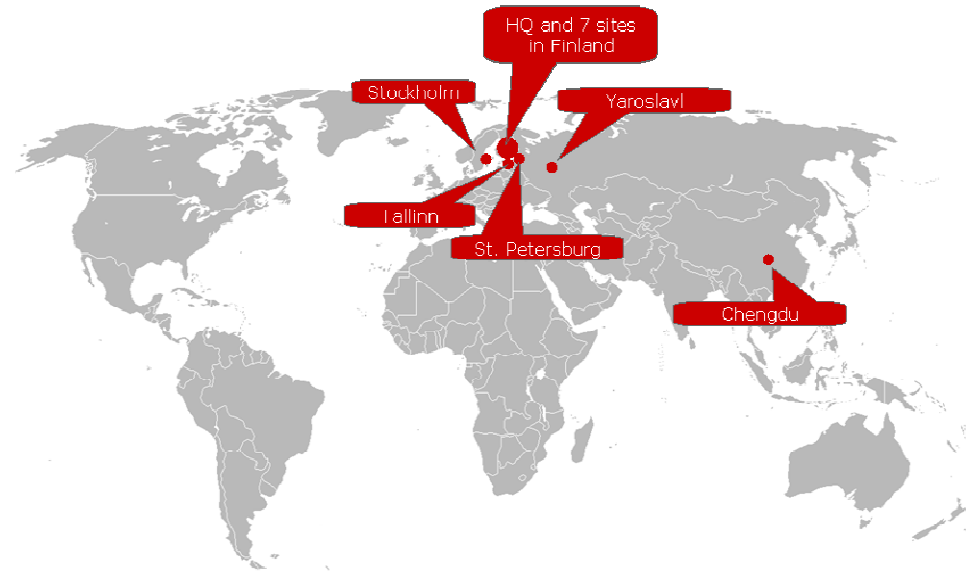
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Presentation Outline

- Digia in Brief
- Operator Platform Trends
- Digia's Offering
- Services for Operators, Developers and Content Providers
- Summary and Q&A

Digia in brief

- Digia delivers information and communication technology solutions worldwide
- Focused market segments:
 - Finance & Insurance
 - ICT Services
 - Manufacturing
 - Mobile Industry
 - Private Services
 - Public Services
 - Trade
- Based in the Nordics and operating globally
 - HQ in Helsinki, offices in Finland, China, Estonia, Sweden and Russia
 - Revenues (2008): EUR 123,2 million
 - Operating profit (2008): EUR 13,4 million (10,9%)
 - Employees: +1300 professionals
 - Listed on the NASDAQ OMX Nordic Exchange Helsinki (DIG1V)



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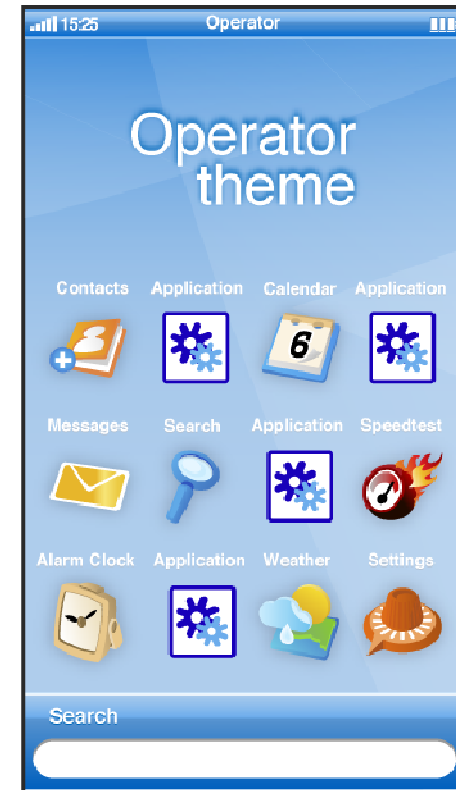
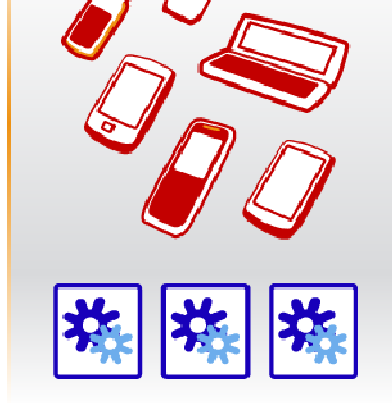
Operator Platform Trends



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Operator platform development in Europe

- From initial mobile applications...
- To full blown application suite and operator platform



Operator Platforms in the Russian Market

- **The Russian market is going through the identified cycle**
 1. First initiatives taken with operators, next
 2. Operator specific variants will enter the market
 3. Branded services will appear to the terminals
 4. Application suite leverage statrs
 - Cover more devices and platforms

- **How Operator platform introduction can be accelerated?**
 - Cross platform approach – right design from the start
 - Branding is vital for success
 - Tight cooperation with Device manufacturer operator and SW integrator

Digia's Offering



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Mobile Software Development

- Digia provides mobile software development services and solutions to operator platform to bring intelligent and connected devices to the market.
- The company's core competences in mobile software development are in the areas of:



Application development

Symbian, S60, Android, Linux, Qt, Java, RIM and iPhone based applications: services for OEM business units, 3rd party software houses, operators



Platform development

Platform life cycle management, platform feature development and integration, Android, S60/Symbian, Maemo/Linux, Qt/Linux



Device adaptation

Driver development, base porting, telephony adaptation, multimedia adaptation, accessories adaptation



End-to-End Service Creation

Projectized development services for developing mobility and backend solutions



Variant integration

Software integration, variation, verification services



Software porting & integration

3rd party solution porting to mobile client, open source software components, porting from Symbian to Android, Linux and vice versa



Verification & automation

Testing, test automation, error management, configuration management

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Product Offering

- Digia offers a comprehensive set of innovative solutions to meet the needs of our Enterprise, Operator, ISV, OEM and platform provider customers.



Digia Remote Phone Management

allows remote access to mobile devices, reducing phone logistics related costs and bringing productivity for multi site software development and testing.



Digia Phonebook

stores detailed information of all your corporate business contacts on your phone. The contacts are automatically updated from existing backend systems.



Digia EUnit Pro

enables creation and automation of unit, module and integration tests for Symbian C++.



Digia @Web

finger touch browser that allows direct and intuitive access to full web content – displayed in its true form.



Digia ImageExpo

is a presentation tool that displays the phone's screen on a PC in real time.



Digia MegaPhone

is a 170 cm-tall smartphone with large screen and real buttons. It is an excellent attention puller in retail shops, tradeshow and conferences.



Digia Visual Voicemail

is a solution for S60 phones which allows users to view list of audio voicemails to control and use voice mailbox user friendly.



Digia UsabilityExpo

is a tool for user experience work with mobile phones, applications and services.

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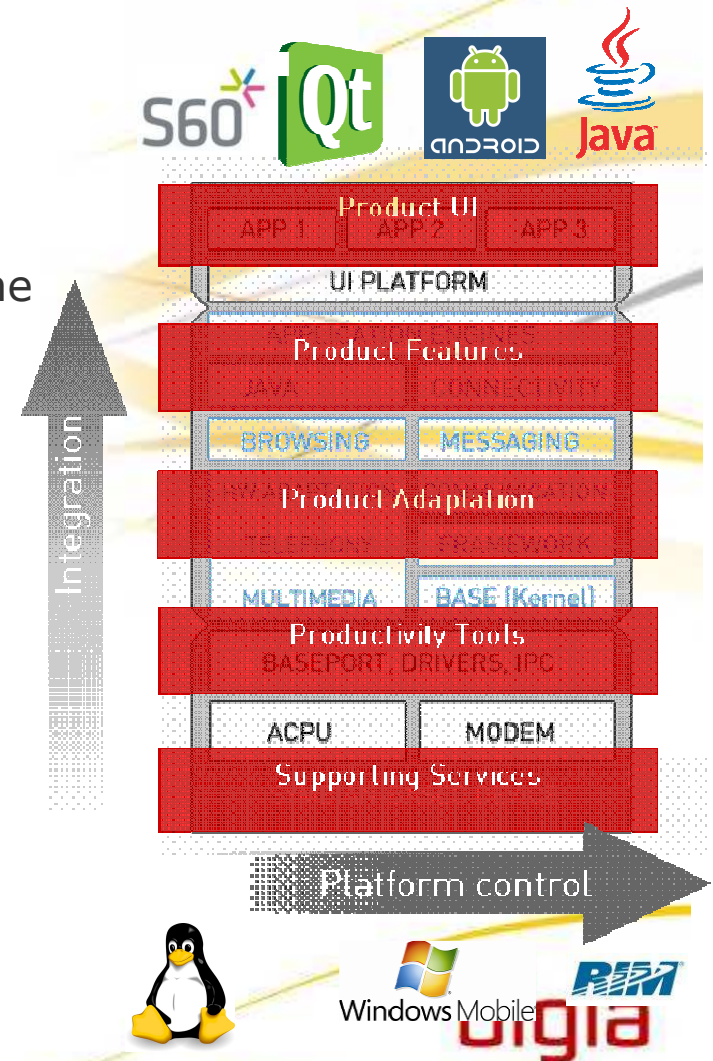
Services for Operators, Developers and Content Providers



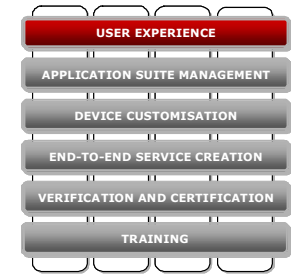
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Digia Knows Variant Creation

- Proven and measured track record to manage complex variant projects within time and budget since 1998
 - Development partner in over 100 smartphone devices in variant projects
 - 3000 man-years work in S60, UIQ, Android and mobile Linux areas in variant creation
- Digia has been selected partner
 - Creating and integrating of over 20 devices
 - Devices delivered for several OEM's and Operators



Digia's User Experience Services



- Concept Design
- Graphic Design
- UI Prototyping
- Usability Evaluations
- User Interface Design



More human, more innovative, more inspiring

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Digia's Branding Services

- New/customized themes and graphics
- Customized functionality
 - e.g. Keyboard/touch behavior customization, Browser - Operator bookmarks installed
- UI Look & Feel customization
 - Applications, UI components
- New/replaced functionality or applications
 - e.g. New games
 - Operator service integration
- Introducing new concepts (usability, connectivity, community)
 - e.g. New user interaction experience,
 - T-Mobile MyFaves, Nokia OVI, PlayNow™



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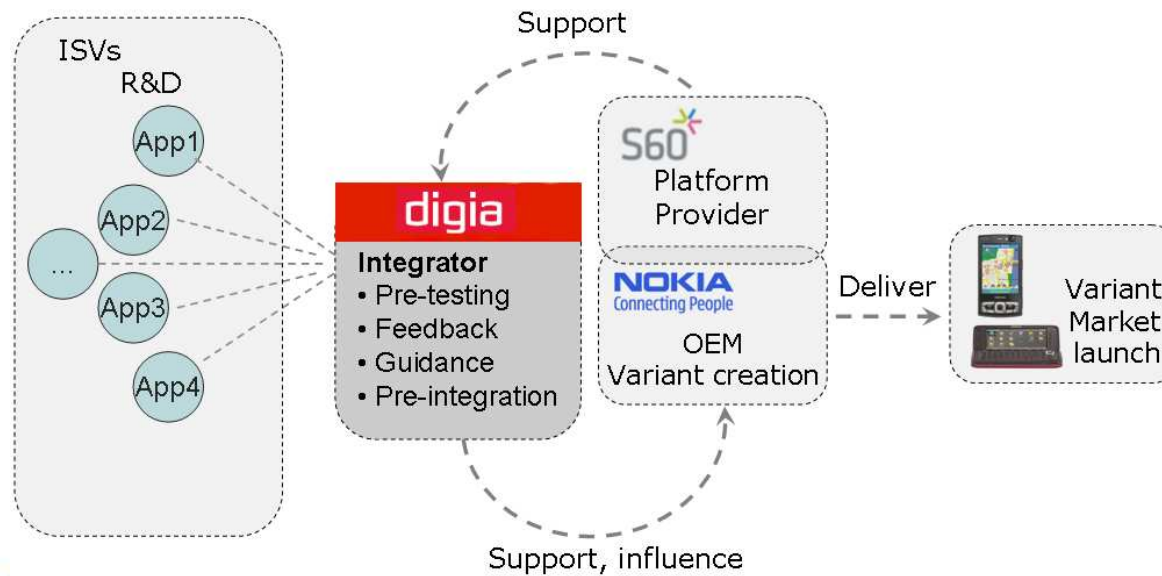
Application Suite Management

Maintaining an Application Suite fulfilling operator criteria

- ISV application maturity verified against OEM / Operator test criteria
- Application improvements coordinated together with ISV / Operator
- Application signing
- Continuous support and guidance

Turnkey solutions

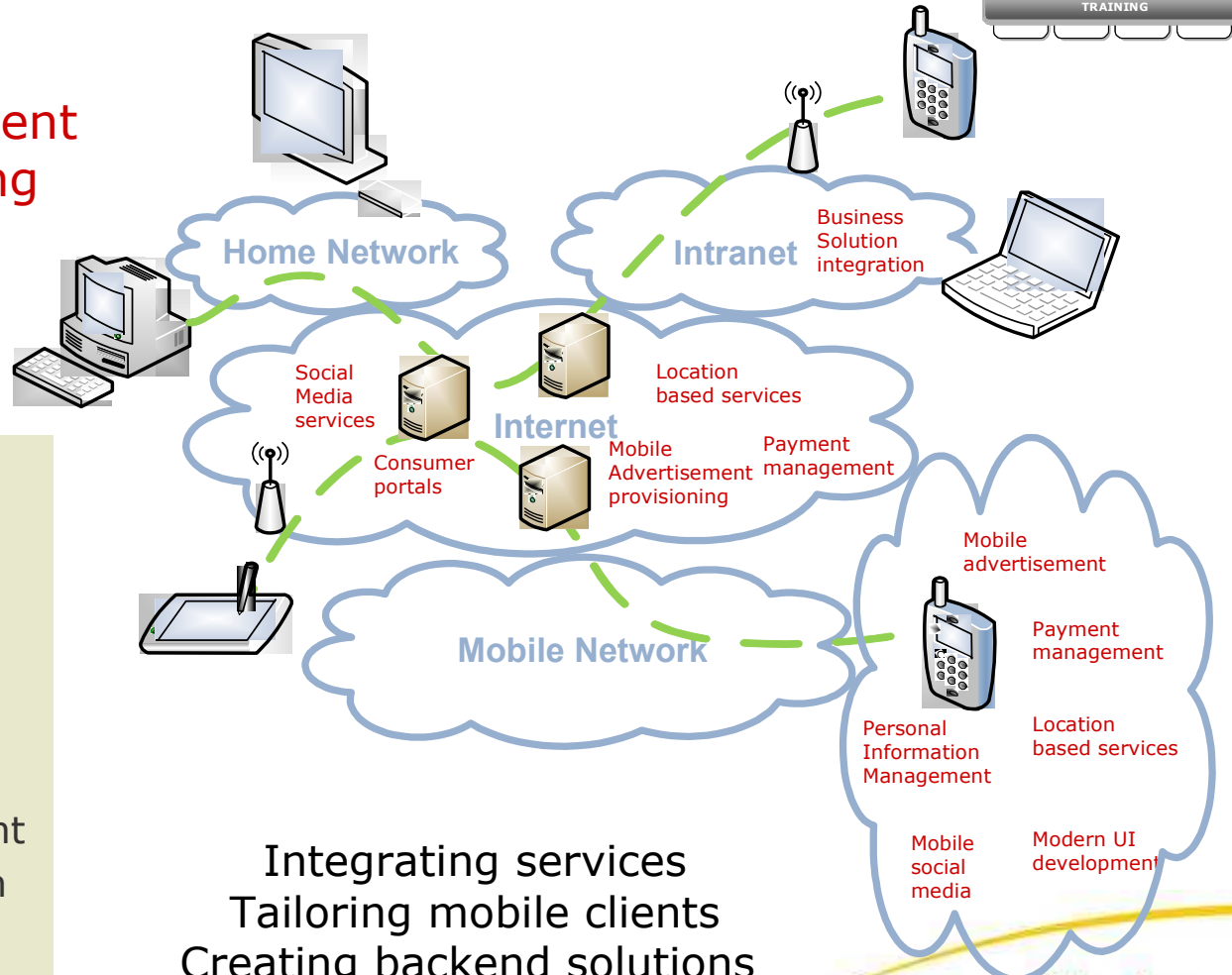
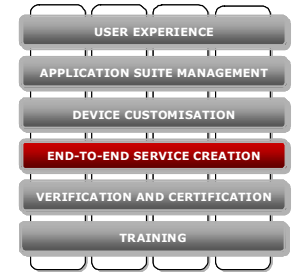
- Direct contacts to device manufacturers, ISVs and technology providers



Picture: Case S60/Nokia

End-to-End Service Creation

Leading provider of projectized development services for developing mobility and backend solutions



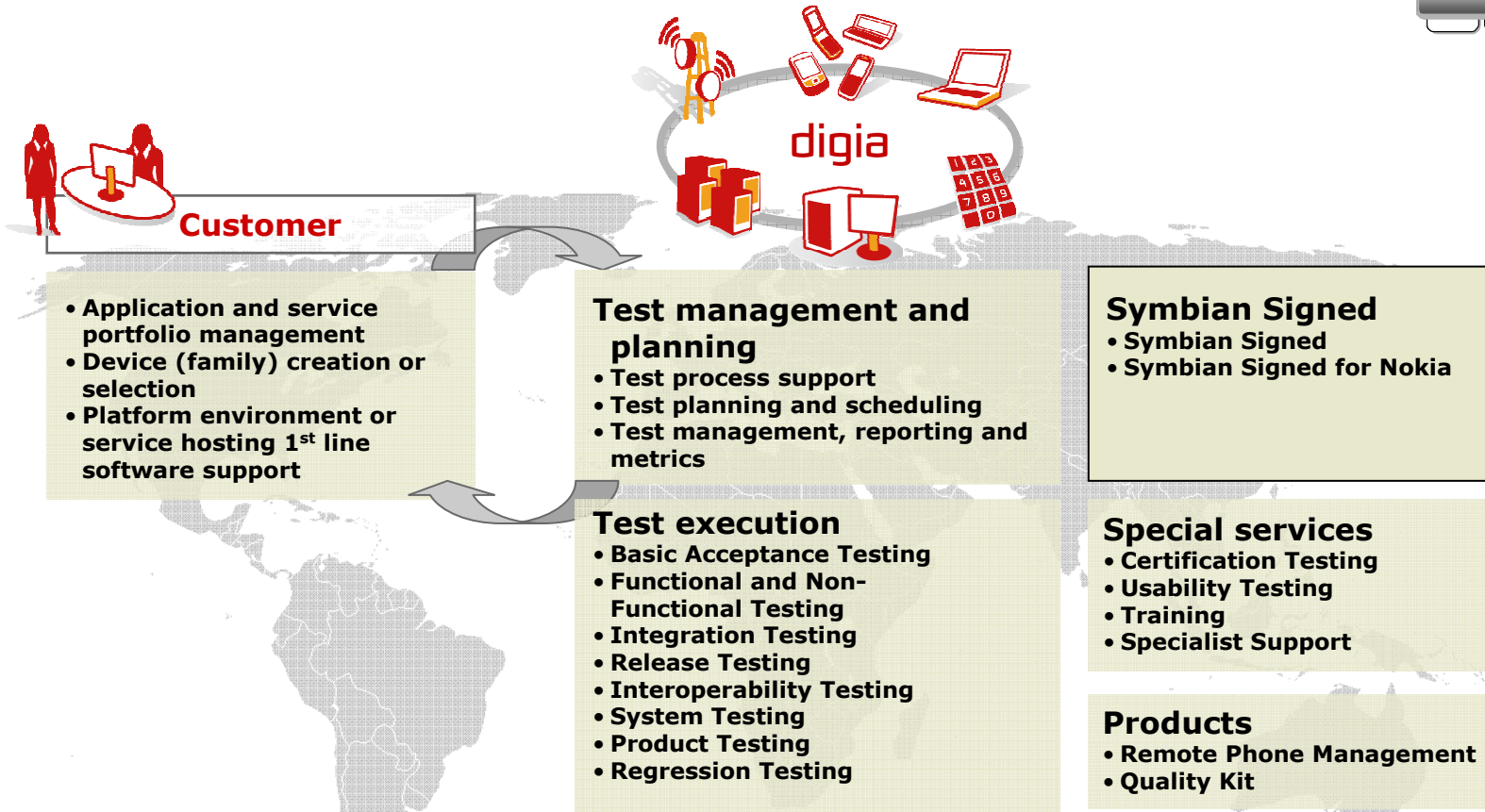
- Expertise areas**
- Business solutions
 - Consumer portals
 - Personal information management
 - Social media
 - Location services
 - Payment management
 - Nokia OVI integration
 - Mobile advertising

Integrating services
Tailoring mobile clients
Creating backend solutions

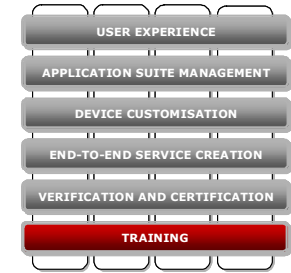


Verification and Certification

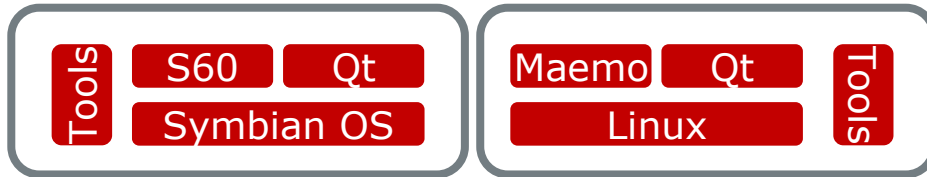
- USER EXPERIENCE
- APPLICATION SUITE MANAGEMENT
- DEVICE CUSTOMISATION
- END-TO-END SERVICE CREATION
- VERIFICATION AND CERTIFICATION**
- TRAINING



Technical Training



Smartphones



Development, Programming, Process

- With an extensive portfolio of technical courses for Symbian, Linux and Qt, as well as agile SW development, Digia is one of the world's largest mobile phone technology training providers

- Dedicated experienced team
 - Over 15,000 training days delivered
 - Courses held in 21 countries
- Over 40 course titles in active selection
- Technology and Skill-level based training paths
- Customized courses can be built efficiently



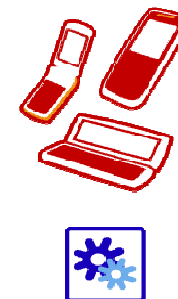
Summary



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Mobile market in 2010 and beyond

- Market continues to change
 - New devices – new possibilities
 - Faster networks – better services
- Focus will turn to branded services
- Application Suites will appear – expanding platforms
- Verified recipe for success is to integrate tightly with
 - Nokia and other manufactures
 - ISV pool in Russia & other countries
 - SW Integrator



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Why Digia

- Proven track record since 1998
 - Development partner in over 100 Smartphone programs
 - Long history from joint cooperation with the major EU operators
- Ability to add value for the customer
 - Products to increase productivity
 - Innovative approach for the market
 - Cross platform approach and technical capability
- Efficiency
 - Ability to deliver quality
 - Reduce Time to Market
 - Utilization of the vast experience
 - Unique competences

The Digia logo consists of the word "digia" in a lowercase, bold, sans-serif font. The letters are a dark red color. The logo is positioned in the bottom right corner of the slide, above the footer text. The background of the slide features abstract, flowing lines in shades of red and yellow, creating a dynamic and modern feel.

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Thank You!

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www.digia.com

The bottom of the slide features a decorative graphic with overlapping, wavy lines in shades of red, orange, and yellow. The word "digia" is written in white lowercase letters on a dark red background in the bottom left corner.

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