



## Product Engineering Services

partners | engineering | excellence

 **CELSTREAM**®

## Ensuring Engineering Excellence

### Through an Experienced & Flexible Partner

Technology companies around the world work under intense competitive and cost pressures owing to rapid technological obsolescence and advances, and limited resources.

Smart companies extend their product development teams by leveraging a partner with strong engineering competencies, who will protect their intellectual property while cutting cost and accelerating time-to-market.

#### Preferred Co-development Partner

With a decade of strong engineering expertise, rich business experience, and solid trust, Celstream is the preferred co-development partner for global technology leaders.

#### Technology Edge

Celstream's depth and breadth of technology expertise covers hardware, software, embedded and web technologies, giving you an immense advantage in meeting your product development requirements.

#### Embedded & Real Time Systems

- Embedded applications
- Control software
- Device drivers
- Codecs & Audio/Video technologies
- Configuration, monitoring & diagnostic agents
- Porting applications between different OS, including RTOS
- Testing & debugging embedded systems
- Multithreaded applications

#### Networking

- Protocol engines
- Network management
- Directory services

#### Middleware & Applications

- Object-oriented frameworks & design techniques
- Peer-to-peer architecture
- Client-server architecture

#### Global Technology Leaders Trust Celstream

We have earned trust by our resolve to zealously guard and enhance our customers' intellectual property, and to never compete with them.

#### Total Focus on Product Engineering

Celstream is focused entirely on quality Product Engineering Services. Our teams blend with your organization, dedicating themselves to your products.

#### Extend Your Engineering Team

We can extend your internal engineering capabilities through flexible engagement models. Our Dedicated Development Facilities (DDFs) are ideally structured to build "virtual subsidiaries" for your long-term needs.

- Distributed application development
  - Component based development
  - Directory design & migration
- #### Service Oriented Architecture
- Multi-platform development eg., Windows®, Java™
  - .NET design & development
  - .NET remoting architecture
  - Enterprise application N-tier architecture
  - Web services using XML - SOAP/HTTP
  - Active Directory Service Interface (ADSI)
  - Security
  - Connected Services Framework

#### User Interface

- Design & development of UI
- Re-engineering of UI
- Graphical & browser-based UI

#### QA & Testing

- Black Box & White Box testing
- Usability, regression & integration testing
- Hardware functional, hardware timing, alpha & beta testing

## Full Lifecycle

### Product Engineering Services

#### New Product Development (NPD)

Scope, Schedule, and Resource are three crucial parameters that your co-development partner must manage efficiently to ensure that time and cost objectives are met. We, at Celstream, follow these parameters stringently, in addition to our high quality standards. The partnership starts from product ideation, requirements definition & analysis, prototype development, product design & development, testing & QA, and continues through the product life cycle to maintenance and sustenance.

#### Current Product Engineering (CPE)

Product Enhancements, Porting & Migration, Optimization and Product Sustenance are driven by market needs, new technologies or even inherent defects. Global technology leaders have entrusted Celstream with the development of their released products at different stages of the lifecycle. For over a decades, we have been handling such requirements of our global customer and taking their products to new levels of performance and functionality

#### Testing & QA

Testing & QA enable higher quality, lower costs, increased customer satisfaction and greater competitive advantage. Our Testing services are grounded in our rich product engineering expertise while our methodologies have been proven over years of partnering with the world's leading technology companies.

#### Professional Services

Our Professional Services provide customers the benefit of our extensive experience, sound understanding of the product lifecycle, and in-depth knowledge of complex technology platforms. Our capabilities include:

- **Consulting** – Entire or part life-cycle; offshore transitioning; quality certification
- **Customization** – Product customization
- **Integration** – Application integration, middleware, and device & network management
- **Technical Support** – Tier 2 / Tier 3 product-related technical support; end-user issues

Celstream understands the complexities involved in product development to meet the unique needs of different industries and companies. We provide high-quality Product Engineering Services across domains & industries listed below:

#### Domains

- Broadcast
- Content Management
- Device Management
- Digital Media
- Digital Rights Management
- Mobility
- Networking
- Digital Publishing

#### Industries

- Media & Entertainment
- Print & Publishing
- Consumer
- Independent Software Vendors
- Telecom
- Automobile
- Enterprise

# Celstream Success Stories

We would be delighted to introduce you to our customers, who will vouch for our credentials and give you valuable insights into how our partnerships work. Some of our success stories include:

- **From Product Ideation to Implementation** - Management software product for a leading print company
- **Complete Software Architecture** - Software product for rich media content distribution through digital signage
- **Complete R&D** - Product to enable business-to-business Intelligent Network Services between enterprises
- **Application** - File synchronization software product for personal storage
- **Custom Solution** - Broadcast Workflow solution implementation based on leading products and frameworks for a major broadcaster
- **Product Enhancements** - Enhanced broadcast software product for a large media group
- **Porting & Migration** - Developed decoder for global electronics company
- **Optimization** - Optimized MPEG AAC HE Audio decoder to support higher technology
- **Sustenance** - Sustenance of device drivers for leading peripherals company
- **Testing** - Development of a custom test automation product for a leading broadcast equipment manufacturer
- **Testing & QA** - Establishing and operating a Test Lab to test all new software products for a leading computer hardware manufacturer

## The Celstream Edge

- 10-year track record in offshore product development
- Management team with 300 person years in product development
- Strong technology expertise across platforms
- Passion for high-quality engineering
- Process-driven organization being ISO 9001:2000 certified and SEI CMMi Maturity Level-3 accredited
- Strong talent pool of industry, domain and technology experts
- Ability to attract and retain the best engineering talent
- Strong IP protection regime; trusted by global technology leaders
- Flexibility to adapt to customer processes
- State-of-the-art engineering facilities
- 90% revenues from repeat engagements
- Sole software co-development partner for several customers
- Created innovative award-winning products, generated patents/disclosures for customer

## About Celstream Technologies

Celstream is an established, rapidly-growing, global Product Engineering Services company with a rich heritage in Offshore Product Development. With a decade-long successful track record of co-development with leading global technology firms, we combine the best engineering talent, ISO 9001:2000 certified and SEI CMMi Maturity Level-3 accredited processes and cutting-edge technology expertise to address the entire product development lifecycle. Our strong IPR regime coupled with our flexible delivery models provides significant competitive advantages to our customers.

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