

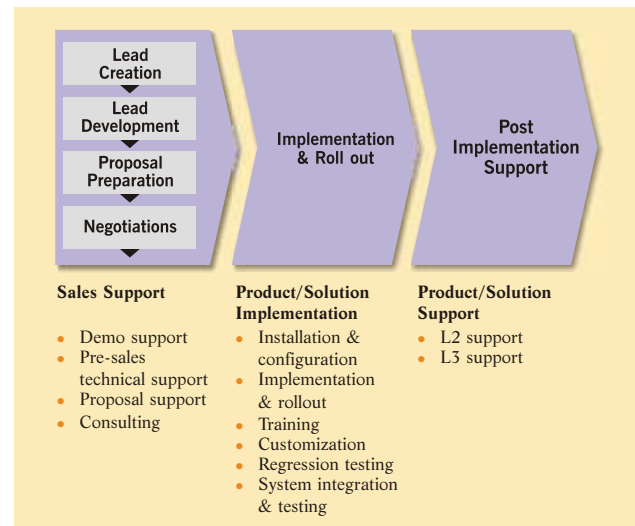


Extending your

Business Capability

Operating a successful product business requires more than a superb product. Getting your product to the market, winning customers and satisfying them is equally challenging in today's competitive world.

- The business development process is becoming complex and long in a crowded market with several competitors.
- A growing number of end-users want “custom” solutions, meeting their specific needs and facilitating an integrated, seamless experience.
- With rising software content, customers require comprehensive training during implementation and quality, timely support after implementation to exploit your product or solution.
- You are forced to balance the needs of your customers and the peak demands of your market within your tight pre-sales support, product implementation and customer support budgets.
- Without adequate pre-sales and support resources, your engineering teams are drawn into many one-off sales and customer support situations, distracting them from their product development roadmap.



With our in-depth understanding of customer issues, extensive technology and engineering experience and program management skills, Celstream can partner with you. We can support the needs of your product or solution in the field, increasing customer satisfaction, reducing implementation and support costs, and helping grow your revenues. The result: an enhanced ROI for your company.

Areas of Expertise

Domain & Technology

Celstream's expertise in developing high-technology products for global companies, enables us to offer you an effective combination of technology skills and domain knowledge that you can leverage for product implementation and support. We are experienced in addressing complex business needs through innovative technology solutions. Some of the areas, where we are expert include:

- Technology Areas: Embedded Systems, Software Development, Web Services, etc.
- Industry Segments: Print & Publishing, Media & Entertainment
- Application Domains: Digital Print Workflow, Document Management, Output Management, Device Management, Content Management, Mobility, Rich Media, Workflow Solutions, etc.

Track Record

Program & Project Management

Several years of experience in managing technology programs have made us adept at handling a diverse range of projects, and meeting changing customer needs in a flexible and agile manner. Celstream's program and project managers are well-versed at handling your various requirements, whether they are:

- Small, one-person projects or large, multi-person engagements.
- Simple, uni-vendor projects, or complex, multi-vendor systems integration programs.

Quality Processes

As an ISO 9001:2000 certified and SEI CMMi Maturity Level-3 accredited organization, Celstream has well-established processes to guide us through various stages of program and project execution. Our processes can be tailored to meet your specific business and product needs. You can leverage this capability to ensure on-time, high-quality deliverables to your customers.

Portfolio of Services

Celstream can offer you a range of services to support your products and solutions in the market. Based on your specific needs, we can design and implement a structured program to assume and deliver a comprehensive range of services over a defined timeframe meeting specific service-level agreements (SLAs). Celstream will establish focused implementation groups with appropriate expertise, to derive the benefits of repeatability and improved efficiencies, with focus on cost minimization. Our services can be delivered through appropriate pricing models - time & material, or fixed price - with a judicious mix of offshore execution.

Product/Solution Implementation

We can assist you in the following structured services:

- Installation & configuration
- Implementation & rollout

Over time, with increased product familiarity, we can also address the following requirements:

- Training
- Customization
- Regression testing
- System integration & testing

- Complex software integration & development of custom media management solution for large broadcaster.
- Development of digital signage application for leading displays supplier.
- Technology & vendor assessment for a print services provider.
- Custom development & implementation of integrated Web-to-print solution.
- Enabling localization for released products for printer company.
- Deployment, training & validation of end-to-end solution for a logistics company.
- Agile development-based, incremental and rapid enhancement of product for consumer electronics firm.
- Product support for complex & critical product line for leading broadcast equipment supplier.
- Product support for printer product line of leading peripherals company.

Product/Solution Support

We can assist in supporting your customer needs on the field through our understanding of your product or solution:

- L2 support

Over time, we could assume additional responsibilities and relieve your engineering teams in implementing bug fixes and offer:

- L3 support

Sales Support

As an offshoot of the expertise developed for product implementation and support, you could leverage our resources for pre-sales support activities such as:

- Demo support
- Pre-sales technical support
- Proposal support
- Consulting



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