



WIPRO ENABLES A LEADING MOBILE VENDOR TO LAUNCH ITS FIRST ANDROID BASED SMART PHONE

Industry Landscape

Open Source took the industry by storm in 2009. This left many OEMs competing in a highly cost-sensitive market with a need to deliver multiple devices on time, in an Open Source environment. Selecting the right hardware and software platform was key - and a significant amount of software which was OEM and Carrier specific had to be ported over to the new environment from the ground up.

The Opportunity

The Customer depended heavily on the timely release of Windows Phone 7 as part of the roadmap of Windows Mobile devices that were a part of his portfolio. Given the delay in the WP7 launch, the customer decided to use Android for the very first time. Wipro stepped up to the challenge by setting up a competent team to provide hardware adaptation services on a Qualcomm Snapdragon based design, integrated middleware and UI that were OEM specific and commercialized the whole device for stringent specifications of the Japanese Operator.

Client Background

A leading Japanese OEM known for building innovative products with compelling new form factors in a quality framework that is well known globally. The key to the success of any new device in the portfolio was the level of innovation and quality that consumers expected from their brand.

Wipro took up the challenge of delivering a very complex software that had to be integrated and commercialized under tight timelines and strict quality guidelines – and we're proud that we measured up to expectation and delivered a successful product to the market for our customer. These were some of the challenges we overcame during this engagement:

- Meeting extremely tight timelines
- Working on an evolving specification and hardware that was made available during the programme
- A multi-cultural environment, requiring communication in both Japanese and English

Solution

With a competent team that brought to the fore Wipro's prior knowledge and experience in the development of complex smart phone software, understanding of the Qualcomm hardware and leveraging experiences in Linux, Android and related technologies – we helped the Japanese OEM to build their first Android Smart Phone. Wipro provided a comprehensive set of services and worked in a multi-cultural environment, interfacing with customers in both English and Japanese to deliver:

- Platform commercialization
- 3rd party middleware components integration
- Android framework enhancements
- OEM specific apps development
- Base phone commercialization testing
- Operator variant development for Japanese carriers

Quantifiable Business Impact

Timely delivery of new Android Smartphone on Qualcomm Snapdragon-based hardware

- Successfully introduced a new line of phones based on Android-Snapdragon for the Customer
- Ensured that the quality expectations of the Customer and Carrier were met. Based on Wipro's proven Android development experience, Wipro's Android Center of Excellence was consulted for the programme throughout the development lifecycle
- Worked with the Customer in Japanese and English, as appropriate in each interaction
- Ensured optimum usage of resources for development, testing and equipment required for configuration management and build environment
- Delivered with the right amount of automation vs. manual testing to minimize the number of field defects – utilizing Wipro's Mobile Device Tester for test automation and Deepcheck tool for static analysis

Wipro undertook the challenge of creating a new line of devices based on Android for the Japanese OEM and successfully delivered the programme on time, meeting the quality expectations of the customer and the market. The device was shipped successfully and was rated as the hottest selling Android Smartphone in Japan in the first quarter of the launch.

About Wipro

Wipro (NYSE:WIT) is a \$5.2bn global provider of IT Services, Outsourced R&D, Infrastructure Outsourcing, Business Process Services and Business Consulting. With 25 years in the global delivery of technology services, Wipro is the world's largest third-party provider of R&D services and the world's first PCMM and CMMi level 5 company.

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