symphony®
SERVICES

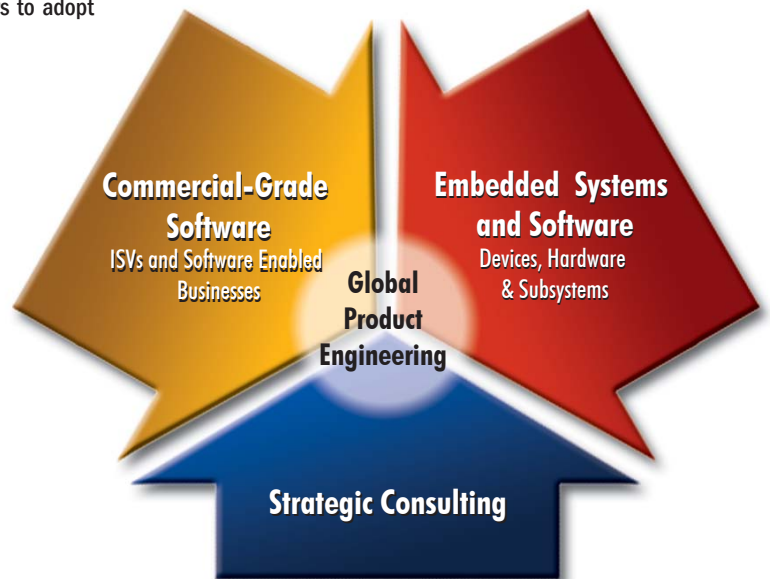# The Leader in Outsourced Product Engineering Services

It's About R&D Performance

Each year the pressure mounts to deliver new products more quickly to market, introduce new capabilities that will boost revenues, market share and profits – all while integrating new technologies and adapting to new business models without skipping a beat. While that's been an acknowledged fact of life for independent software vendors and embedded systems companies, today it's just as true for information providers, media companies and other businesses where software is moving to the very core of their ability to deliver products and services to market.

What you need is greater return from your R&D investments while supporting growth initiatives. The most successful companies are finding that multi-shore development is not about reducing R&D costs; it's about increasing R&D performance–driving more productivity that results in new innovations to drive revenue growth. In fact, recent industry research shows that time to market, growth strategy and productivity are now on par with costs as the drivers to adopt multi-shore development.

Product Engineering Services

Symphony Services is a global provider of product engineering outsourcing services dedicated to helping clients compress time to market, achieve higher innovation yields and improve productivity to increase the value from their R&D investments. From strategic and operational consulting guidance to complete product lifecycle capabilities, the company is distinguished by a singular focus on product development and collaborative, end-to-end solutions.

Commercial-Grade Software
ISVs and Software Enabled Businesses

Embedded Systems and Software
Devices, Hardware & Subsystems

Global Product Engineering

Strategic Consulting

The wheel diagram shows "Software Product Development LifeCycle" at center, surrounded by: Professional Services, Product Management, Architecture Design Services, Product Development Engineering, Quality Engineering, Sustaining Engineering, Support. The outer ring reads: Quality, Speed, Innovation, Productivity.

A Partner Across the Product Development Lifecycle

In order to help clients achieve these goals Symphony provides a complete array of Product Engineering Services across the Product Development Lifecycle, supported by deep domain experience and strong technical and process expertise. We can leverage our vast experience to help you optimize your global distributed development organization.

Strategic Consulting Services

The globalization of engineering and R&D brings a sense of heightened risk and time sensitivity. When companies look to adopt a global engineering model, they often struggle with developing their offshore strategy. Our strategic and operational guidance helps clients maximize value through the optimized use of product engineering outsourcing working through questions such as:

- What work should be done where?
- How do we mitigate the risks associated with re-aligning the development organization?
- What are the best practices in multi-shore development that maximize the output of my R&D organization?
- How do I communicate these changes – internally and externally – to not only reduce uncertainty, but demonstrate to stakeholders how this move benefits them individually and collectively?

Whether you are re-engineering R&D to align with a global model, rationalizing your products as a result of acquisitions, or looking to enhance the innovation quotient out of your R&D organization —we can assist you in *crystallizing and reaching your business goals.*
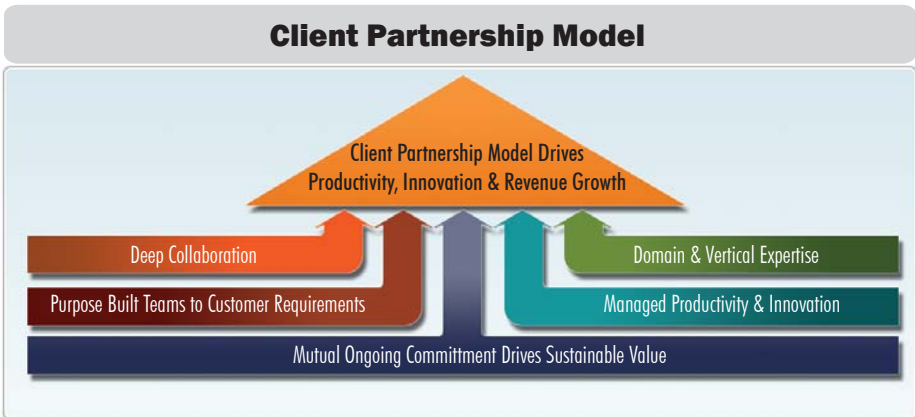
Client Speak

Partnership

Deep Collaboration

Mutual Committment

Our Team is Your Team

Our goal, is to create teams that feel like your own. They should act and interact with the rest of your R&D organization just as any other group. Our client relationships are not arms-length, but arm-in-arm. To that end we create client dedicated, purpose-built Global Operating Centers (GOCs) to meet the unique and ongoing needs of existing client development organizations. Our GOCs act as a virtual extension of your development organization. It works because of the highly collaborative relationship between the GOC and the rest of your team. Constant communication and strong governance structures are hallmarks of Symphony operations.

Above all, it works because our delivery model mirrors the way that you would run your own business.

Client Partnership Model

Client Partnership Model Drives
Productivity, Innovation & Revenue Growth

Deep Collaboration

Domain & Vertical Expertise

Purpose Built Teams to Customer Requirements

Managed Productivity & Innovation

Mutual Ongoing Committment Drives Sustainable Value

Commitment, Trust and Alignment

Product development outsourcing is a strategic decision — increasingly not a cost-driven decision — and choosing the right partner is critical. If your company is not emotionally and operationally committed to the relationship the results will never live up to your expectations. But when there is mutual trust and true collaboration, you can achieve far more than you thought possible.

The best business relationships happen when the interests of both parties are aligned. But each client situation is different. The work is different. Client business objectives are different. So why should business relationships be the same? Symphony believes engagements should match the goals and circumstances of the client – not the other way around. To this end, we have created progressively more value-based engagement models.

Client Speak

Robert Gersten
Chief Development Officer, Hyperion

"We needed to increase our R&D capacity, tap into global talent pools, and realign our existing development skills, faster and more cost-effectively than the competition. Our collaborative multi-shoring approach with Symphony Services has enabled us to accomplish all this, and dramatically speed the time-to-market of our products."

Hyperion™

Higher Productivity

Improving R&D Performance

Faster Time to Market

Innovation — Making It Happen

Successful and unsuccessful software companies alike have focused on innovation, spending countless dollars trying to R&D their way to success. Today, too many are finding that this path has paid for failure. Most think 10-15% of revenue spent on R&D is healthy from an innovation standpoint, but an R&D x-ray will reveal only 1-5% is actually focused on breakthrough innovation and yesterday's products get more attention than tomorrow's. This is a critical point to consider from a margin perspective. New products are much more lucrative than old products that are living on maintenance streams as they move towards end of life. So the more the effort of your R&D budget that is focused on new, innovative products, the greater the ROI generated by your R&D organization. Symphony Services can help you re-balance your R&D spend to help drive the kind of innovation that leads to new customers and winning in the market.

Encouraging Innovation

Our employees are encouraged to find innovative solutions for our clients and they're also measured on their impact. Many companies talk about Innovation, but Symphony believes that it needs much more than talk – innovation needs to be managed. Symphony has a structured process to capture innovative ideas from our work across the product development lifecycle. Underpinning this is a measurement system that helps us assess the impact on our clients. The link to client impact is critical because innovation without impact isn't really innovation at all – it must be tied to new or expanded revenues. That's how we measure the "innovation value" that we provide our clients.

Client Speak

Greg Nicastro
Senior Vice President,
Product Development, Iron Mountain

"Other companies may have come to India for the cost advantage, but we're here for the innovation."

IRON MOUNTAIN®

Symphony At A Glance

Performance
- Founded in 2002; achieved $100M revenue milestone in 2006
- 100+ clients
- 48% growth year-over-year
- Profitable

Delivery Record
- Tracking to 1,000 product releases in 2007
- 644 product releases during 2006
- Symphony productivity levels range 90-200% as compared to "most effective" client centers—onshore or offshore

Talent and Operations
- 3000+ professionals
- CMMi Level 4 process maturity rating
- 6 Sigma process proficiency
- ISO 27001 Certification for Information Security Management

Worldwide Infrastructure
- HQ: Palo Alto, CA
- Offices: Dallas, TX; London, UK; Nashville, TN; Waltham, MA
- Deliver centers in India (Bangalore, Mumbai, Pune), China (Beijing), U.S. (Westford, MA)

symphony®
SERVICES

To talk about how your business can benefit by working with Symphony Services, contact:

Heather Dalloul
Director, Demand Generation
(650) 935-9534
heather@symphonysv.com