



A Customer Case Study

“Getting a Quality Product to Market – On time and budget!”

This is the challenge many of our customers face as they engage us in their early discussions. Some may not even have the full set of requirements defined but have a hard deadline driven by business needs or commitments. The following is an example of how Excelocity helped a customer address their VoIP gateway business challenge.

The Customer Problem/Challenge

A USA based Telecom Vendor of Wireline and Wireless access products wanted to expanding into the small and medium business market by enhancing their router/firewall product line. They had tried adding a single port gateway to their existing product, however they where not getting the market traction they needed to sustain the product. They found that their target market segment needed PBX trunking as a transition from the old PSTN world to the new VoIP infrastructure.

They needed a product quickly to maintain the customers they did have and they needed the new functionality to grow their business. They had a very large Service provider as their main channel to market and needed a solution to keep them and their customers interested and engaged. However, they did not have the expertise in house and did not want to build it up at that time. As well, they were not sure how far they could push their current product as the current VoIP platform they had chosen was proving to be problematic.

Through our reputation in the industry, the company knew that we have the experience and approached us to see what we could do to address their challenge.

The Excelocity Approach “The No Surprise Solution”

By the time the company started talking to Excelocity they where under the gun and had to deliver a first PRI trunking based product within 8 months. They knew it would take them at least 12 to 16 months to do it from scratch; assuming they could put the team together.

Excelocity offered them a turnkey solution, for a fixed price, and with the commitment to try to meet the 8 months time frame given certain conditions could be met. The offer also included the development of the detailed requirements as the current team did not have the detailed product knowledge to specify the complete design needs. The company liked the approach; however this was a very significant project for the company and the VP of Engineering. To further de-risk the project Excelocity proposed to split the project into two Phases. Phase 1 was the requirements development and a Prototype. The Prototype was to be based on Excelocity technology and component recommendations and was to be delivered within 9 weeks. The Second Phase was the full product to be delivered within the 8 months or so if the company was satisfied with the Phase 1 results.

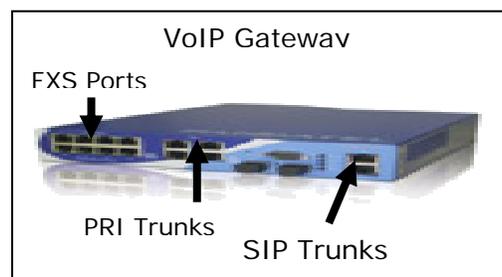
Excelocity Customer Case Study

The value of the prototype was to demonstrate that Excelocity could deliver value quickly and to demonstrate that the new platform Excelocity recommended was superior to the problematic one they were currently using.

To speed up the engagement process and to ensure transparency Excelocity proposed that they use the customers' development environment. That meant that the code would be delivered to their repository as the loads were built on a weekly and then daily basis as the project progressed. The customer could see the code progress, problems and resolutions and the improvement in quality as the project progressed.

The Result

The prototype was delivered successfully within the 9 weeks and the final product was delivered in 9 months. That was one month off the planned schedule because of problems with some of the company's 3rd party components they had previously chosen. In fact, Excelocity discovered the problems and helped fix them. The quality level of the product met the company's requirements and they were very pleased with the outcome. In particular they felt they received value for their money and were very pleased with Excelocity's:



- Ability to deliver on budget and on time.
- Openness, transparency and frankness that resulted in "no surprises".
- Commitment to the project by helping them address various other problems.
- Ease of doing business because as part of the team there was very little oversight required.

Excelocity, as is usual in our projects, supported the product for a number of months after product verification and transferred the technology to the company effectively during that period. The experience was successful and that led the company to engage Excelocity in a follow-on project to extend the product to include additional trunking interfaces to supplement the ISDN trunking delivered in the first release.

The product has been in the field for over a year with "No Surprises".

Please contact us to discuss how we can help you get your product to market on Budget and on Time!