

## Enabled a Large EMS Company to open a New Revenue Channel through New Product Development

“ Concept to product in IP and network security space ”

### Executive Summary

MindTree helped an Electronics Manufacturing Services (EMS) company develop a product line that opened a new revenue stream for the client and helped put into place strong engineering design processes and tools that the client uses till date to enhance this product line.

MindTree's technical expertise in the domain ensured that the time to market for the product was dramatically reduced ensuring that the client did not lose focus on their core business functions while being able to create an extended revenue generation opportunity.

### The Client

The client is a very large Electronics Manufacturing Services (EMS) Company, serving a wide range of industry verticals like automotive, defense, medical, etc. Headquartered in the US, they have over forty thousand employees spread across the globe. They posted USD 607 Million as Q1 2007 revenues.

### Business Situation

To expand the existing revenue base and improvise on the existing business model, the client wanted to own a new product in the IP security domain. They had defined the product and the core elements of the technology. What they lacked was a good engineering team to design & develop the hardware.

They needed a team to manage the end to end product engineering development cycle such as; build the prototype, test and get the product ready to take to market.

### The Challenges

The project was oriented towards an ODC setup wherein MindTree allocated a dedicated team to the client for their development. It was a challenge for MindTree to showcase their expertise and help win the client's confidence, especially since the previous vendor had failed to deliver the product. However, the client was impressed with MindTree's infrastructure facilities and technical prowess.

Some of the major challenges faced by the team were:

- › Lack of an engineering process at the client's end
- › Working with 3 independent vendors all spread geographically
- › Large scale information and people management
- › Product development that was critical towards opening a new revenue channel
- › The product was highly domain specific requiring depth of knowledge in IP & network security

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“Revenue channel opened for a new product line”

## The Technology

The team was required to be proficient in:

- › Gigabit Ethernet Domain
- › High Speed Board Design
- › Cadence + Valor EDA Design Flow
- › Signal Integrity Analysis
- › DfX analysis
- › Project Lifecycle management using Agile PM
- › Component Engineering for RoHS compliance
- › Test network design
- › Network testing with Ixia and/or other traffic generators
- › Test automation using TCL/Perl

## The Solution

MindTree had an existing skill set and processes required for this development project. The team at MindTree took 2 months to develop the prototype. Within 3 months, the hardware was qualified and ready to test. A few of the salient features of the first product were:

- › 2 Gigabit ports (Copper RJ45 & Fiber multimode SFP)
- › 2Gbps firewall performance
- › 8000 VPN tunnels
- › 12000 policies
- › RoHS and WEEE compliant
- › Serial port for device management
- › VPNC interoperable
- › 1U Form Factor

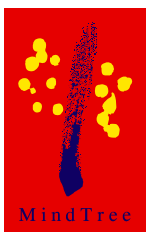
As a next step, the third party Independent Software Vendor (ISV) provided the platform software that was integrated with this product. The product then went through extensive regression, performance, scalability, reliability, and interoperability testing with Sonicwall, Cisco and Juniper boxes at MindTree IDC. The MindTree team worked with the various manufacturing teams to ensure that product was designed with DFT, DFM and DFA norms so that the product was production ready.

MindTree team was working closely with the manufacturing vendors to certify the product for various certification standards like VCCI, UL, CE etc.

Opening this new product line allowed a continuous engagement with the client, with the MindTree team continuing to work on the future road map for this as well as other product lines.

## Business Impact

- › Opening of a new business opportunity. Launch of a new product in the market for a previously manufacturing services focused company
- › Successful transition through execution of ODM process Induction of mature and well defined engineering processes from MindTree into their business
- › Competent offshore team to accomplish all design and development tasks for future product lines & ideas



### ABOUT MINDTREE

MindTree is a global IT and R&D Services Company co-headquartered in the U.S. and India. With a passion for customer satisfaction, MindTree partners with its clients to create a transparent, value-based relationship. Our domain experts deliver business-enabling solutions by leveraging a consulting led, framework-based and IP-driven approach. MindTree's IT Services business provides a range of services to CIOs across a variety of industry segments. Our R&D Services business works with Technology companies to help build innovative products by providing Product Realization services.

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