



Mobile Storage Considerations

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Who is CSS Corp?



Our Services



Analytics-led Support

- Enterprise Tech Support
- Analytics & Insights
- Customer Experience Management
- Consumer Tech Support



Cloud-led Infrastructure

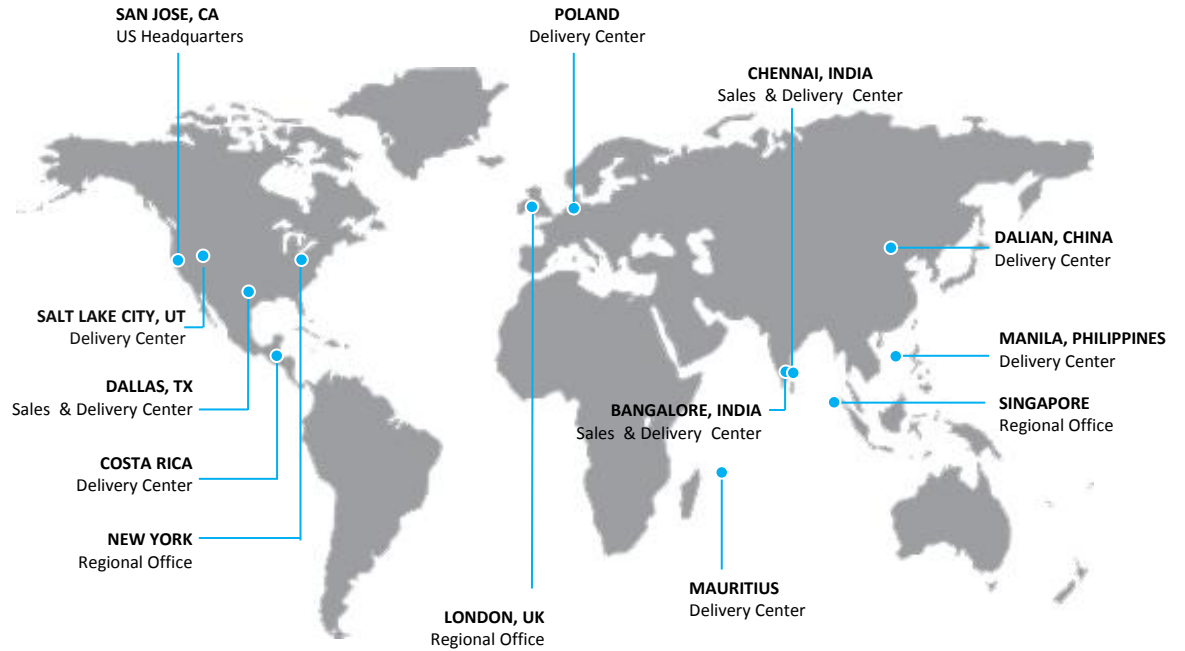
- Cloud Adoption & Migration
- Infrastructure Transition & Management
- Information Security
- IT Helpdesk



Mobility-led Applications

- Mobile Enablement
- Application Development & Lifecycle Management

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Industry Awards & Accolades

Great Minds



Best of the Best



Top 500



HR Strategy



Winner!



Ranked #1



Best Outsourced
Program 2013





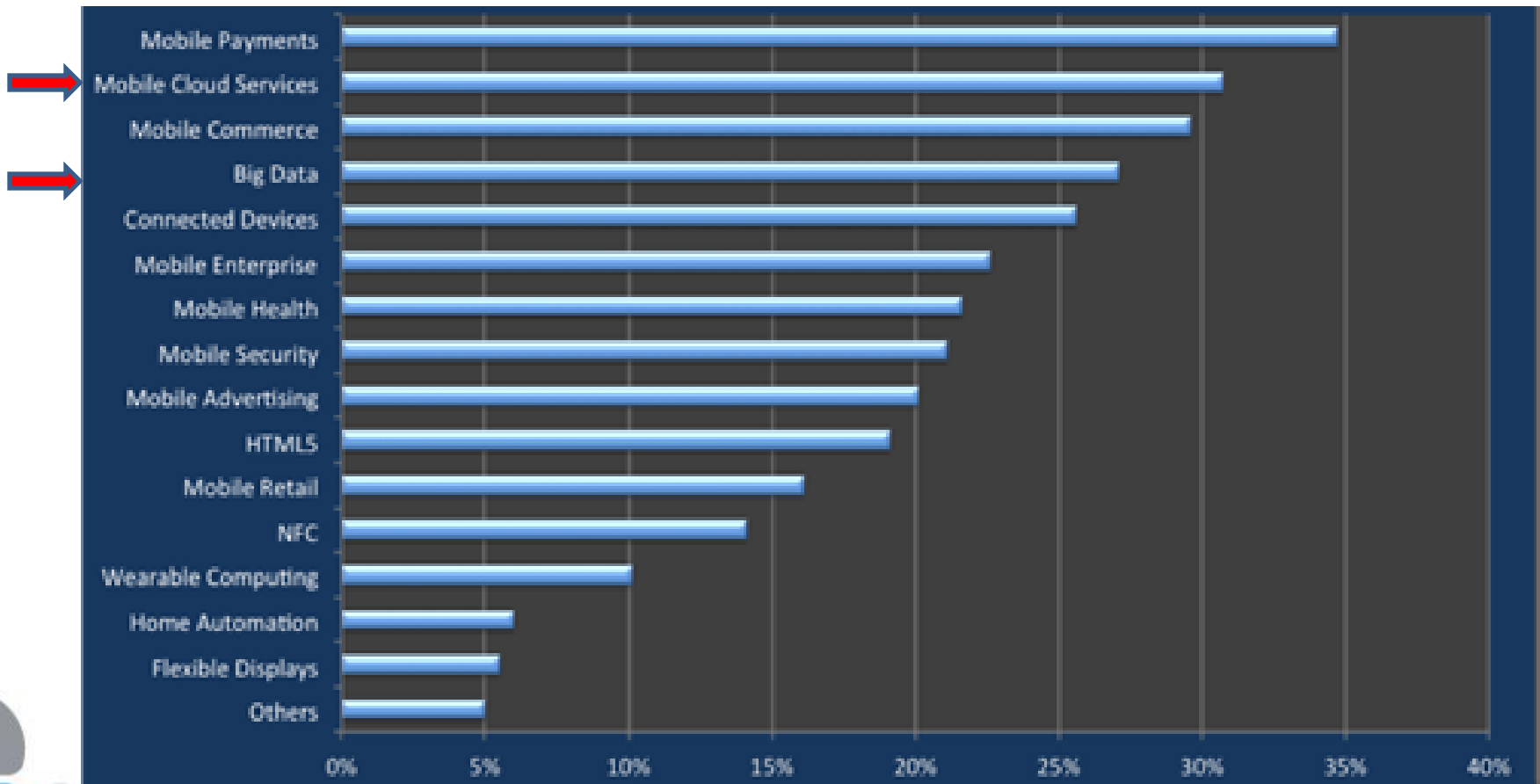
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Issues for Mobility in Cloud Computing

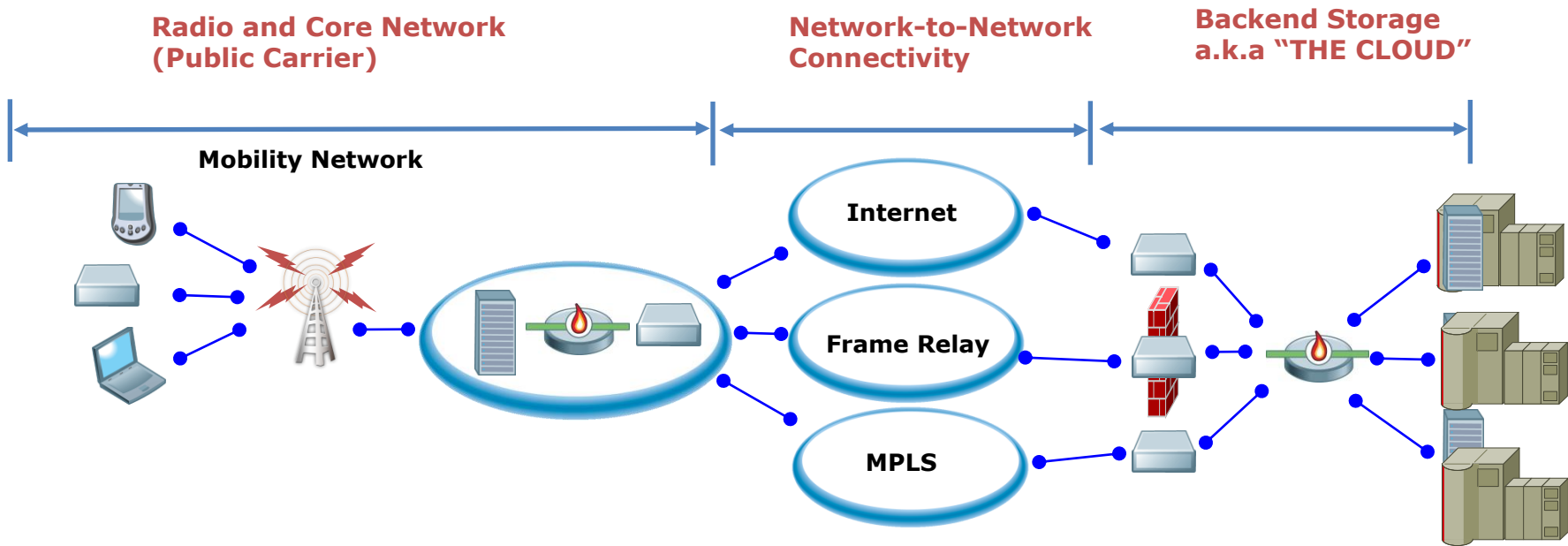
Why is “Cloud” important to Mobility?



Mobile Breakthrough Categories 2013



Quick Reference Architecture





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Mobile Cloud Computing Challenges

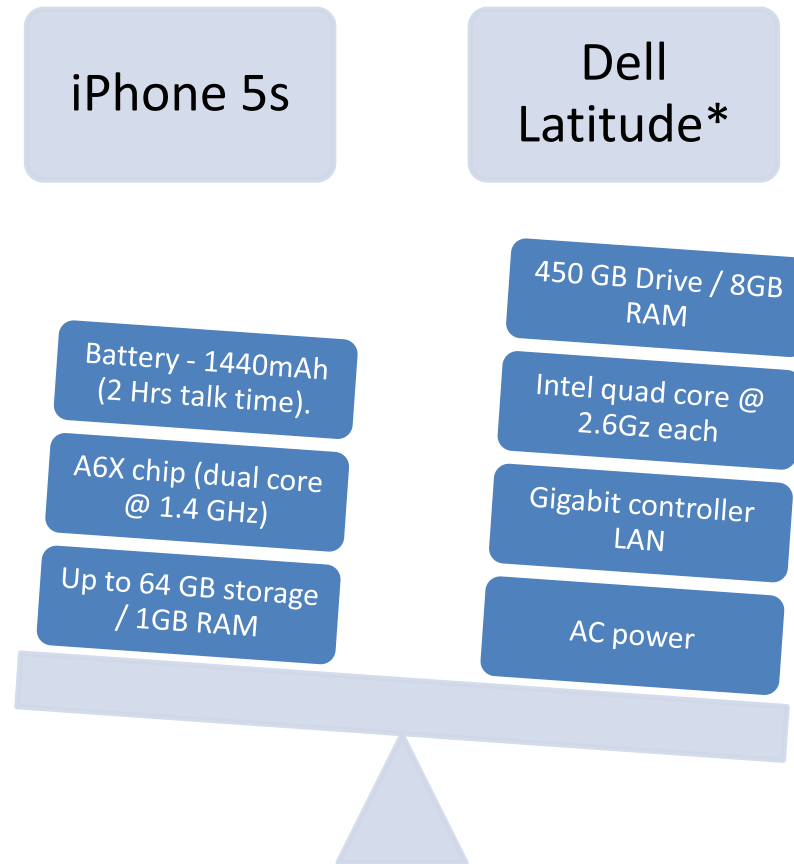
Key factors in user-perceived performance of cloud computing



Mobility (vs. Fixed)

- Processing time at the data center Equal
- Processing time on the device Much worse
- Network latency Worse ... and coverage concerns
- Data transport time Worse ... and coverage concerns

It's a resource poor environment

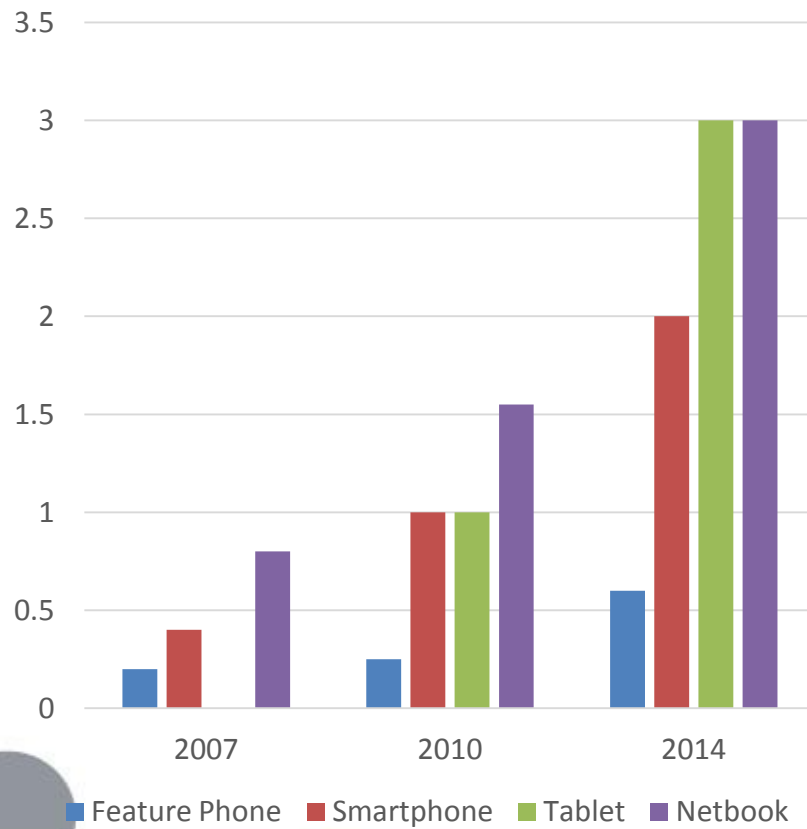


*Typical business configuration
Nominal and for discussion only

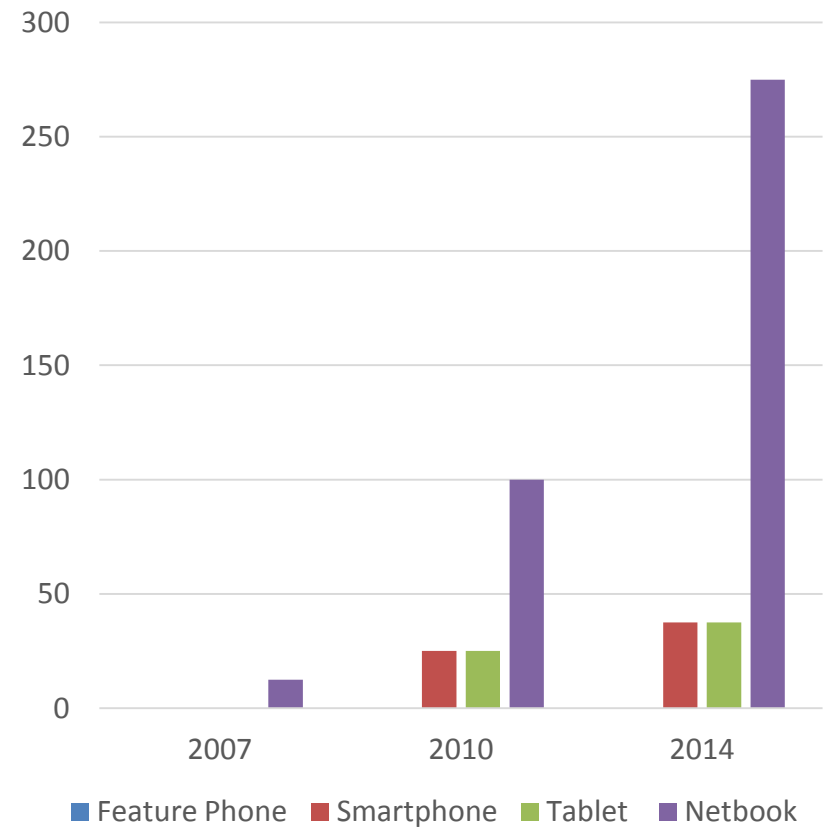
... but getting better...

Mobile Device Computing Trends

CPU (GHz)



Storage (GB)



Source: TechZine Alcatel-Lucent "Mobile Cloud Computing Challenges"

Add to that...

- Battery life
 - Radio selection(s) multiband
 - Display (Phablet)
- Last Mile
 - Fixed est. 50 ms latency
 - Wireless est. 200 ms latency (*and highly variable!*)

Power Consumption

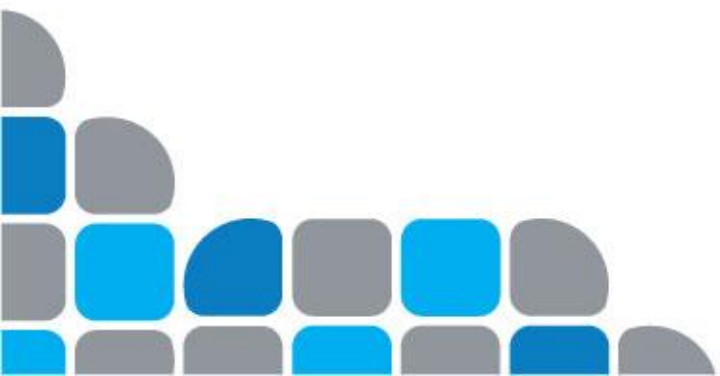
- Daily Charging
- Immersive Applications
 - Increased power
 - Execution offload to Cloud
- Smart use of Radio Resources
 - GPRS
 - Wi-Fi
 - Multi-technology





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What do we do?



Strategies to Address

Network Bandwidth

Network Latency

Battery Conservation

App Elasticity

Considerations for Cloud Based Mobile Apps

Data Access

- Coverage Concerns
- Caching Strategy?

Session Persistence

- UMTS / EVDO / HSPA+ / LTE / LTE-A
- Wi-Fi
- Synchronization

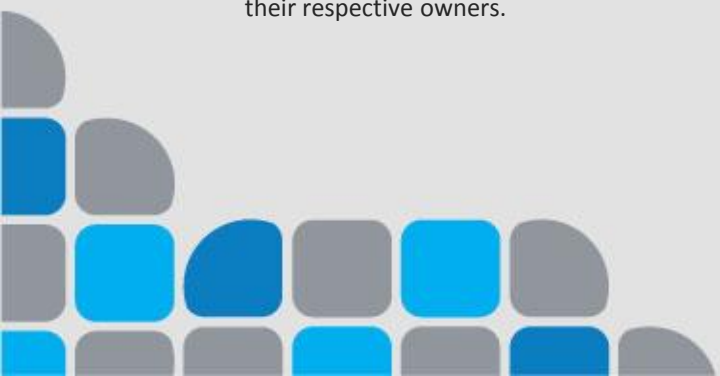
Smarter Apps

- Context Sensitive Behavior
- Conserve Network Resources

Thank You!

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APPENDIX

Analytics-led Customer Support

- Enterprise/Consumer technology support
- Premium Support Services
- Metrics driven approach
- Support provided in 13 languages
- Round-the-clock support



Cloud-led Infrastructure Management

Cloud Readiness & Strategy

- Build Cloud Adoption Plan
 - Public/ Private
 - Hybrid
- Financial Assessment
- Technical Feasibility Study
- Design & Architecture
- Proof of Concept
- Tools Identification
- Disaster Recovery and BCP
- Business Case
- Investment Benefits

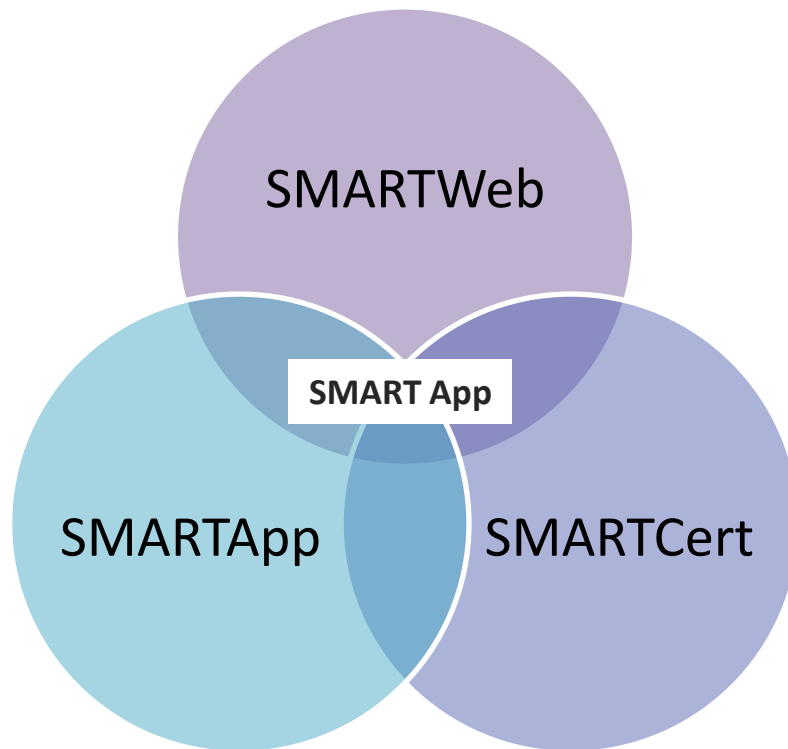
Cloud Transformation

- Cloud Deployment
 - AMI Development
 - Provisioning Systems
 - Automation
 - Backup/ Restore
 - Application and Infrastructure Testing
- Application Migration
- Data Migration
- Fork Lift / Hybrid Migration
- Service Optimization

Cloud Support & Security

- 24x7 NOC Services
- Auto-Scaling
- Application Monitoring
- Security Incident & Event Management
- Multi-lingual Global Delivery
- Multi-channel support
- Knowledge Engineering
- SLA Management
- Billing Management
- Capacity Planning
- Performance Engineering

Mobility-led Business Transformation



- Better customer connect
- Higher employee productivity
- Quicker decision making
- Better information security
- Social/community participation

Maximizing ROI

Business Value



Rationalize

- Skills re-alignment and improved utilization
- Customer-centric and revenue enhancing process implementation
- Technology usage & analysis
- Tool utilization
- IT asset inventory analysis & redeployment

Optimize

- One-World Delivery Model, Cloud Services & Tools
- Knowledge Management Framework, Managing OPEX & CAPEX
- Guaranteed Performance Enhancement
- NO INVESTMENT REQUIRED

Innovate

- Automation Tools to Drive Efficiency
- Platform for Paid Service
- Product Rejuvenation
- Up-Sell & Cross-Sell Solutions
- Managed Support

Business Change

Our Assets

Organization

Global Presence

Operations in USA, UK, Poland, India, Philippines, Mauritius, Singapore, Australia, Costa Rica and China.

Global Services

Transactions in 13 languages.

Human Capital

6000+ engineers and growing.

Technology Partnerships

Over 15 alliances with technology leaders; IBM, Amazon (AWS), VMWare, Microsoft, Oracle and Salesforce.com

Financial Performance

Consistent YoY growth
Debt-free organization

Thinking Ahead

Intellectual Property

Over 10% of revenue investment

Delivery Model Innovations

Global Delivery Model
Shared Services
Platformized Services
White-label Partnerships

Tools & Platforms

Cloud adoption & migration
Mobility tools and applications
Edge™ tech & process backbone
Business Intelligence Dashboard
Platforms for Customer Service
Reporting Dashboards for Projects

CSS Corp Labs

IP creation for Cloud, Mobility, Social, Voice Activation, Storage & Networking, and NaaS.

Service Excellence

100% Referenceability

Over 150 blue-chip customers

Quality Assurance

ISO 9001:2008
CMMI Level 4/5
P-CMM
ISO 27001
IEEE ISTQB
ITIL
ISO 20001
TL 9000
PCIDSS
COPC
Six Sigma - Gold
CISO Award

Our Differentiator – CSS Corp Labs

- Research & Development arm of CSS Corp
- 10 % of the revenue is being invested on R&D Labs
- CSS Corp R&D Labs constantly works to ensure effective use of our client's IT
- Areas of R&D
 - Application Development
 - Cloud
 - Mobility
 - Analytics
 - Networks

Industry & Technology Partnerships

Industry


 Confederation of Indian Industry











Technology Partners













Business Partner









