

SASKEN COMMUNICATION TECHNOLOGIES



Company Background

Sasken Communication Technologies Limited was incorporated in 1989. It is an embedded communications technology company that helps companies across the communications value chain accelerate their product development cycles (PDC). The company operates in three business segments - software services, software products and network engineering services. Sasken serves most of the world's telecom majors such as Nokia, Nortel and Motorola. It works with terminal device manufacturers, network equipment manufacturers, semiconductor vendors and network operators to help them in product development.

The consolidated revenues of Sasken for 2006 stood at EUR 57.7 million which represented a growth of 27.4 per cent over its 2005 figure. Compared to the previous year, Sasken's offshore services revenues grew by 44 per cent in 2006.

Sasken has its headquarters in Bangalore, and has over 3000 employees working with it in its development centres across the globe.

Sasken Communication Technologies in the EU

Sasken Communication Technologies in Finland

In August 2006, Sasken acquired Finland-based Botnia High-Tech Oy, a leading provider of wireless R&D testing services for EUR 35.5 million. Botnia

also has operations in Denmark and Germany. This acquisition has given Sasken a presence in Finland, which will add to its global development centres in Mexico and China.

The acquisition is strategic to Sasken as it enables the company to tap the EU, which leads the world in the development of wireless technology. Botnia expertise, combined with Sasken's global reach and India-based development centres, will enable it to offer a compelling portfolio of value-added solutions to customers across the globe.

Sasken Communication Technologies in Other EU Countries

The company also has sales and marketing office in the following EU countries:

- Germany
- Denmark
- Sweden
- United Kingdom
- France

The company has also formed alliances in the EU. Following are the some of the key alliances made by the company:

- In November 2002, Royal Philips Electronics entered into a partnership with Sasken to provide 2.5G and 3G module and terminal manufacturers with application specific solutions, which enabled handset operators to offer a wide set of functions to their customers.
- In February 2006, Sasken entered into a partnership with Open-Plug, a software editor of open platform for wireless terminals. Under this

partnership, Sasken will provide software integration and project management services to handset makers using the Open-Plug ELIPS platform. Open-Plug is a private company financed by leading-edge investors. It is headquartered in France and also has some centres in Asia.

provide solutions in the communication field, which will complement the services provided by Sasken.

www.sasken.com

Factors for Success

Focus on Expertise

The company focuses on its core competency which lies in developing embedded communication software for companies across the communications value chain. Sasken provides solutions to network equipment manufacturers, semiconductor vendors, mobile terminal vendors and operators. This has facilitated the company in tapping the clients in telecom domain in the EU.

Key Customers

Sasken works with Tier one players in each of its areas of business. It has key companies like Nokia and Nortel in its customer portfolio. This has helped the company to strengthen its brand value in the EU, which in turn has enabled it to capture major business deals.

Brand Recognition

Sasken has a well established brand worldwide for its superior solutions. It is known as leader in innovation and R&D. This acted as the key differentiator from its peers and enabled the company to tap a larger share of the EU market in the embedded telecom solutions domain.

Future Plans

The company wants to expand its operations in Europe, which presents a huge growth potential in R&D outsourcing. It plans to expand through inorganic means. It seeks to do so by forming technical partnerships with companies that