

Optimizing Software Delivery from Chipset to OEM to Carrier:

Software Verification Strategies for the Handset Supply Chain

- Mission: Provide embedded software verification and integration solutions, enabling companies to manage complexity
- Domain experts in mobile handset software
- Technology and best practices to optimize integration and verification

Featured Customers



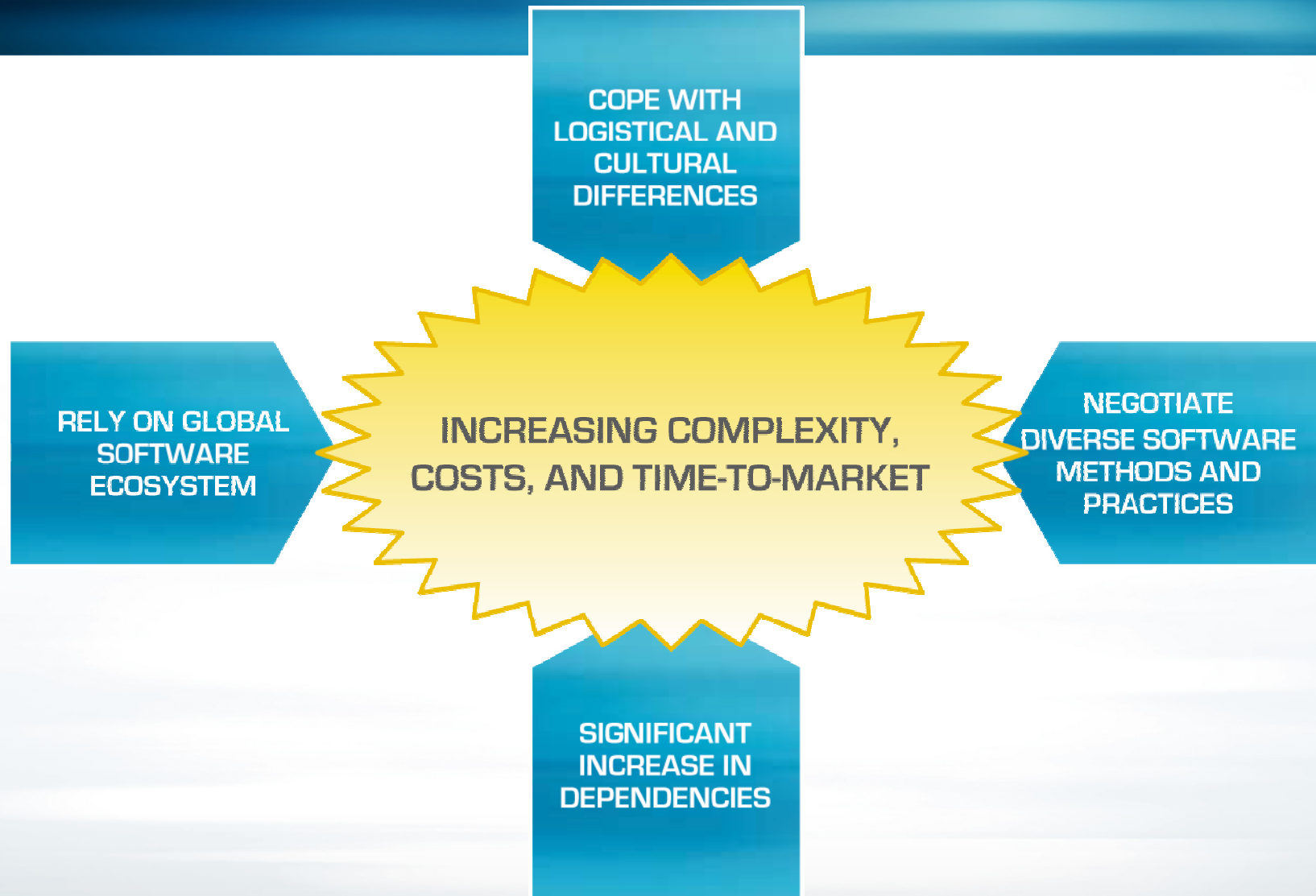
MOTOROLA



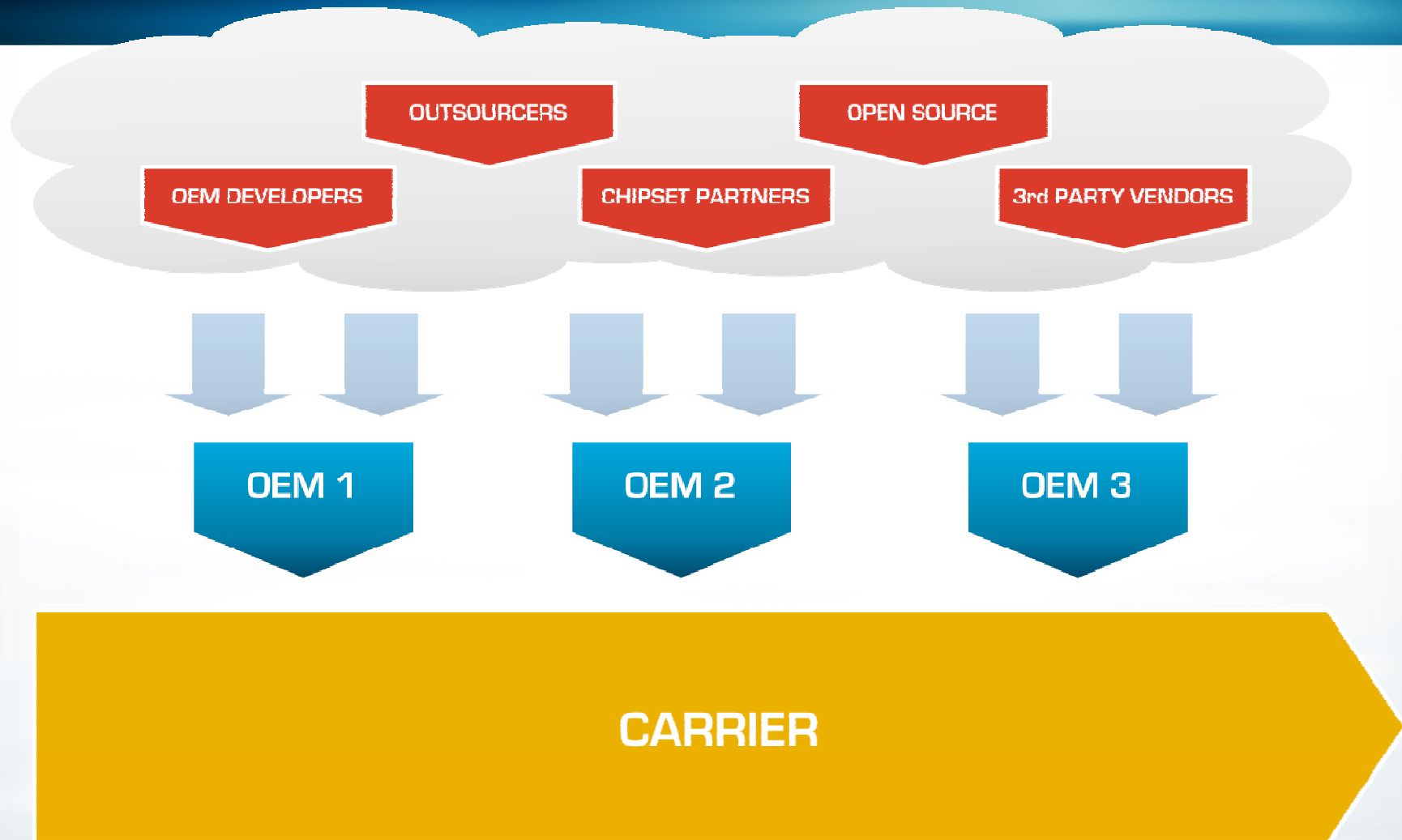
- Growing software complexity



Software Supply Chain Emerges... Adds to Complexity



Handsets Have Evolved into Platforms



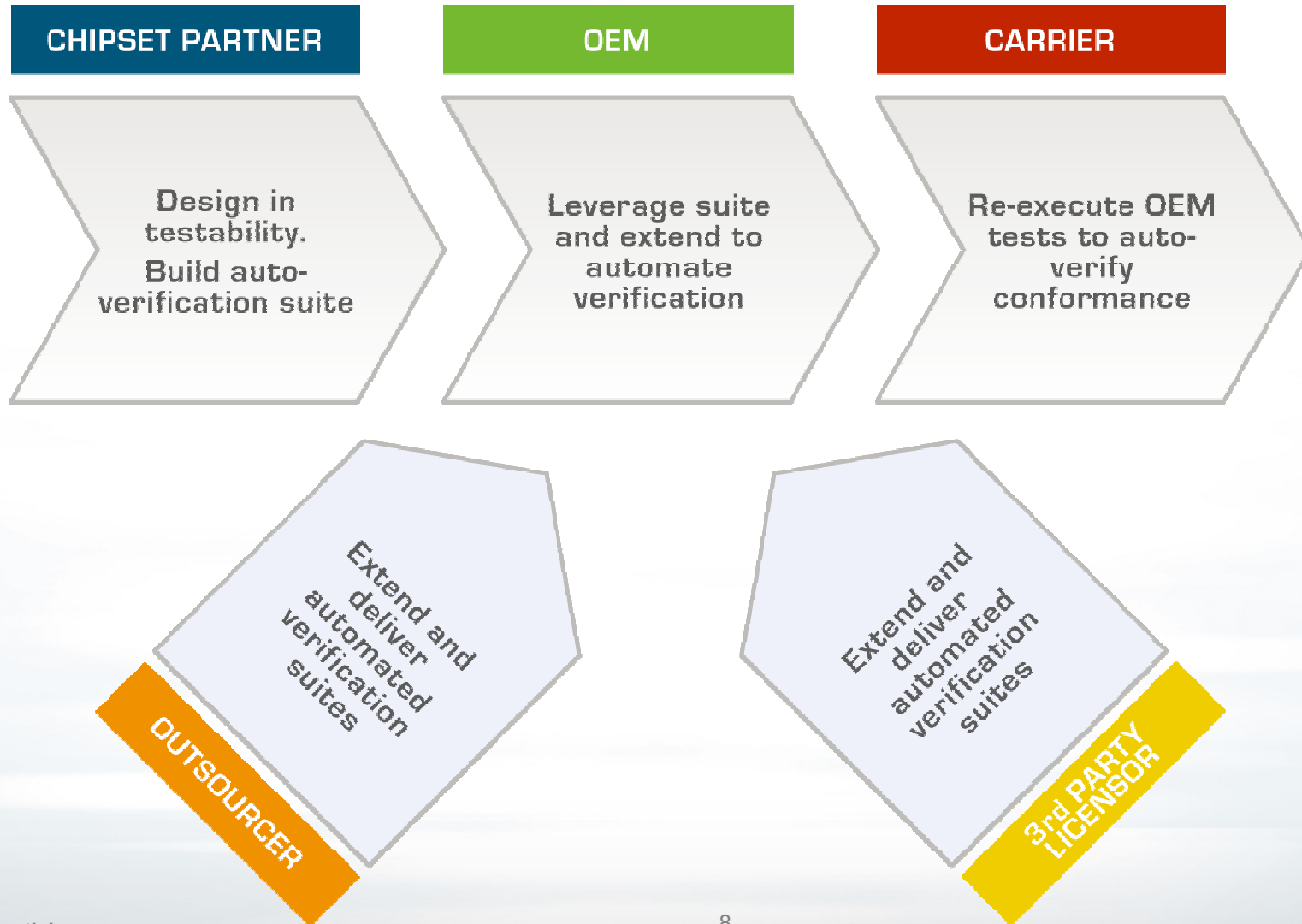
A Complex Integration Challenge

- Current technologies and methodologies have not advanced to address integration challenges
- Integration activities consume disproportionate time and resources...and growing over time
- Significant business implications
 - Trade-offs between quality and functionality
 - Compromise and delay product launches
 - Loss of market share

A New Approach...

- **Leverage supply chain management principles**
 - Collaborate on processes, policies, technology
- **New paradigm: Unify verification strategies**
 - Build in testability, reuse, and automation
 - Leverage across the software supply chain
- **Align partners/suppliers on integration strategy**
 - Adopt same methods, standards, and tools
 - Break dependencies to enable pre-integration
 - Automate verification and integration

Early Adopter Case Study



- **Unify internal software teams**
 - Leverage, reuse, automate upfront developer assets
 - More effectively integrate internal components
 - Break the wall between Product Test
- **Align external “suppliers”**
 - Outsourcers, 3rd party licensors
- **Collaborate between major partners/customers**
 - OEMs, chipset solution partners, carriers

Provides competitive advantage as complexity grows

Questions from the Audience

- What is required to implement this strategy?
- Who would drive this effort?
- What trends do you see in modularizing software?