

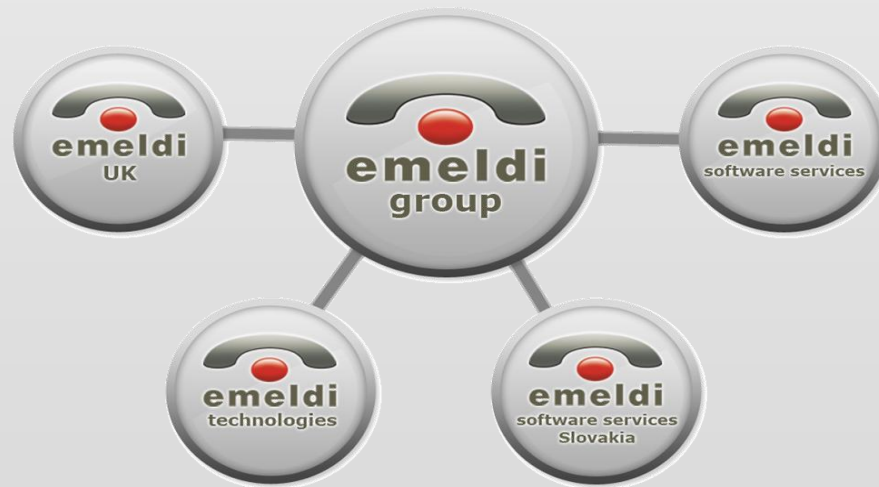
Emeldi Group and Liferay



October 2010

About Emeldi Group

- The Emeldi Group is a specialist provider of integrated software solutions and value-added business and IT consulting services.
- Our core competency is in Telecom industry and media, though in last couple of years we have diversified and branched into other industry segments (e.g. banks, manufacturing)
- The group comprises 4 distinct companies, each one offering a high level of synergy with the others, and all dedicated to enhancing and developing the Emeldi brand and the experience of our customers
- Offices in 3 countries, development teams in Czech Republic and Slovakia



Emeldi Group Companies

- **Emeldi Ltd, UK**

- Established in 1998
- provides high value OSS/BSS consultancy to telecom operators and service providers in Europe, North America, Australia and Asia.
- Core competency in telecom customer care, provisioning and retail, wholesale and Interconnect billing

- **Emeldi Software Services s.r.o.**, Czech Republic

- Operational since 2003.
- focuses on development and integration of Emeldi branded products

- **Emeldi Technologies s.r.o.** , Czech Republic

- Operational since 2000,
- investment arm of the Emeldi group.
- It invests primarily in R&D work – development of OSS/BSS applications for Telecom operators and service providers

- **Emeldi Software Service Slovakia s.r.o.**

- established in 2009
- Serving Emeldi customers in Slovakia, Austria and countries in south-eastern Europe



Liferay Experience

■ Liferay development

- Extensive experience developing Liferay enterprise portal applications
 - E-shop
 - Self-care
 - Corporate site
- Stringent carrier-grade QA requirements (telecom & banking)
- Heavy integration with backend systems

■ Liferay training

- Emeldi offers Liferay development and administration training courses for partner companies

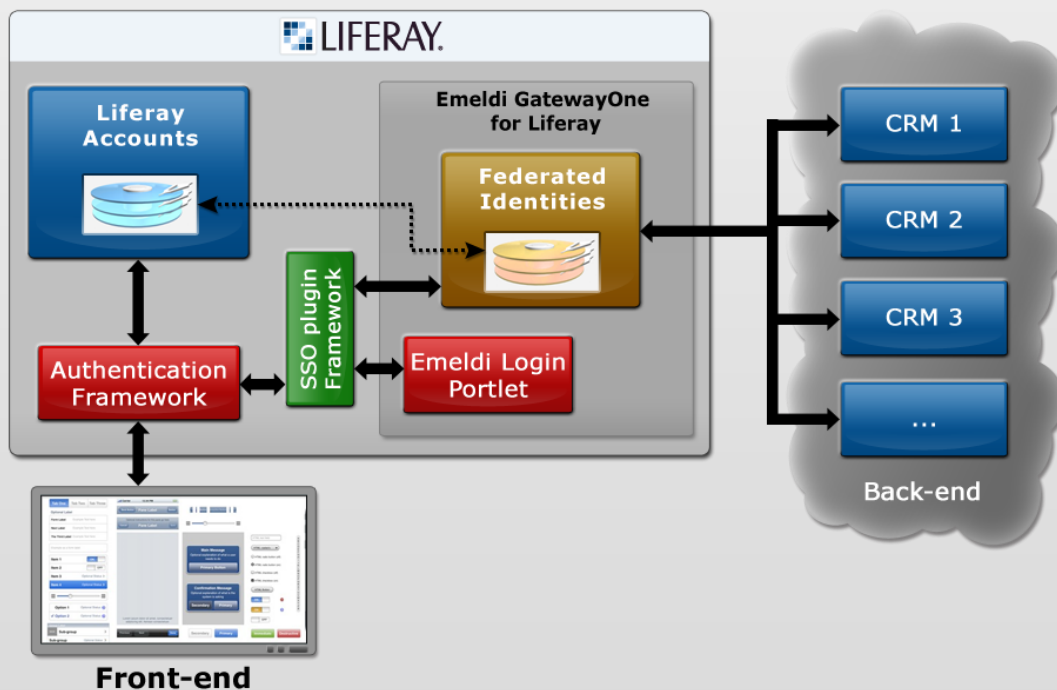
■ Liferay consultancy

- As an official Liferay partner, Emeldi's centre of excellence consultants provide enterprise level support to its partners



Emeldi Liferay Expertise

- Expert knowledge of Liferay core components
 - Customization and modifications to Liferay code base to meet the required functionality.
 - **Emeldi GatewayOne:** SSO/Login mechanisms, integration with 3rd party CRMs
 - **Emeldi Proxy-Portlet:** Content integration with external portals.



Emeldi Liferay Expertise

- Site searching and crawling
 - Enhanced site search and crawling to provide search capabilities well beyond those offered out of the box by Liferay
 - Multilanguage search
 - Word stemming
 - Cross portal search
 - External portal search
 - Categorization
 - Stop word, keyword administration
 - Search analytics, result performance reporting
 - Indexing and tweaking tools
 - 3rd party, open source
 - Implementations in SOLR with NUTCH plug-in



Liferay login

- Enhanced functionality for login & multi-level authorization
 - Custom login mechanisms
 - One-time-password (OTP) – sending of OTPs to mobile phones via SMS
 - Authentication against external/proprietary account databases (IdP) and integrated external CRM systems
 - Mobile access (with automatic login via device MSISDN)
 - Customisation of forgotten password scenarios
 - Spring portlet MVC



Emeldi Proxy Portlet

- External content scraping
 - Key requirement in many enterprise portal application
 - Integration of external portals
 - Integrates with portals not running within Liferay container
 - Integrates with portals implemented in different technologies (PHP, .NET, etc..)
 - External portal content displayed on Liferay portal pages (with minimal to zero impact)
 - Accomplished by using **Emeldi Proxy Portlet**
 - Major enhancements to Liferay's original Proxy Portlet plugin
 - Re-implemented to meet functional requirements for everyday enterprise portals
 - Session management
 - Parameter handling
 - Form posting
 - CSS / JavaScript collision handling
 - URL caching
 - Static content optimization



Emeldi – Track Record

- Enterprise Solutions Supplier
 - Long and successful track record implementing mission critical solutions for Tier 1 customers
 - Telecom:
 - Enterprise service convergent e-shop portals
 - Enterprise self-care portals
 - Enterprise corporate portals
 - Mission-critical OSS/BSS systems
 - Data warehousing
 - Sales analytics
 - Banking:
 - Insurance applications
 - CRM applications
 - IT infrastructure & architecture



Liferay – Development

- JREBEL – integration with Liferay
 - Emeldi uses state-of-the-art development tools and techniques in order to reduce time-to-market deployment of business requirements.
 - JREBEL reduces software deployment cycle to seconds (virtual real-time change deployments)
 - Significant improvements in code quality and bug prevention
- Hudson - Continuous quality assurance
 - Continuous integration system
 - Automated test execution
 - Integrated tightly with issue tracking system (JIRA)
- Agile Development Practices
 - Iterative features development
 - Constant communication with customer
 - Rapid, phased rollout of requirements



Our People

- **Emeldi Ltd. – Telecommunications Consultants, London, UK**

Team of highly specialised:

- Telecom consultants
- Subject matter experts
- Architects, Project managers and Programme managers

- **Emeldi Software Services s.r.o., Prague / Bratislava**

Development & integration centre of excellence

- Built on foundations and collateral developed by Emeldi UK team
- IT-Telco OSS/BSS specialists
- All staff experienced in development and delivery of large scale, mission critical applications
- All CZ / SK staff is bilingual - Czech or Slovak and English (English is our internal language)
- Excellent track record and references implementing and supporting Telco OSS/BSS solutions in region of Central Europe
- Company has been growing steadily, annually between 25-30%



Emeldi Services

Delivering services of Tier 1 quality at Tier 2 prices

- Industry Standards Consulting
- Project Life Cycle management
- Programme Management
- Implementation of our own product portfolio
- Integration of 3rd party products
- Customized software development
- End to end systems and business integration
- Business process design and re-engineering
- SW Support and Maintenance services



Thank you for your attention

For questions and/or more information please contact
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