Uniquely positioned to be your partner of choice for China-based technology services

Case Studies

**SDK Development and Optimization Project**

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**Increasing Efficiency and Security for China Southern Airlines**

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**Facilitating Data Integration for CNNC Finance**

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Industry Commentary

**Telecommunication Industry Outlook 2011**

By Alex Yi  
Vice President, Technology & Communications Business Group, iSoftStone

**iSoftStone's IPO in the News**

**HEALTH REFORM: DEBATE IN US, PROFITS IN CHINA**  
16.12.2010  
Source: CNBC

**CHINA'S ISOFTSTONE JUMPS ON NYSE DEBUT**  
15.12.2010  
Source: The Wall Street Journal

**CHINA AIMS TO MOVE PAST ‘WORLD’S SWEATSHOP’ REP**  
20.12.2010  
Source: NPR

**UPDATE 2-CHINA'S ISOFTSTONE RISES 27.8 PCT IN NYSE**  
20.12.2010  
Source: REUTERS

News

iSoftStone to Add Western China Sales and Delivery Center in Chengdu

January 13, 2011, iSoftStone announced that it will establish a sales and delivery center in the city of Chengdu in western China. The new center will incorporate iSoftStone’s global outsourcing delivery model and training platforms to provide high quality services at cost-effective prices for its clients in both China and other countries around the world.
Industry Commentary

Telecommunication Industry Outlook 2011
By Alex Yi, Vice President, Technology & Communications Business Group, iSoftStone

With the continuing development of new technologies in various industries, Telecommunication has gradually become one of the most important mainstay industries. It is remarkable that the Telecommunication ecosystem is being changed by IT. As one of the largest IT services providers in Telecommunication industry in China, iSoftStone sees the industry trends from four aspects—Internet of Things, Cloud Computing, Mobile Internet, and mobile payment.

1. The key of new life—Internet of Things (IoT)

As a composite network of implementing intelligent recognition, GPS, tracking, monitoring and management, the Internet of Things is the extension and development of the traditional communication network and internet. The traditional Telecommunication supply chain is complemented by manufacturers of RFID and wireless sensors on the top and IoT operators on the bottom.

IoT could be applied in various areas now and in the near future, such as intelligent grid, intelligent transport, intelligent logistics, intelligent family, healthcare, public security, environment protection and so on. The development of intelligentization of these industries give impetus to the promotion of efficiency, reduction of cost and indemnification of security and IoT could boost this process.

With the aggressive development of IoT, major telecommunication operators and manufacturers worldwide are investing heavily in their own IoT strategy. The largest mobile operator in China is also included. Similarly, iSoftStone is investing heavily in R&D in this area.

- First, iSoftStone and the Wuxi government jointly developed the International IoT Innovative Solutions Center, which clarifies the roadmap of the development of IoT industry in Wuxi.
- Second, iSoftStone has developed the Visual Door Phone system based on Android, (independent IP), which is a kind of intelligent residence system that provides a visual bridge between visitors and residents. Intelligent family gateway is another iSoftStone foray into IoT. It is a unified and intelligent management system to implement remote monitoring and control, which connects a variety of communication equipment, household appliance and household security equipment.

2. Cloud Computing & New business model

Cloud Computing is a technology that can help reduce data center costs for large scale, dynamic internet applications. It is not only an evolution from traditional models but also a fusion of technology and needs. With a variety of "star" features, like computing power, high reliability, dynamical resource assignment and environmental benefits, cloud computing is beloved by many top executives. Almost all of the magnates (IBM, Microsoft, Huawei, and ZTE Etc.) have declared their cloud computing strategies. In China, UNICOM attempted a cloud-based mobile handset, ZTE with the application store based in the cloud. In Wuxi, iSoftStone and IBM jointly set up the first Asia cloud computing data center. As the base component of our intelligent city...
infrastructure, the data center would become the comprehensive platform for the computing in the cloud, data storage, data mining, business intelligence and information services and so on.

3. Mobile Internet

In the past year, the explosion of mobile terminals and widespread 3G have become the two main factors for mobile communication and internet becoming the two most attractive businesses with the fastest growth and the largest market potential.

While mobile internet is a hybrid of mobile communication and internet, the software aspect relies on mature 3G technology. A lot of traditional internet companies are now targeting the mobile internet market. In the smartphone application stores, SNS, Video, and Internet Phone have become the most popular applications. Like Youku, Tudou and QIYI, many video websites are vying with their own mobile solutions. A variety of web portals released their embedded SNS Solutions (service + client). The major handset manufacturers are also preinstalling these types of applications as a one-stop service. For example, Samsung merged SNS into its Bada platform; Nokia and Motorola also implanted SNS into their mobile handsets. Twitter has become the most popular communication mode for SNS. From the hardware perspective, as most successful mobile platforms, iOS and Android are causing another surge in the development of mobile terminals.

The user experience has been elevated by the new interaction model and the attractive user interface. As one of the leaders in Android-based embedded development, iSoftStone, which developed an intact, Android-based embedded mobile device solution, including hardware and software, is becoming one of most competitive players.

4. Most popular mobile service—Mobile Payment

Mobile payment makes it possible for our cellphones to become our e-wallet. In 2011, the most anticipated breakthrough of technology is NFC-based mobile payment. The largest mobile operator in China has major R&D investments and iSoftStone is honored to be involved in the establishment of the mobile payment fundamentals, and is assisting this operator with developing the advanced mobile payment system in Hunan province.

Case Studies

SDK Development and Optimization Project

iSoftStone created a highly efficient, low cost, easy to use SDK product for a global telecom provider.

Situation

Our client, one of the world’s leading communications solutions and services provider, has invested a lot of time, effort and money to build an open platform and Standard Developer Kits (SDK); these SDKs are designed to improve the organization’s internal operation processes and to give external parties access to the infrastructure, network and processes, to make new services possible. Our client had 2,100 interfaces for 2,400 systems with open SDKs and wanted to create a new standardized SDK to fit their dynamic business model, reduce the large number of SDKs and scale as needed. Our client’s main goal for the new SDK was cost savings, which it hoped to realize with shorter development cycles and lower maintenance costs.

Solution

iSoftStone’s SDK system for this client is based on four BSS/OSS platforms used specifically by this client. Five cooperative project teams focused on the SDK development and infrastructure support. The teams developed a standard “package” for all the SDKs, including common technologies, standard Agile/Scrum development environment and process, documentation, naming rules, and error logs. The standard package is based on GNU and Opensource industry standards, allowing our client to build a document library similar to Java SDKs. In addition, iSoftStone’s development team provided support services to our client’s global SDK contracted users, including integration, coding, testing and ongoing enhancement. Since the initial run-in adaptation, the iSoftStone team is continuing to add new features and functionality to the SDK:
● Improved search, easier integration with third party users, and better capabilities for massive data transmission.
● New links to other existing industry SDKs (Java, MS, Oracle, Opensource, Linux, etc.) to expand the user base.
● A new comprehensive solution to efficiently manage, monitor and control telephony number resources.
● Developed an SDK Portal, currently deployed on our client’s Cloud Infrastructure, to help Communication Providers (CP) download the SDK and get the documentation they need.
● A self-service system that helps distributors’ system developers to simulate the interaction with our client’s business system in an easy and convenient way, allowing them to simulate real-time system responses and see all processes.
● A call Transfer System to help registered PSTN end users to set up call transfer products on installation, which allows users to set up all numbers needing to be transferred through an iPhone application

Benefits
iSoftStone’s SDK development work significantly improved efficiencies for development on our client’s internal system by shortening the development cycle and reducing maintenance costs. Our client has realized these specific benefits:

● Shorter integration time between their system and the customer system (from six to eight weeks to three to four days).
● Easier integration between the internal and external system which expands the user base by requiring less technical skills.
● Shorter research and development costs due to reduced complexities and encapsulation in SDK.
● More efficiency due to automated functions such as the call system.

Increasing Efficiency and Security for China Southern Airlines

Based on comprehensive analysis and on-site research of various business systems, iSoftStone established a unified data platform for China Southern Airlines.

Situation
Founded in October 2002, China Southern Airlines Co. Ltd. is primarily an air transportation company. In addition to operating as a passenger and cargo flight agent, it is also involved in the import/export trade business within industries such as finance, construction, and advertising.

When China Southern Airlines built a new type of financial management system for its holding company (China Southern Airlines Corporation) it also established a financial query system that allows CFOs to access data on the holding company’s overall financial operations. With an increasing demand for new and custom reports among the financial leaders, the original system, which used a static reporting technology, could not handle the heavy workload. In addition, the system didn’t support online analysis functions, such as the OLAP rotation and drill-down, which help to create quick reports and queries. In particular, the query system designed for these leaders lacked the corresponding access control, posing serious financial data security challenges.

Solution
iSoftStone needed to establish a data platform based on all of China Southern Airlines’ business systems, through which all subsystems could exchange information and ultimately provide a unified view of the business.

Using business intelligence analysis tools, iSoftStone created a management query and analysis platform system that performs the following functions:

● System management including user management, role management, and online user monitoring
● Access management to control functions and data
● Application development to allow data dictionary management, document management, and fixed reports

Benefits
iSoftStone met China Southern Airlines’s short-term requirements for the leader query and analysis platform. This new platform supplies financial leaders with better information to improve decision-making and enhance the value of data. The improved data collection tools allows users to easily access data from different sources and better manage data quality. The complete iSoftStone solution provided China Southern Airlines with comprehensive access management, flexible document management, and easily-scalable reporting and analysis. Additionally, with new access control capabilities, iSoftStone was able to increase the security of China Southern Airlines’s business systems.
In addition to the initial project scope of building a data analysis solution, iSoftStone also laid a solid foundation for China Southern Airlines to build a long-term data warehouse. iSoftStone designed and created modules of the data warehouse with important business functions such as reporting and inquiries. As a direct benefit of this project, China Southern Airlines can now easily enter new data into the existing data warehouse as the business grows and avoid the complex and timely processes previously used.

**Facilitating Data Integration for CNNC Finance**

*iSoftStone provided the group cash flow management and control system to help CNNC Finance Company Ltd. integrate data from its various business systems.*

**Situation**

CNNC Finance Company is a non-banking financial institute formed by China National Nuclear Corporation and 32 other shareholders. The company’s goal is to provide a full range of financial services for groups and member units, including capital integration and settlement services, financing, and financial consulting. Formerly, CNNC developed a financial system interface within the settlement business system. These systems accumulated a large amount of data and management information for the company, and resulted in increasing demand for comprehensive data analysis and application. Such analysis would help high-level personnel make management decisions.

CNCC needed to integrate settlement system source data with manual data and analyze daily-generated cash flow. The company wanted to incorporate this information with member units, dates, customer transaction details, and more.

**Solution**

iSoftStone established a group cash flow management and control system based on the data warehouse construction theory, relying on a mature, scalable, unified, and integrated platform.

The iSoftStone team set up a data interface channel to help the system load data automatically and integrate reporting form tools. The channel displayed dynamic data and daily-based cash flows through the data chart analysis. Users were able to simply operate the system through the WEB "portal" page, and then easily analyze the data to understand the overall condition of the enterprise.

**Benefits**

The benefits of this system included not only satisfaction of short-term monitoring requirements and managing all cash flow levels of the CNNC Finance Company and other member units, but also the establishment of an initial analytical data warehouse and analysis model. iSoftStone’s work created a solid foundation for the company and CNNC Group to set up a long-term data warehouse.

Through the integration of transaction data, the system shows the overall daily development of the capital pool in CNNC Finance, as well as the contributions from subsidiaries. High-level personnel are now able to make better management decisions.