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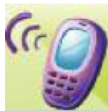
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Smart  
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Sunil Rao  
Head, Forum Nokia India





## Nex-G Exuberant Solutions Delivering End to End Mobile Solutions

The revolution in mobile industry is visible from the point we wake up (by an alarm in our mobile) to the point we go to sleep (by putting an alarm in our mobile). The entire day we indulge in our mobile phones and see other people doing the same. Life without a mobile phone is unimaginable now. The mobile is like a life supporting apparatus for us, something we cannot live without. Nex-G Exuberant Solutions, a Noida based company that offers software solutions, technical consultancy, expert manpower, and technical training in mobile communication technologies, leverages on this opportunity.



S.S.Bhowmick

Their Mobile Technology Academy provides Individual Training, Enterprise Training and Internship Training, whereas the Mobile Technology Solutions encompasses Mobile Application Solutions, Network Application Solutions, Product Design Solutions, and Protocol Stack Solutions. It also has a division called the Mobile Technology Experts, through which it executes and implements varied technology assignments for its clients. It is well versed with mobile technologies like GSM, GPRS, CDMA, UMTS, CDMA 2000, LTE, eHRPD, IMS, VoIP, UMA, NFC, WiFi, and WiMAX, for mobiles or network platforms such as iPhone, Android, Blackberry, MeeGo, SYMBIAN, BREW, WinCE, Windows Smartphone, LiMo, IN, VAS, Billing, Revenue As-

urance, NMS and M-Commerce.

Every growing company identifies customers as the centre piece of their growth; more satisfied their customers are, higher their growth percentage will be. Nex-G keeps its focus on optimizing its customers' investments in mobile technology and helps their customers to envision and shape their future around the key drivers of technology, productivity and cost-effectiveness, thus keep their customers satisfied. "We provide complete end to end solution in mobile space. We are the only company in world with such a vast portfolio," says

S.S.Bhowmick, Founder and CEO, Nex-G Exuberant Solutions.

The competition in the SME level is comparatively less as there are not many who can provide end to end solutions in this space. Nex-G is knowledge oriented company and it makes sure that each and every resource in the organization is enriched with updated information on a regular basis. Corporate Responsibility (CR) is an integral part of its business strategy and management approach. Apart from various charity works its CR also involves the adoption of environmentally sustainable business; it reduces its environmental footprint and helps its customers to do the same.

For Nex-G, its employees are the primary and only real asset and guarantees them an unparalleled working environment and quality of work. "We listen to our employees, their suggestions and

comments and act upon them, respect all employees' individuality, encourage creativeness and desire to innovate, try our best to accommodate professional and personal preferences of employees, encourage learning from ones mistakes and moving on, and totally understand and appreciate that each employee has a life outside work," says Bhowmick.

Advertising or marketing the products properly is a very important aspect in the success of any products, more so in the mobile space. It is not enough to have a good product, it is very important to let customers know about it. It is hard to get this covered as advertising brings a very huge expense onboard and most small and medium companies struggle with budget constraints. Nex-G successfully managed to overcome this challenge by using social networking sites and creative ideas to promote itself. They also had problem with resource management, another major challenge faced by the Indian industry, and is working on overcoming this.

When its contemporaries are concentrating on the U.S., Europe, and the Asia Pacific as their venues for expansion, Nex-G is targeting the Latin American markets and the African markets. Latin America, with 530 million mobile connections (Wireless Intelligence Quarterly World Review: Q2 2010), in the second half of 2010, surpassed the Western Europe and became the second largest mobile market after Asia Pacific. Africa has as many as 506 million mobile connections (based on an AfricaCom DailyNews research) now. Both these markets have enormous potential to provide a huge boost to the company's growth. 📱



**the future is all about  
innovation  
and here we say it  
"Work Culture"**



"We look at future, start at the beginning, cut through the jargon, bust the buzzwords, sort out technologies and provide an understanding of mainstream trends and practical cost-effective solutions... without bogging down on technical details."

### We have three innovation centers.

#### Mobile Technology Academy - MTA

MTA is backed by world class professionals aims at molding highly available qualified resources into excellent human resource, who can understand and meet the needs of the industry and thereby filling the huge gap between the demand and supply of well-trained telecom personnel. Here we deliver world class trainings in Mobile Application Platforms (iPhone, ANDROID, BlackBerry, MeeGo, PALM, Symbian, Windows Mobile) and Wireless Technologies 2G, 2.5G, 3G, 3.5G, 4G and related technologies.

#### Mobile Technology Solutions - MTS

MTS is focused on providing technical consultancy in design, development & testing of next generation wireline and Wireless Technologies (2G, 2.5G, 3G, 3.5G, 4G and related technologies) and Mobile Application Platforms (iPhone, ANDROID, BlackBerry, MeeGo, PALM, Symbian, Windows Mobile). We also provide technical consultancy in software solutions for protocol stack development/testing, wireless turnkey projects and mobile innovations.

#### Mobile Technology Experts - MTE

MTE is the youngest division. The division derives its expertise and strength from vast experience within the management and team of professionals. Our strategic objective at MTE is to create and deliver effective processes and technology solutions in wireless and mobile application space, which enable our clients to meet their critical business requirements. With a fast growing skilled technology team, we at MTE execute and implement varied technology assignments for our clients with high focus on quality of delivery.