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munications Industry's Hurdles with Innovative, Responsive Solutions

Pioneering ‘The New Evolution’

Component-based Communications Software Solutions

Collaboratively Ascend and Transcend the Communications Industry’s Hurdles with Innovative, Responsive Solutions
Your Key Takeaways

**Opportunity**
To offer and monetize **convergent services** faster and optimize customer experience
- Service providers are consolidating and integrating their software systems that enable communications services to subscribers
- Software platform vendors are upgrading their systems

**Challenges**
Discrete, monolithic, incompatible and proprietary software applications
- Longer time to market new products and services
- Higher total cost of ownership of these services

**Solution**
Need communications software systems that are:
- Portable
- Re-usable
- Vendor-agnostic

**Imperative**
Pioneer a breakthrough approach to software systems development and integration
Component-based
“Software Service Factory”

**How to navigate?**

**How to build it?**

**Benefits**
- Accelerate **time to market** new communications services to its subscribers by up to 60%
- Upgrade software systems with increased flexibility
- Reduce the **cost of communications software development** and systems integration by up to 40%

**Impact**
- Supercharge service providers' ability to deliver real-time compelling services to their subscribers
- Rapidly monetize their investments

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Communications Industry in Throes

- Increased customer churn
- Longer time-to-market cycles
- Longer order-to-cash time
- Chaotic, frequent product launches
- Seamless integration of diverse products
- Revenue leakage and declining ARPU
- Declining customer service
- Lack of integrated customer view
- Emerging mobile applications

Offering convergent communications services is difficult
Primary Challenge

*Business Growth Outpaces Systems Growth*

- Reduced ability to respond to constant changes
- Longer time to market
- Higher total cost of ownership
Solution
A Software System that is ‘Built to Change’

Problem

- Discrete
- Incompatible
- Monolithic
- Proprietary systems

'Built to Change'

- Portable
- Re-usable
- Vendor-agnostic systems

Impact

- Consolidate
- Integrate
- Upgrade flexibly

Component-based communications software solutions
How Software Service Factory Helps

**Problem**
- Discrete, incompatible, monolithic, proprietary systems

**What Coscend Does**
- Designs, develops and deploys *pre-built component-based* communications software solutions
- Licenses software-building blocks

**Impact**
- Accelerate TTM by up to 60%
- Save TCO by up to 40%

**A category-defining communications software business**
Impact

Equips and super-charges service providers’ ability to rapidly create and deliver real-time compelling services to their subscribers.

Software Service Factory

- Helps profitably extend the reach of mobile applications
- Helps monetize the investments into COTS products
Hemant Sabat is the Chairman, President and Chief Executive Officer of Coscend Communications Solutions. Most recently, he served as the General Manager of Telecom and High-Technology Software Applications business unit at Perot Systems Corporation. At Perot Systems, and earlier at Nortel Networks, Sabre and Fannie Mae, he has incubated and scaled up high-ROI businesses into global operations, helped gain strategic footprints, aggressively marketed the company’s true benefit, expanded customer base and helped strengthen corporate brand.

He has built global businesses by:
- Leading organizations that built seven next-generation wireless and wireline businesses worth over $2 billion;
- Leading an outsourced organization that helped build a six-person startup into a $250 million acquisition;
- Executing product and business development programs that generated over $1 billion revenue;
- Building a $10 million global telecom-IT operation with a 35% operating margin in less than six months; and
- Leading the transformation of a $6 billion telecom business during the last recession.

As an active industry leader and brand ambassador of organizations, he has marketed a corporations’ benefit by:
- Presenting, as an industry visionary and keynote speaker in the U.S. and Europe, how to transform and build next-generation telecom businesses;
- Serving as an industry advisor to telecom company boards in the U.S., the U.K. and Canada;
- Serving as an honored guest at industry events; and
- Serving as a member of seven intellectual property rights review boards.

In 2004, the U.S. Government recognized him as an “Extraordinary Ability” business leader for being in the top 1% in the telecom and IT industry. He received a national award in 1992 and was honored by the eleventh President of India. His leadership has received over 500 recognitions and citations globally.

This leadership has been published, as best practices, in over 25 books and trade journals by the world's largest media companies. These publications have been incorporated in a few MBA curricula in the U.S. and the U.K. Hemant has served as a Visiting Professor in the University of Dallas MBA program as well.

Hemant received his MBA with two majors, two minors and three certifications from Indiana University Kelley School of Business (U.S.). He graduated first in the university summa cum laude with Bachelor and Master (GPA 4.0) of Engineering from Indian Institute of Technology (India).

A former tennis and field hockey player, Hemant has hiked six 20,000-foot peaks in the Himalayas in 15 days, won a 20-mile mountain marathon and is proficient in seven languages. He jogs five miles daily.
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