

**QBITECH**  
WE MAKE YOUR IDEAS COUNT.



The enabler and developer of  
customer's new business

14.6.2015

COMPANY PRESENTATION

# Qbitech in brief

- A privately owned ICT consultation company spinned-off from the award-winning TeliaSonera Medialab in Finland in 2006
- Serves businesses in their need for expertise in Internet and mobile ICT services
- Not tied to any specific platform and therefore can help customers technology independently
- Key competences in
  - ICT pre-studies
  - Service conceptualization and development
  - Management of the innovation process
  - New business case evaluations
  - Technology intelligence in all phases from strategy creation to service implementation
  - Network design
  - Internet applications and services

Image: Salvatore Vuono / FreeDigitalPhotos.net

# Management team and Mission



**John Bergström**  
**CEO**

John Bergström is a "hands-on CEO". He has extensive skills in software development and a strong knowledge in the fields of telecommunications, automotive, and payment solutions. John has a lot of experience in IT related technology and business research, development, and prototyping.



**Hannu Hauki**  
**President, COO**

Hannu Hauki has worked since 2003 in varying telecommunications and ICT development projects. They include e.g. the development of service concepts, user interfaces, software, and Internet based services. Usability and specification work belong also to his field of expertise. He has also run Qbitech's routine business and HR management.



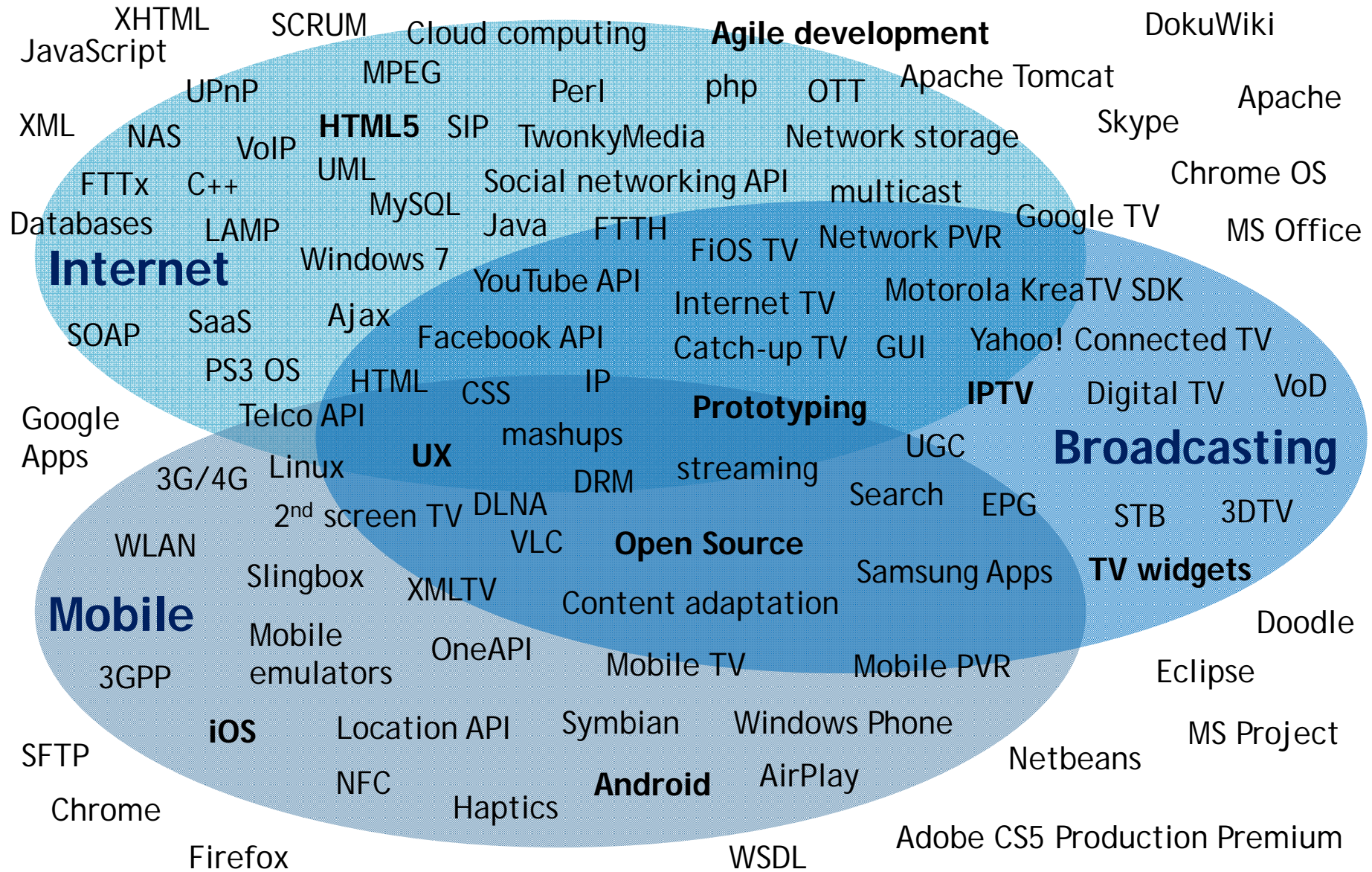
**Jukka Helin**  
**CTO**

Jukka Helin has worked many years in different ICT development and managerial positions. Before joining Qbitech, he acted e.g. as the Head of Medialab at TeliaSonera strategic planning, business development, and innovation management, open data, and development of Internet and mobile services. He holds Lic. Tech. and M.Sc. degrees from Tampere University of Technology.

## Mission:

To improve our customers' competitiveness by both renewing their existing business and enabling new business with the latest technology and services.

# Solution technologies



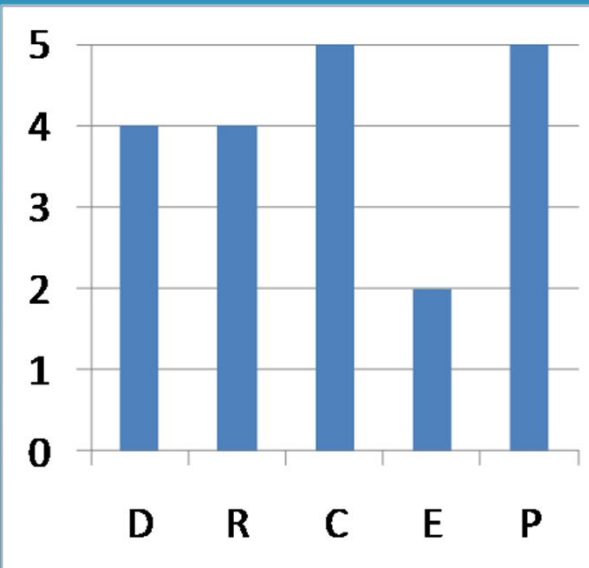
# Recognized expert in Finland

- In 2010 Hermia Ltd, one of most important Finnish innovation companies in the ICT field, sought partners for startup companies
- 15 consulting companies replied
- Qbitech was evaluated as the best company to offer consulting services in technology strategy and partnerships
- Hermia's customers can utilize Qbitech's diverse ICT knowledge and experience

Qbitech is also a member of Scrum Alliance and can run customers' projects using the Scrum model.



Qbitech's score



D: Content, implementation schedule, delivery plan

R: References

C: Competence and expertise

E: Hermia's earlier experiences\*

P: Price

\*Qbitech had no earlier projects with Hermia and therefore the score is low

# Service portfolio

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## QbiBIZ

- Business and technology intelligence
- Innovation workshops
- Benchmarking
- Pre-studies
- Strategy planning

## QbiCON

- Concept development
- Demos and prototypes
- Piloting of concepts
- User studies

## QbiDEV

- Product, application, and service development
- Usability evaluations
- Piloting of services

## QbiRUN

- Service production
- System integration
- Application hosting and maintenance services

QbiPRO - Project management

QbiTEAM - Consulting, specialist services

# Typical project timeline

## Initial meeting



- Duration: 1-4 hours
- Forming the project group, which consists of Qbitech representatives and optionally customer's employees
- Specifying project objectives, outputs, and deadlines

## Project sprints



- The project team performs work in iterative sprints
- If the project consists of multiple sprints, the project team meets regularly with the customer
- First sprint is 2 weeks, and the following sprints are 1-2 weeks
- Work focus may be adjusted after each sprint

## Presentation of the results



- Duration: 1-4 hours
- After the last sprint, the outputs are delivered to the customer
- The final meeting: presentation of the outputs, discussion, and decisions about the next steps

# Business analysis of a new service



- A customer wanted to evaluate whether they should enter into a new business area
- Qbitech analysed the business case by estimating the expected service revenues as well as CAPEX and OPEX costs for the next five years
- Based on the detailed Excel report the customer was able to decide their strategy for the this new business area





# Management of ICT infrastructure

- Customer: Vuores Palvelu Oy owned by the city of Tampere
- Qbitech acts as the coordinator in building the ICT infrastructure, e.g. the fiber network in the Vuores area
- The customer capitalizes on Qbitech's competence and achieves cost savings through outsourcing the varying ICT tasks, rather than hiring own employees for them

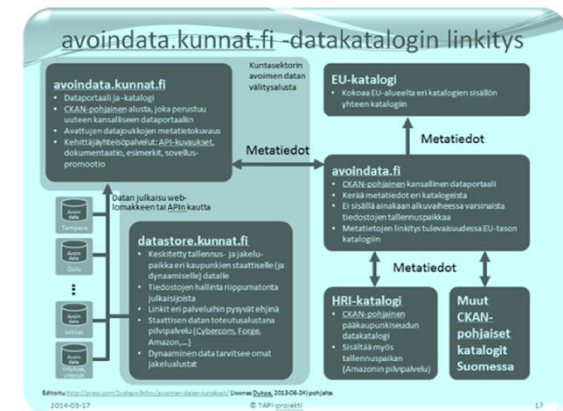


- Customers: Small and medium size businesses
- Office365 is Microsoft's cloud and subscription based service including besides usual office tools (Word, Excel, Powerpoint,...) also the Internet based services such as Exchange Online and Outlook, Sharepoint, Lync, Skype and OneDrive
- Qbitech offers its customers the services for Office365 licensing. Installation, and maintenance
- The customer gets cost savings by outsourcing the management of ICT tasks to Qbitech

Office 365

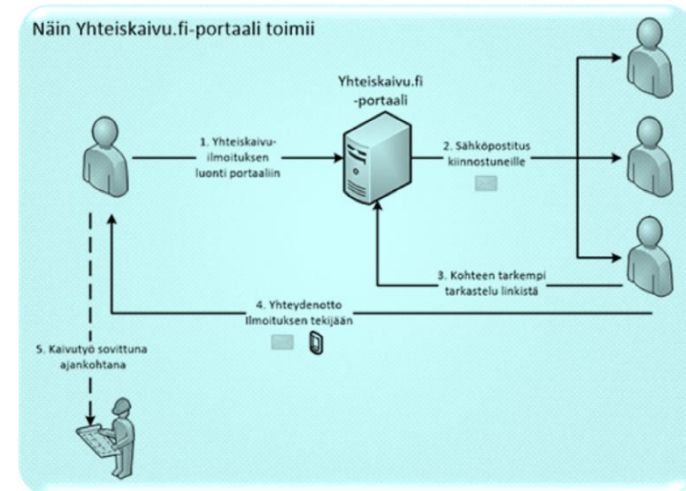
# Open data business for the cities

- Customer: The city of Tampere and its development company Tredea Oy
- Valomo cooperative and Qbitech run a project *Open data cloud in Tampere area (TAPI)*
- The project made a report *Opening and distributing data in Finnish cities*. The report describes the requirements for business and technology needed for the open data broker needed for the cities
- In 2015, 6Aika consortium utilizes the results in its *Open data* project
- The customers and cities in Finland got a base on which they can build open data business



The slides in SlideShare:  
<http://www.slideshare.net/jukkahelin/kuntasektorin-datan-avaus-ja-jakelu-suomessa>

- Customer: Johtotieto Oy which offers services for many telecommunications and energy companies such as Elenia, Elisa, Fortum, and TeliaSonera
- By using Yhteiskaivu.fi portal the companies can inform each other for their trenching projects, planned routes, and time schedules
- Qbitech designed and built the portal which has flexible APIs for different legacy systems
- The customer got a portal which enables great cost savings for its users



# Service hosting and maintenance

- A customer wanted to use a server platform environment for a flexible and agile testing and piloting of new service concepts
- Qbitech analyzed the server capacity and communication bandwidth needs, acquired the needed systems, and installed them in a secure machine room environment
- The customer got a scalable and maintained environment that fits their needs 24/7
- The customer has no burden to take care of the administration, as Qbitech provides maintenance and updates on the platform



Images: scottchan, jscreationz / FreeDigitalPhotos.net

# Outsourcing specialists

- A leading mobile video platform and service provider needed help in testing technically demanding services
- Qbitech provided a specialist who worked at the customer's premises as a part of the customer's development team
- The customer managed to start testing the service much faster than by hiring an own employee



Images: iutdand / spiknomboonwaroot / FreeDigitalPhotos.net

- A customer wanted to find out how it could utilize the new emerging technologies and trends in business
- Qbitech analyzed company's products and identified four possible areas where the company should be active in the near future
- A one-day workshop was arranged and the customer got a plan how to proceed
- With Qbitech's help the customer was able to launch a service three months after the workshop



# Crowdsourcing study

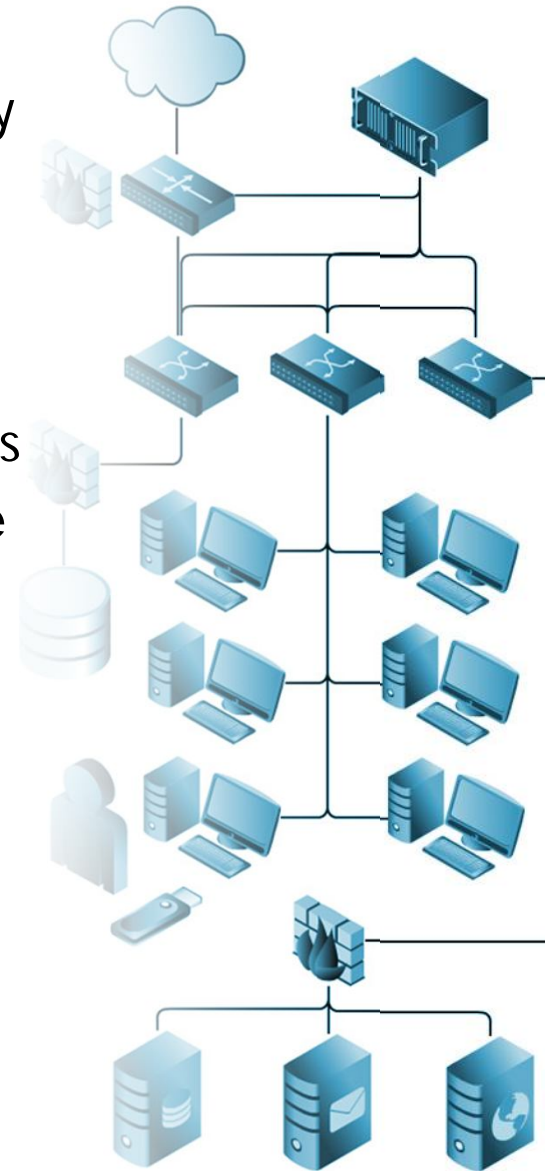
- A customer wanted to find out how they could utilize *crowdsourcing* in service development
- Qbitech analyzed various alternatives for crowdsourcing and *outside innovation* as well as the strategies of the customer's competitors
- As a result, the customer got a detailed plan and suggestions how to proceed in this field





# Intelligent B2B networking

- A customer wanted to enhance B2B IP-networks by adding intelligence to network management and by creating value adding services to a traditionally plain network
- Qbitech took part in development and testing of these services in both physical and logical network design and web development for management tools
- Development involved technologies such as Apache Tomcat, MySQL, SOAP, WSDL, Linux server administration and advanced NAC and Infranet Controller solutions from vendors such as Juniper and Checkpoint
- Due to Qbitech's expertise and SCRUM knowledge the customer managed to place the end product into production much sooner than using its usual development process



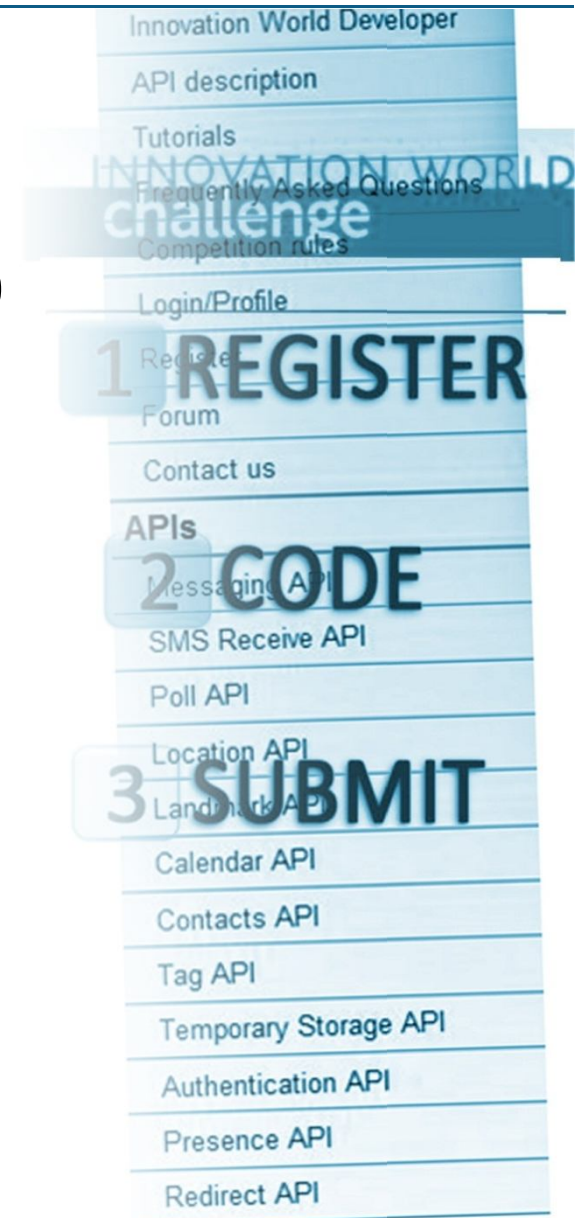
# Android application development

- Qbitech implemented an Android app for Samsung and HTC phones & tablets
- The app has voice and text communications features and acts as a client for a web-based service created for the customer
- The app was created in Java and XML languages using Eclipse Open Source development environment
- The customer was able to compare the usability of the native Android app with a browser based client and, based on the experiences, decide how to continue in the project



# Telco API\* creation

- A telco wanted to create a simple API for its infrastructure assets and test the interest of the Internet developer community to create new mash-up applications that have Telco 2.0 and Web 2.0 features
- Qbitech helped to create the API and to organize a competition for the developers
- Based on the results, the telco could create a strategy for the API area



\* API = Application Programming Interface

# Examples of other customer projects

- QbiBIZ** A study about new mobile platforms
- QbiDEV** A video mash-up service
- QbiCON** An implementation of a content management system
- QbiDEV** An implementation of a user interface
- QbiBIZ** A pre-study about utilization of wiki-based tools between a company and its customers
- QbiTEAM** Expert services for development of mobile applications
- QbiBIZ** A strategy study about a new potential business area
- QbiBIZ** A study about the impacts of social networking for customer's services
- QbiRUN** Setting up a test lab environment
- QbiCON** An implementation of a www search service
- QbiBIZ** Development of a library system



# Customers and partners



# Check our latest news at [www.qbitech.com](http://www.qbitech.com)



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Latest news

Jan 2, 2015 - Qbitech to provide Office365 consultation services

Qbitech has included Microsoft Office365 consultation services into its service portfolio. Our first customers come from the education business. "Office365" ...

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Latest news

Jan 2, 2015 - Qbitech to provide Office365 consultation services



Qbitech has included Microsoft Office365 consultation services into its service portfolio. Our first customers come from the education business. "Office365" refers to cloud based subscription services from Microsoft that include usual Office applications and productivity tools that are enabled over the Internet including Exchange Online, Lync, OneDrive, and Skype.

Nov 19, 2014 - ICT 2015 trends for smart cities and smart neighborhoods



The slide set "ICT 2015 trends for smart cities and smart neighborhoods (in Finnish)" is now available at [Slide Share](#). The slides presented at Vuores strategy day in Nov 19, 2014 cover topics such as Internet of Things (IoT), Open Data, Smart Cities, and Smart Living. Vuores is a smart neighborhood area in the city of Tampere. The area offers innovative construction and housing solutions and utilizes cutting-edge technology. More about Vuores area can be found from [here](#).

Sep 2, 2014 - New features introduced to [Yhteiskaivuportaali](#) web portal!



# Summary

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- Extensive and versatile experience in new technologies, trends, and services
- A specialist in Internet, mobile, and broadcasting services
- An ideal partner for several types of companies
- An enabler and developer of customer's new business
- Helps customers in all product development phases from innovation to service production

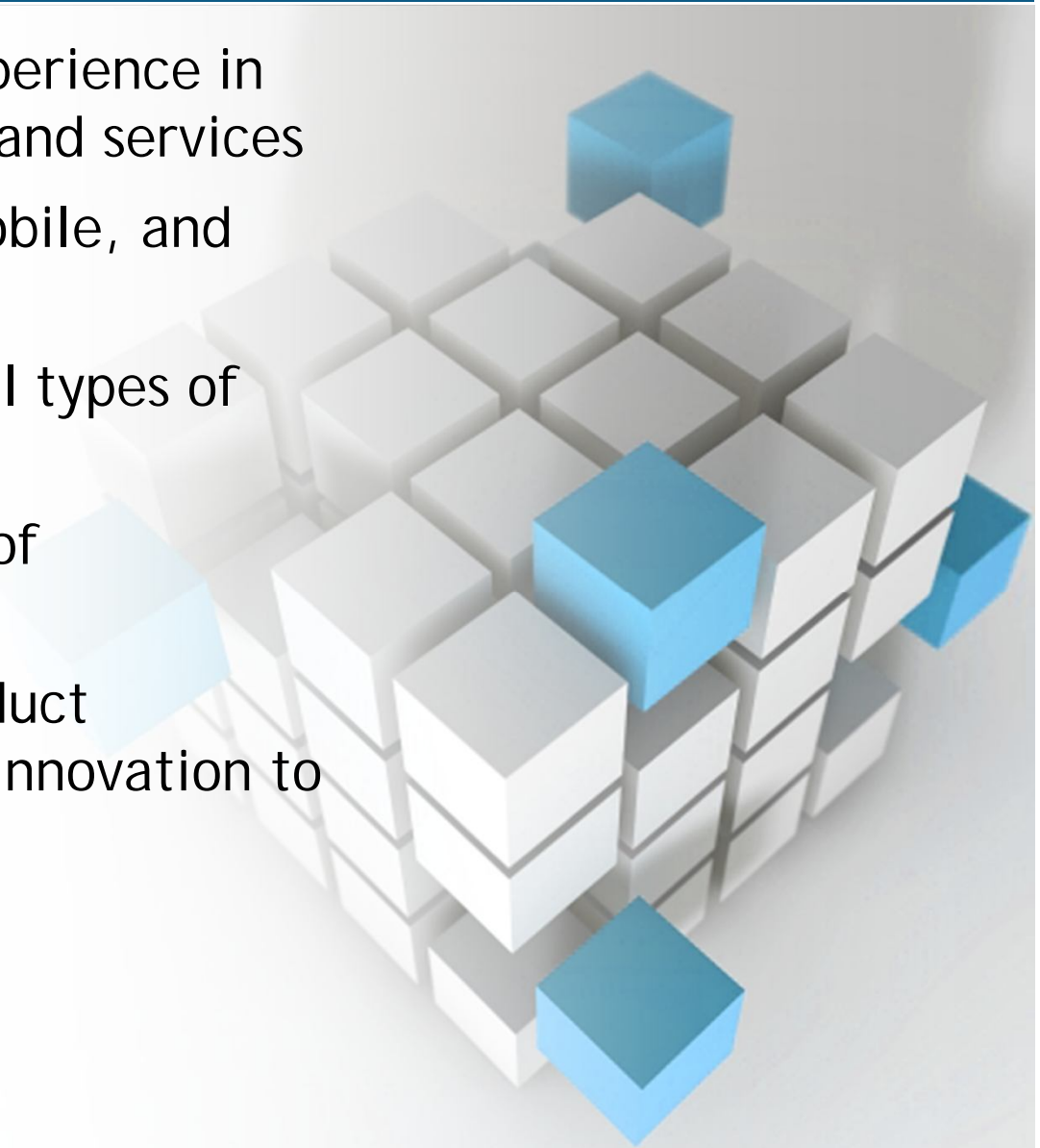
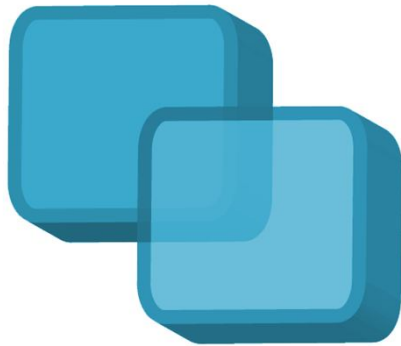


Image: Salvatore Vuono / FreeDigitalPhotos.net

# Contact details



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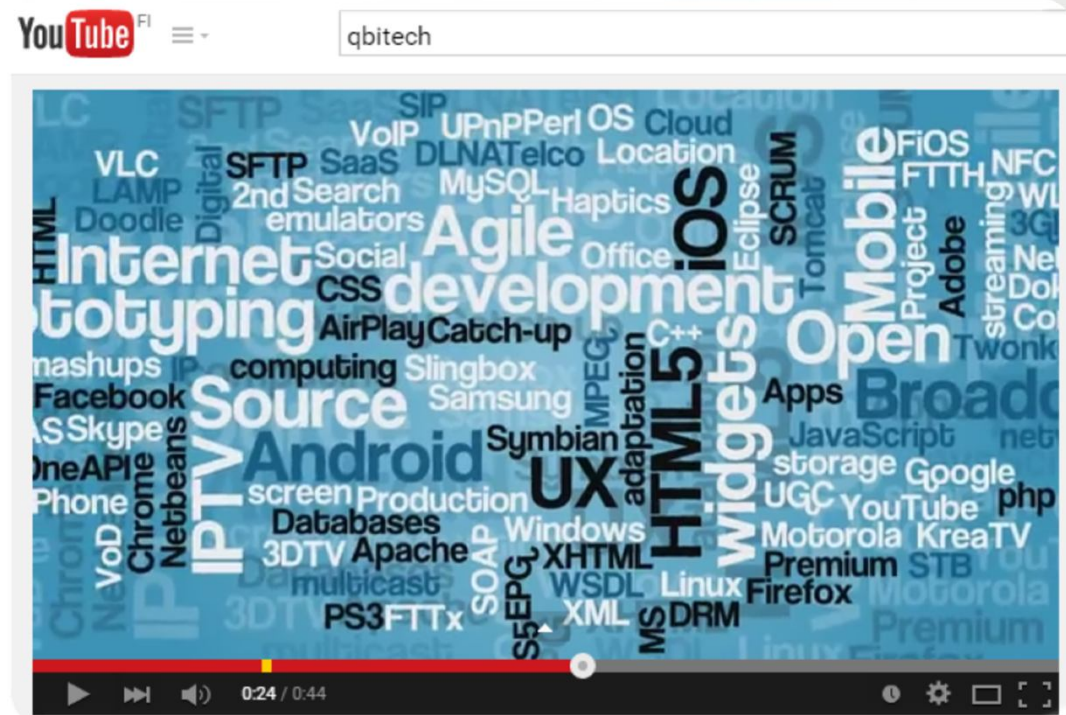
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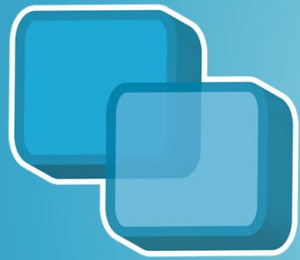
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Qbitech video: <https://youtu.be/HUIHLZGlr54>





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