



Reduce Your Software Develop Cost Risk and Time

*Why develop software functions
that don't differentiate your
product, if they already exist?*

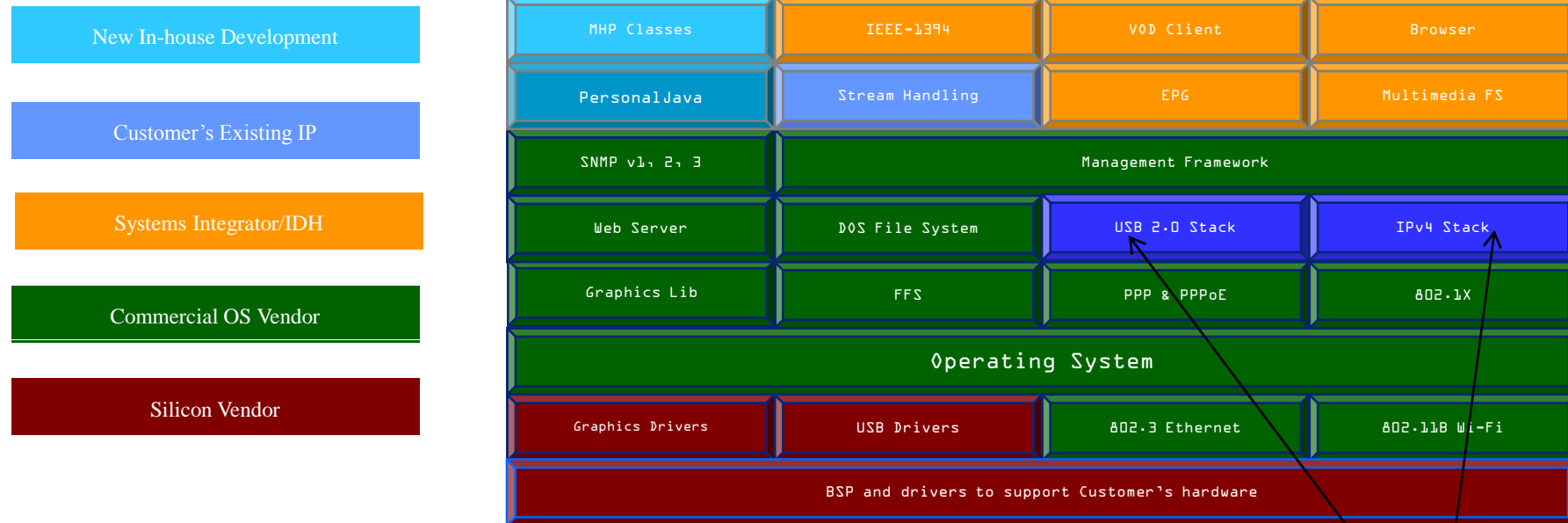


Who Are We?

- We provide *proven enabling* software components and design services as an alternative to in-house software development.
- Our mission is to help embedded developers maximise their design resources through software reuse.
- Proven Software Solutions is a knowledge transfer provider, offering embedded software components that are ready to integrate, so you can focus on what you do best – adding Value at your application layer.



Enabling software

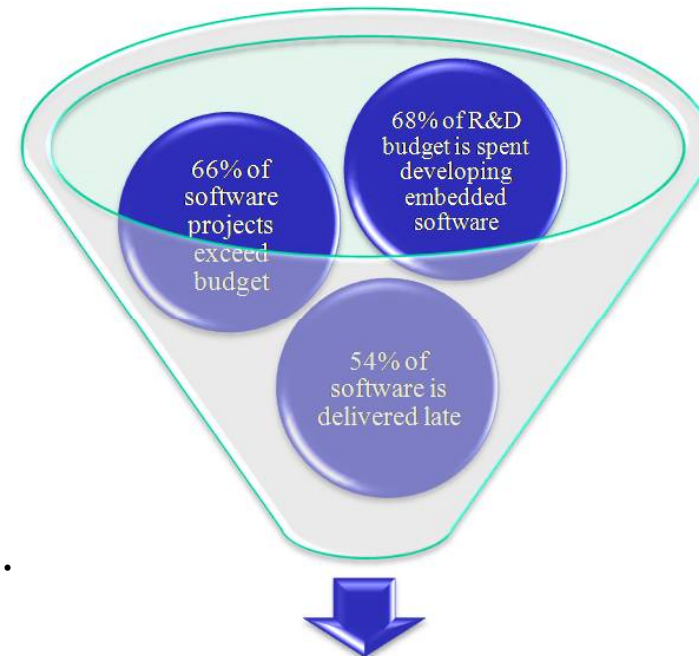


- PSS provides *enabling* software, such as drivers, stacks and codecs, that does not differentiate a product but *enables* it to work.
- The same enabling software, such as USB, can be used in many different product types.
- In Europe alone there is estimated to be around 5 billion lines of archived code that could be used by others.
- Because there is no established supply chain companies still waste hundreds of thousands of pounds developing these functions from scratch.



The Problem

- Because of product software complexity
 - A third fail to meet performance expectations
 - A quarter of projects are cancelled due to unrecoverable slips in schedules
- Device software complexity is growing rapidly. A modern mobile phone contains 5 million lines of code.
- Software development can seriously impact the success of a product.



“Software development is the main cause of missed product launches and feature deficiencies” (EMF, Gartner 2002)



Products and Services

Software Search	•Search PSS' online database for available software
Software Wanted	•If a particular software component is not shown then customers can post a Wanted Ad with no charge or obligation
Software Licensing	•License proven software components
Software Components	•PSS can turn OEMs existing embedded software into reusable components for in-house re-use or for submission to PSS for brokering
Software Brokering	•Software owners will enjoy a return each time their software is licensed
Design Services	•PSS can provide expertise to help with the design phase
Legacy Software Porting	•For customers tied into old silicon because of legacy software



Proven Software Solutions

Enabling software for everyone

Summary

- Software complexity is increasing.
- Cost, risk and development time is increasing
- R&D budgets, time to market and product lifetimes are reducing
- Software reuse can mitigate the complexity, cost and risk of developing embedded software.
- You need to focus on developing the features that differentiate you from your competitors
- Don't reinvent the wheel and develop enabling software in-house when that function will already exist in a debugged and deployed form and could be sourced from PSS.
- Proven Software Solutions has created the right environment to enable software reuse, to benefit the embedded community and its suppliers.



Don't Replicate...*Innovate*