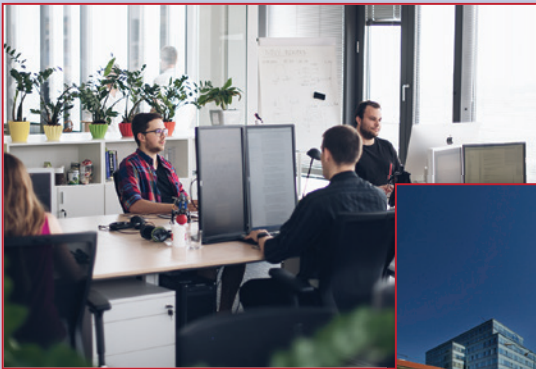


Custom Software Solutions with a Test and Measurement Heritage



The name Anritsu is familiar to most RF/microwave engineers. Not by chance, the company was formed the same year Marconi demonstrated the world's first wireless telegraph, in 1895. Over the course of its 121-year history, the company has become a \$1 billion stalwart of test and measurement (T&M), known for a full range of benchtop and portable equipment. Given this common notion of Anritsu, you may be surprised to learn that the company has an engineering center in Slovakia that consults on information technology (IT) and develops custom software for over 100 clients — only one of which is Anritsu — with projects that address multiple applications, such as telecommunications, aviation, e-commerce, retail and finance.

Anritsu Solutions SK (ASSK) was born in 1998, the confluence of several themes. Companies, particularly in Europe, that outsourced the development of embedded software or mobile/web apps wanted to minimize software development costs but not sacrifice close collaboration and clear communication with their external partners. This tension supported the growth of a technology sector in central and eastern Europe. The area is close to the rest of the continent, yet costs are lower; the work cultures are similar and a technical workforce is readily available. Anritsu had developed a software competency to support its own T&M needs and understood the technical aspects of the markets that were using the company's equipment.

Combining these seemingly unrelated threads, ASSK has grown to be the biggest engineering branch of Anritsu in the European region, with 85 engineers based at a modern office complex in the center of Bratislava, next door to Slovak University of Technology and 40 minutes from the Vienna airport. Not just offices, their 1100 m² facility houses a 20 m² Faraday cage for testing products isolated from interfering signals and a climate chamber for testing embedded systems under different temperature conditions.

Anritsu's T&M heritage leads to many engagements for telecom applications. In 2009, ASSK established one of the first LTE networks for RF conformance testing, and they continue to implement the latest LTE capabilities. Typical telecom projects involve passive and active monitoring, real-time traffic monitoring and interoperability testing. As one example, ASSK worked with one of the largest telecom operators in Europe on the rollout of a next-generation active testing platform, including VoIP/IP multimedia subsystems (IMS) monitoring. With this longstanding telecom experience, ASSK is well positioned to support the growth in the Internet of Things (IoT), whether developing embedded software for data acquisition or mobile/web applications for data processing and presentation. ASSK's reputation and reach extend well beyond telecom and Europe: they are developing a mobile app for the consumer sector with a Silicon Valley firm and have created embedded software for home appliances, such as a Bluetooth connected electric toothbrush.

As products become more complex and development cycles shorten, companies are being forced to focus on their strategic cores and establish partnerships to handle their other business processes. Gartner Group forecasts that the demand for IT and software outsourcing will grow at an average rate of six percent per year through 2018, and it is arguable that the mobile and IoT segments will grow faster. ASSK's goal, to be a trusted partner for companies needing their unique blend of software expertise and technical understanding has proven to be quite successful. Over an 18-year history, they have built long term relationships with their clients, who return for multiple engagements. They intend to keep it that way.

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