

# Innovative VAS Applications

## About CanvasM

CanvasM is a unique collaboration between global leader in wireless communications, Motorola Inc. and leading provider of IT services and telecom solutions, Tech Mahindra Ltd. CanvasM marries the unmatched telecom expertise of Motorola with the proven system integration capability of Tech Mahindra. Leveraging these inherent strengths in a nimble, flexible and focused organization, CanvasM is uniquely positioned to become a key contributor in the global Value Added Services (VAS) applications

## CanvasM vision

To be the leading VAS enabler, helping communication service providers deliver innovative applications for Entertainment, E-commerce and Enterprise

## CanvasM quick facts

**Parent companies:** Tech Mahindra Ltd and Motorola Inc.

### Key focus area:

VAS Applications across multi access networks (Fixed line/Cable/Wireless/WiFi/ Wimax /GSM / CDMA / UMTS)

### Market segments served:

Global telecom service providers, Content owners, Media houses, Application vendors and developers

### Services offered:

System integration, Application hosting and outsourcing services, Service delivery platform, MVNE ( Mobile Virtual Network Enabler) services, Content aggregation, Content hosting and delivery, OSS/BSS Integration with VAS applications, Application engineering and certification, Joint go to Market programs

### Key value propositions:

- Comprehensive VAS application solutions covering the entire gamut of operators, content Provider and application vendor requirements
- State of the art lab demonstrating VAS applications
- Partnership ecosystem for providing a one stop shop for VAS applications
- Global support and presence
- Facilitation of third party VAS application development
- Deployment and integration of GAMA, Global Applications Management Architecture (Service Delivery Platform & Framework)
- Flexible business models

**Headquarters: NOIDA, India**

**Development Centers: NOIDA and Bangalore, India**

**US Office: Chicago, USA**