



EPAM: CONNECTED BUSINESS WITH IoT

JUNE X, 2016

AT A GLANCE

FOUNDED IN

1993

US BASED
PUBLIC COMPANY
(NYSE:EPAM)

2016 Revenue
Guidance

\$1.15B

2015 Revenue

\$914M



16,000

Engineers, designers
and consultants

120 of
Forbes
Global 2000
are clients

**CONSTANT
GROWTH**

20
Consecutive
Quarters

20+%
growth

4
Continents

25
Countries



GEOGRAPHY FOCUS

North America
53%

Europe/APAC
41%

CIS
5%

INDUSTRY FOCUS

27%



Financial Services

24%



Travel & Consumer

20%



Software & Hi-tech

3%



Emerging

14%



Media &
Entertainment

9%



Life sciences &
Healthcare

SERVICE MIX

Software Engineering &
Product/Platform
Development

QA and Test Automation

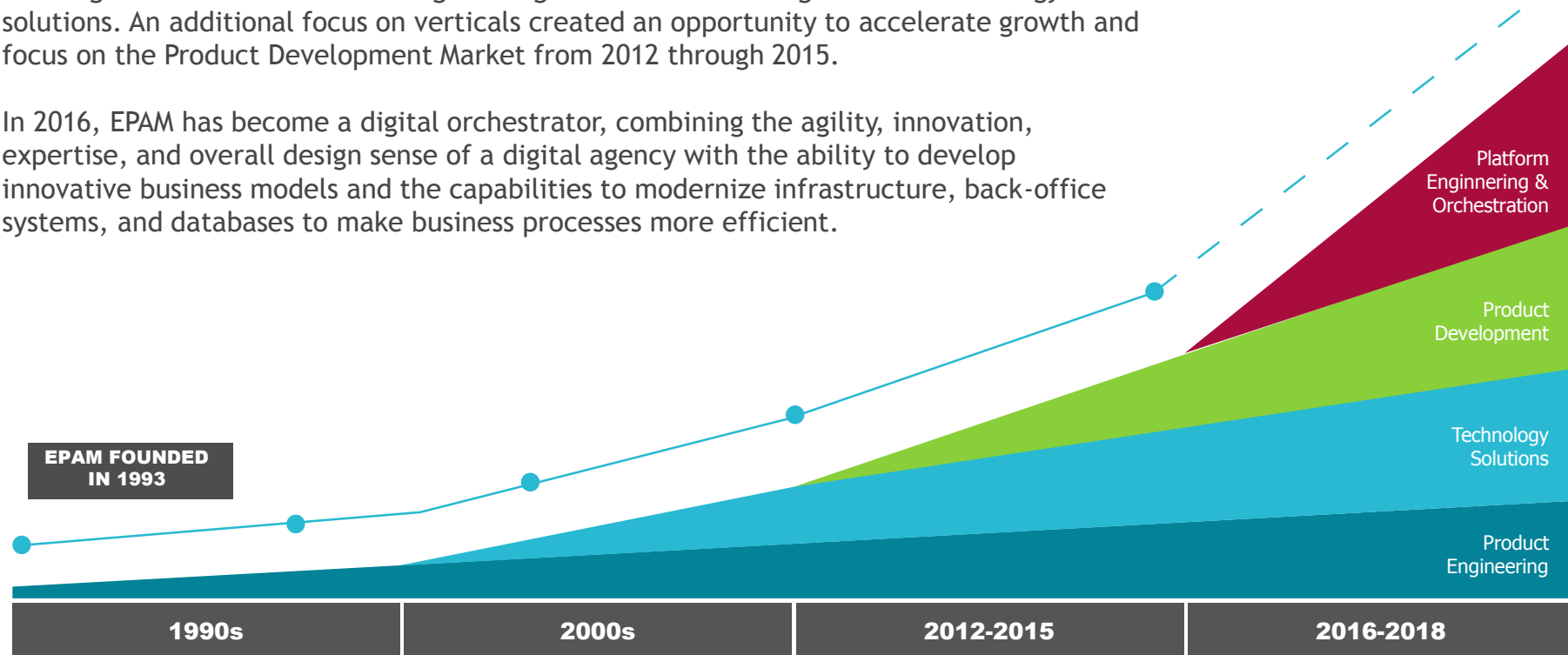
Managed Services

Infrastructure & Licensing

ENGINEERING DNA + 23 YEARS OF COMMERCIAL SOFTWARE EXPERIENCE DRIVES SHIFT TO PRODUCT AND PLATFORMS

A strong foundation in software engineering accelerated EPAM's growth in technology solutions. An additional focus on verticals created an opportunity to accelerate growth and focus on the Product Development Market from 2012 through 2015.

In 2016, EPAM has become a digital orchestrator, combining the agility, innovation, expertise, and overall design sense of a digital agency with the ability to develop innovative business models and the capabilities to modernize infrastructure, back-office systems, and databases to make business processes more efficient.



DIGITAL BUSINESS INCREASINGLY MEANS CONNECTED BUSINESS



AGE OF
CUSTOMER



MOBILE SHIFT



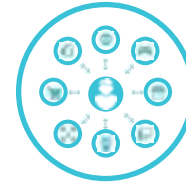
RISE OF
BIG DATA



**CONNECTED
BUSINESS**



ACCELERATION
OF INNOVATION



INTERNET
OF THINGS



DIGITIZATION
OF IN-STORE

**CUSTOMER
CENTER OF
UNIVERSE**

**EXPERIENCE
IS THE
DIFFERENTIATOR**

**DATA DRIVES
DECISIONS**

**CONTINUOUS
RELEASE
CULTURE**

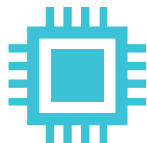
**DEMOCRATIZED
TECHNOLOGY
LANDSCAPE**

IoT BECOMES THE “PROJECT” THAT TESTS CONNECTED BUSINESS MODELS

SERVICE DESIGN

+

USER EXPERIENCE



DEVICE UI

+

EMBEDDED

+

CLOUD

+

DATA/
ANALYTICS

+

INDUSTRY
EXPERTISE

+

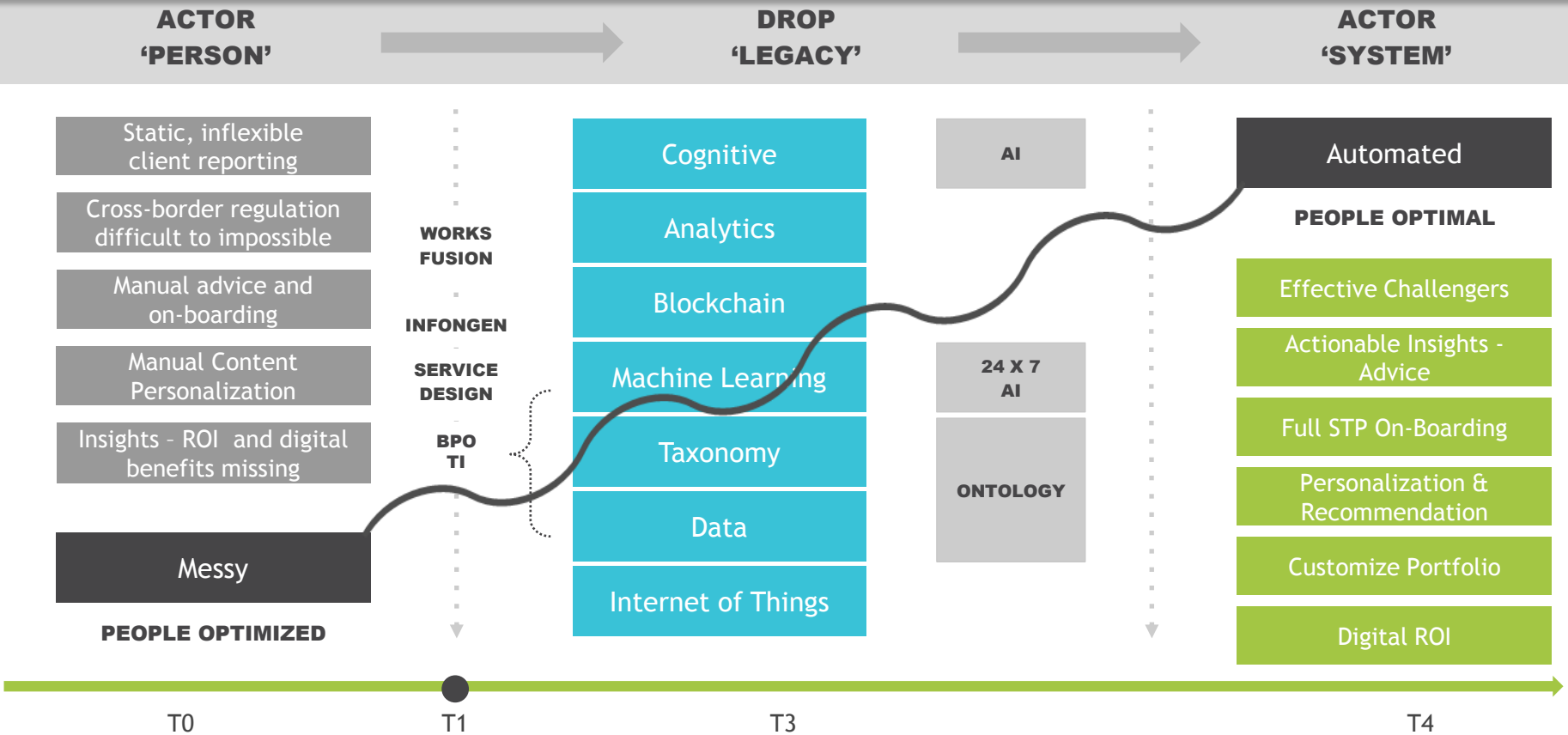
SECURITY

=

EPAM IoT



DRIVING (some) USE CASE AND VERTICAL PARADIGM SHIFTS



FULL-STACK SOLUTION PRACTICES

DIGITAL BUSINESS

DIGITAL ENGAGEMENT

Digital Strategy & Experience

Omni-channel, Engagement, Gamification, VR/AR/Gaming

Mobility

Mobile, Social, Wearables

Commerce

ecommerce platforms, Domain-specifics

Digital Marketing

CEM, DAM, CRM, Customer Identity, Loyalty

INTELLIGENT ENTERPRISE

Data Intelligence & Architecture

Big data/data lake, data science, text analytics, real-time/streaming, search, visualization, Agile BI

Enterprise Apps

Green Field, SAP, CRM, Marketing Automation/Ops, ECM, BPM, Taxonomy, Social Enterprise

Application and Cloud Management

Infrastructure Architecture, DevOps, AppOps, SysOps

ADVANCED TECHNOLOGY

Architecture & Platforms

N-Tier, frameworks, Integration, J2XE, .NET, Scalability, Sustainability, Supportability

Embedded & IoT

Appliances, Devices, Infotainment, Robotics

Assurance

Security, QA, Testing, Automation, Performance

Agile & Lean

Agile Thinking, Eng. Processes & Tools

Business Analysis

Product mgmt. process, requirement gathering and mgmt. process, industry specifics

CORE ENGINEERING / PRODUCT ENGINEERING

WHAT'S OUR FOCUS?

20%

ENABLE A CLASS OF TARGETED IOT SOLUTIONS

- Independently, but mostly with Partners, EPAM will create underlying platforms or solutions that Enable IoT programs to deliver on the promise of Connected Business

50%

HELP CUSTOMERS ENGAGE THROUGH CONNECTED EXPERIENCES

- Conceive new product visions/business models with incorporated PLM and Service Strategy
- Solution Design (incl. Industrial), next generation of Informed Service Design, TRIZ and other tailored methodologies
- Create with connected EX incorporating digital but also AR/VR capabilities
- Integrate/Orchestrate components of the strategy inside/outside the business
- Deliver Engagement as the outcome

30%

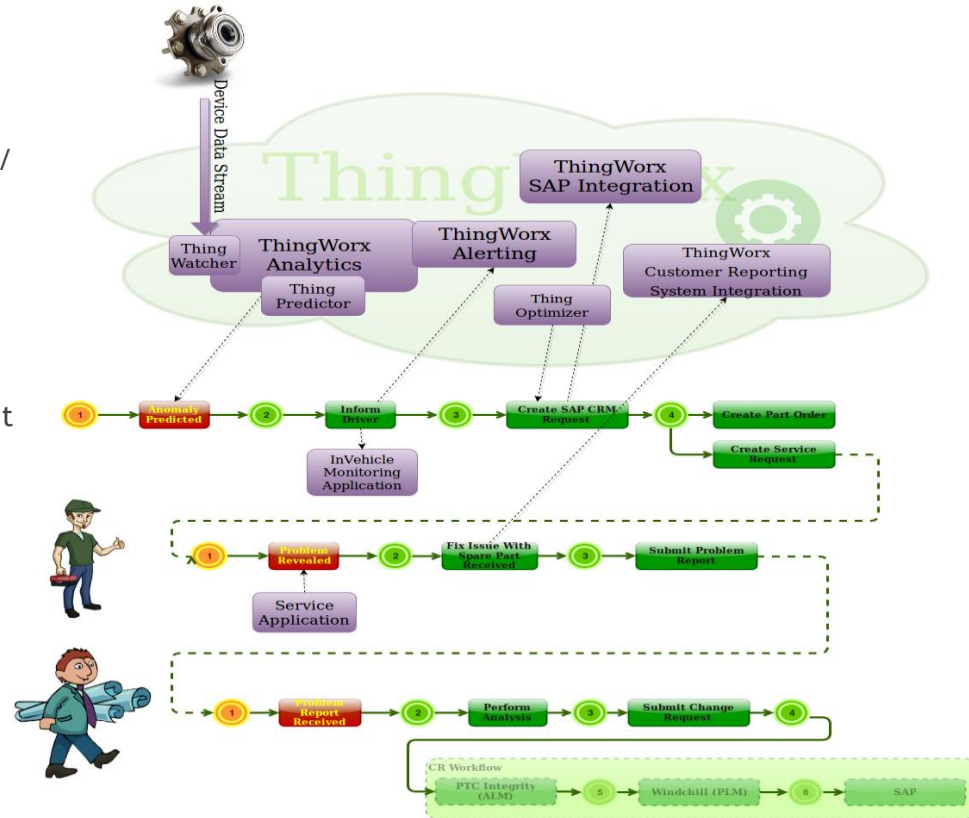
EXTEND CUSTOMER SOLUTIONS WITH EPAM EXTENTIONS

- Horizontal & Vertical Blueprints
- EPAM IP in Key Platforms
- Data Solutions
- Advanced Technology & IoT Practices
- Top Talent



LIVEWORX DEMO SCENARIO

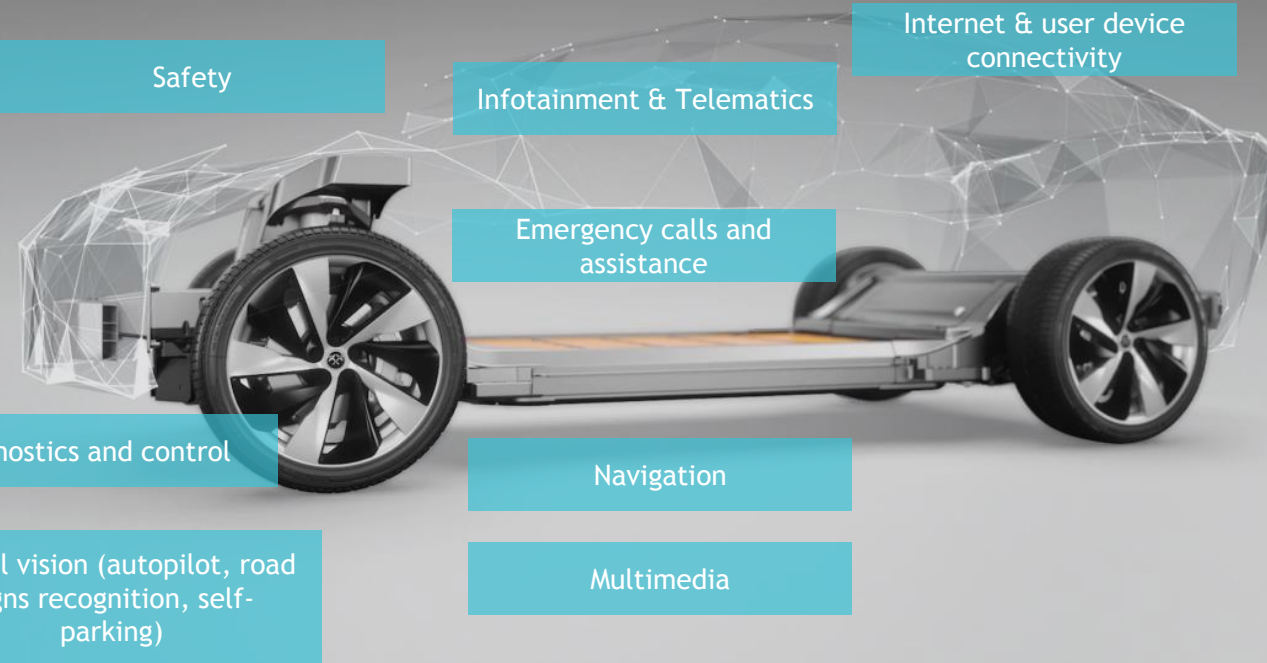
- ThingWorx is used to gather sensor data on component (bearing)
- Sensor data is analyzed through ThingWatcher
- Based on recognized patterns, ThingPredictor anticipates anomaly / failure
- ThingOptimizer suggests mitigating measures to driver and service technician
- Service request is filed through SAP CRM integration
- Service technician uses AR Service app to replace failing component with SAP-recommended spare
- Service technician initiates Problem Report
- Analysts and decision maker use Connected Change App to manage Change process across IT systems (PTC Integrity & Windchill, SAP ERP)



DIGITAL PRODUCT IN DIGITAL BUSINESS

“Cars have become the ‘ultimate mobile device’ and we, the people, are becoming ‘connected drivers’”

Thilo Koslowski at Wired.



- 10 million self-driving cars will be on the road by 2020
- All services on all screens
- Digital experience driven by software
- Huge value in location and user preference based services
- Enables smarter, personalized transportation



LAKE LEADERBOARD



KIRK WILBERG *Toronto*
Walleye: 5.7 kg / 66.14 cm



ABBY MCSHARRY *Montreal*
Walleye: 5.4 kg / 56.08 cm



COREY DUBOW *Calgary*
Walleye: 5.6 kg / 63.77 cm



DOUG DIBLE *Calgary*
Bull Trout: 5.3 kg / 58.88 cm



JASON MCCRAY *Calgary*
Rainbow Trout: 5.6 kg / 60.9 cm



KIRK WILBERG *Toronto*
Walleye: 5.2 kg / 51.82 cm



TROY BILBREY *Quebec*
Bull Trout: 5.6 kg / 60.21 cm



STEVE IMHOFF *Montreal*
Rainbow Trout: 5.2 kg / 46.4 cm

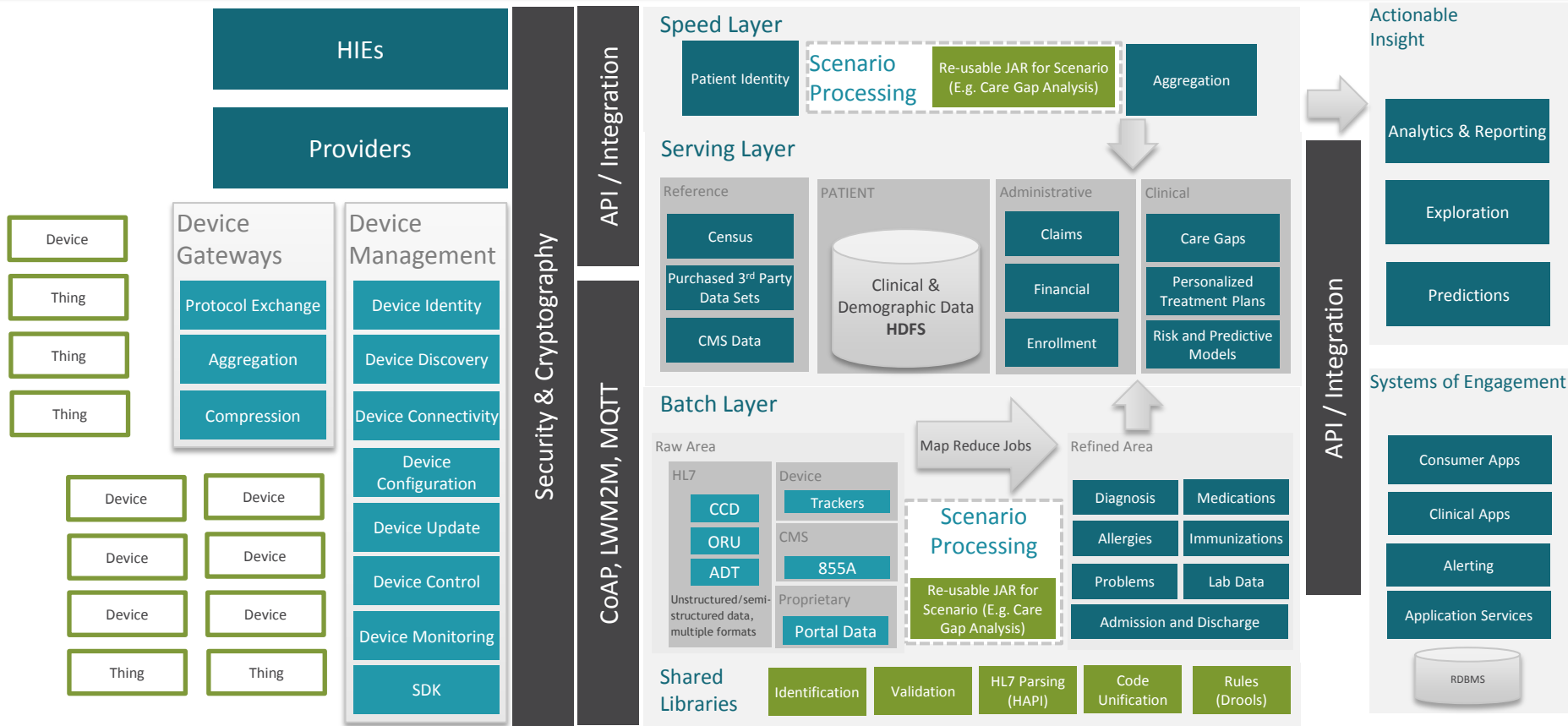


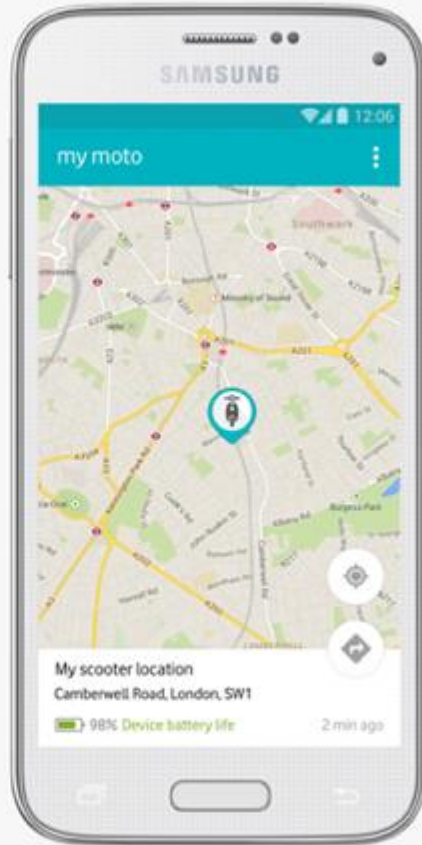
LUPE RODRIGUEZ *Toronto*
Arctic Grayling: 5.6 kg / 59.51 cm



KATE OKRAY *Edmonton*
Walleye: 4.9 kg / 45.7 cm

EPAM HEALTHCARE IOT BLUEPRINT





CREATING NEW GPS TRACKING SERVICES FOR MOPED OWNERS

EPAM's service design team worked with Vodafone's innovation team based in Paddington UK, to help them to rapidly realize new product and service ideas.

At the beginning we facilitated a two day 'product accelerator' workshop to create concepts based around GPS tracking technology. At the end of the two day workshops we had created new "value propositions" and "paper prototypes" outlining the service, along with concepts for the industrial design of the new physical tracker product; targeted at European moped users.

Following validation and refinement of the new ideas with user in the market, EPAM assembled a mobile Scrum team to deliver an MVP app. It took EPAM's mobile team just 6 weeks to deliver working build of the digital service for Android.

In tandem our industrial design team developed the GPS tracker concept, all the way through to prototyping and assembly. The new tracker featured a two-shot molded, high gloss case with soft touch points and a high impact polycarbonate case molding. We delivered 150 GPS trackers to Vodafone ready for testing with user in the market.

IDEAS - Innovation Designed & Executed as a Service

PROGRAM PHASES

ENABLE

TACTICAL

SPECIFIC

POC

PROTOTYPE

MVP

TOOLS

PROCESSES

PROGRAM

STRATEGIC

SUSTAIN

DELIVER

ENABLE



DELIVER



SUSTAIN



Innovation Readiness Assessment	STRATEGIC		
1 Day Workshop	STRATEGIC		
5 Day Bootcamp	TACTICAL, SPECIFIC	POC, PROTOTYPE, MVP	
12 Week Lighthouse	STRATEGIC, TACTICAL, SPECIFIC	POC, PROTOTYPE, MVP	
Crowdsourced Innovation	TACTICAL, SPECIFIC	POC	
Innovation Portal	SPECIFIC	POC	TOOLS
Innovation Accelerator Program		MVP	TOOLS, PROCESSES
Innovation Management Service (Lab)	TACTICAL, SPECIFIC	POC, PROTOTYPE	TOOLS, PROCESSES, PROGRAM
TRIZ	SPECIFIC		
Service Design	STRATEGIC, TACTICAL, SPECIFIC		
Strategic Intuition	STRATEGIC, TACTICAL		
Garage / IoT / etc Lab	STRATEGIC, SPECIFIC	POC, PROTOTYPE	
Zero-to-One Delivery Innovation team		POC, PROTOTYPE, MVP	

BUILT FOR INNOVATION: EPAM GARAGE



KEY HIGHLIGHTS

- EPAM's dedicated space for R&D
- First center located in Minsk
- Labs are expanding quickly, new locations: Kiev, Kharkov, Krakow, Budapest
- The first project designed by the team was the Smart Greenhouse, which won Oracle's Java Innovation Award
- See more about EPAM's Garage: <https://www.epam.com/ideas/blog/driving-innovation-into-epam-garage>



The image features several colorful geometric shapes, primarily triangles and lines, scattered across the background. A large, multi-colored triangular shape is prominent on the right side, composed of various shades of blue, green, yellow, and purple. Several thin, colored lines (blue, pink, green, orange) radiate from the center of the text area. The text 'LIVE WORX 16' is the central focus, with 'LIVE' in a thin, outlined font and 'WORX 16' in a bold, solid black font. A small 'TM' trademark symbol is positioned to the upper right of the '16'.

LIVE
WORX 16™

TAKE A FRESH LOOK AT THINGS

liveworx.com



Please use the
mobile app to rate
this session
Access the latest schedule and join
the conversation on social media
#LIVEWORX #IoT.