

Prodapt,

Red Book ONE

**the
world**



We're very proud to present you with your Red Book.

Book One—that's this book—will give you, in the next ten minutes, an introduction to our view of the connected world. And our place in it.

Book Two is about what makes us special. This spirit connects all of us together.

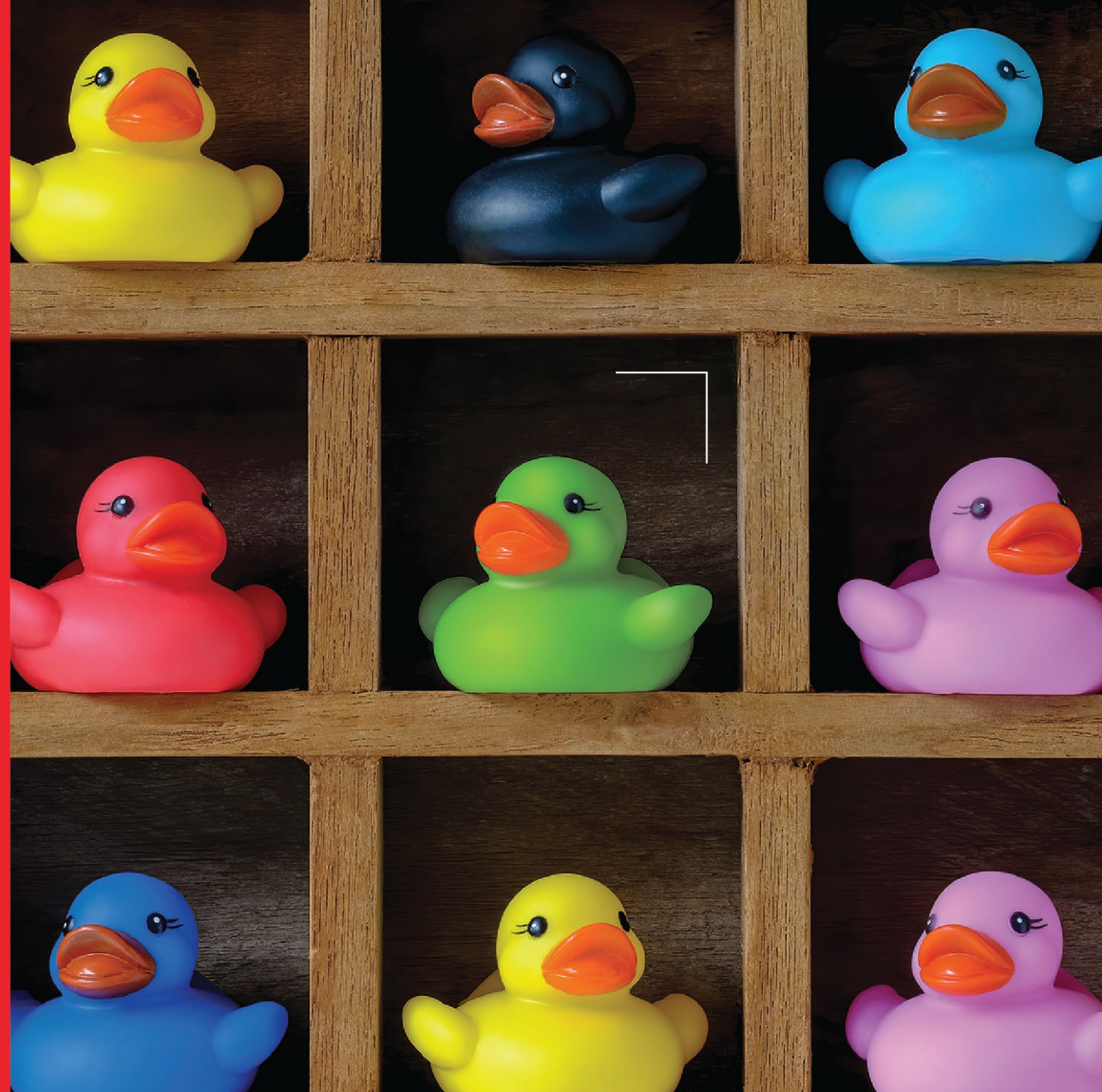
After all, we're a group of people out to connect everyone and everything in meaningful ways.

So first, **Connectedness** →

**Connectedness
is our heart, head
and body**

Time for a story →

In Mumbai, **Grandma Usha** is looking at the computer screen. Her nephew is helping her navigate. She's looking for a toy for her **granddaughter Mio in Chicago**. She settles on a green duck. It's cute!



▼ The Kindness Duck Project is a movement to recognise and encourage acts of kindness. It features a giant duck.

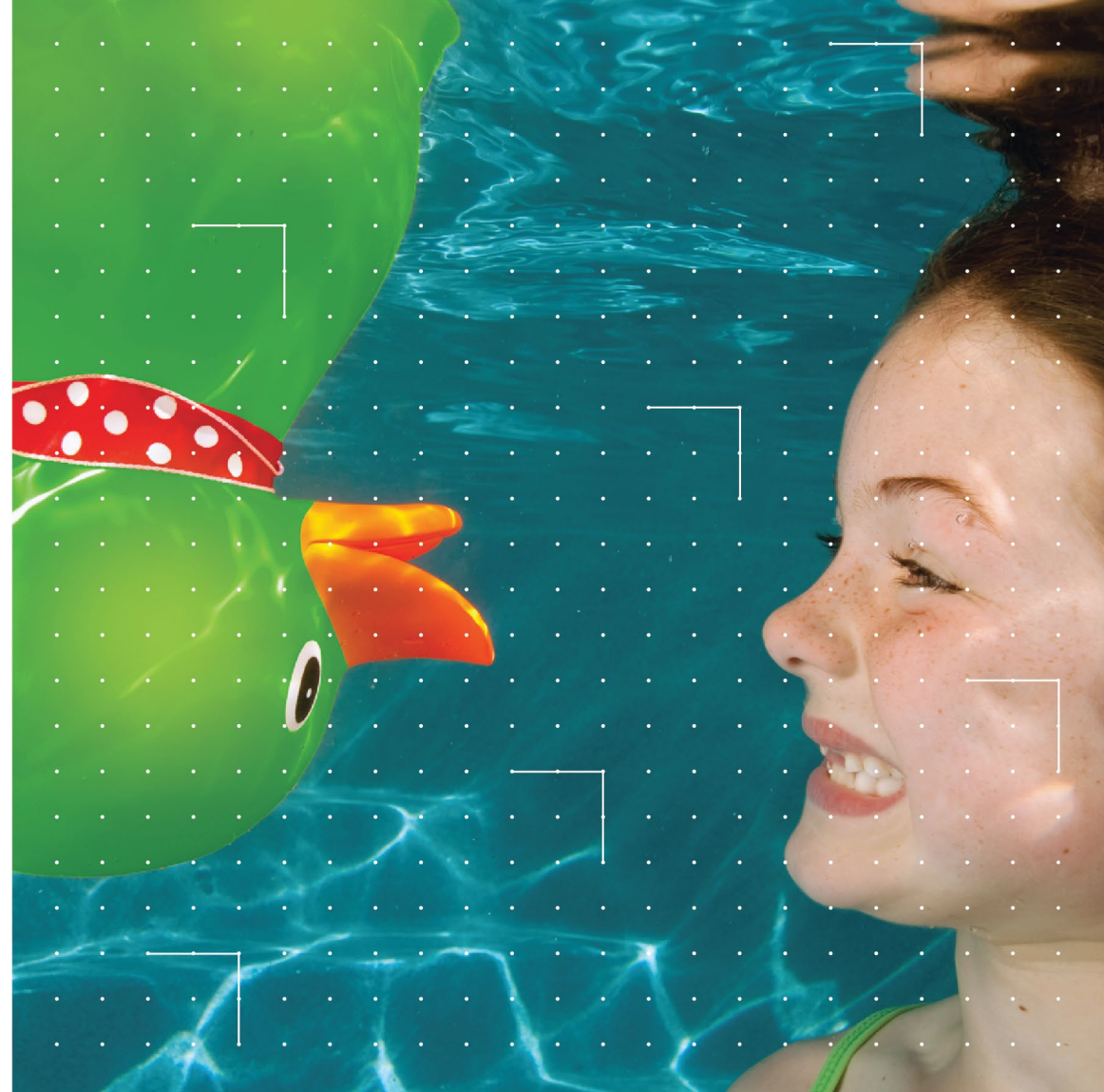
Eduardo is in Lisbon, Portugal. He works in the fulfilment team for a global company that sells the green duck, which is made by a firm in Thailand, and shipped by an international logistics company.

In the evening, he watches as **his son Juan takes an online math class from Velu**, a freelance teacher **in Chennai, India**. Juan's sister Isabella is playing about.



The education company Velu works for is based in the USA. It's owned by Grandma's son and his Japanese wife.

Mio takes a picture of her green duck. She uploads it to her page on a social sharing site, where she **shares it with 103 others**. **Juan's sister Isabella** is one of them!



Everyday, people connect with their friends and family, and with businesses.

They exchange goods, money or messages.

People who don't know each other are able to touch each other's lives in many ways.

Connectedness drives the world →



A hand is shown interacting with a tablet device. The background is a deep red color with a grid of thin white lines and a pattern of small white dots. There are also several large, out-of-focus red circles (bokeh) scattered across the scene. The overall aesthetic is modern and tech-oriented.

What makes the connected world?

Three kinds of companies are
at work to make the connected
world possible.

BIG TECH COMPANIES 

One kind of company sells goods and services.

These could be green ducks, on-demand video, or ways to keep in touch with people. Let's call them **Big Tech**.

They are at the cutting edge of digital operating models. You use their services all the time. They are in the news a lot.



BIG NET COMPANIES 

Behind the scenes, **another kind of company** is connecting Big Tech to their end users, to their homes and offices. Let's call them **Big Net**.

They make sure that the company that Eduardo works for can instantly access data on its inventory. That Grandma Usha's bank pays instantly, that Isabella and 103 others see Mio's green duck. And Juan's online class with Velu runs smoothly.



BIG NET COMPANIES ¹

At home, Grandma Usha, Mio, Isabella, Juan and Velu—and you—have phone, broadband installed by the same kind of company. They run networks.

They connect you to Big Tech, to smaller businesses and to everyone else with voice and data. Some of them also provide advanced network services—cable TV, security or private exchanges. They could be telecom companies or digital (or multiple) service providers.

BIG INFRA COMPANIES 

A **third kind of company** makes and sells the boxes, like switches, routers or gateways that Big Net runs on. These are industrial versions of the routers and gateways that distribute signals on your home or office network. Let's call them **Big Infra**. The trade calls them Network Equipment Providers or NEPs.



Think of a stack like the one in the picture →

We call this stack **the Connectedness vertical**.

All three types of companies use our software and services.

BIG TECH

BIG NET

BIG INFRA



We play a critical role in making connections:
people–people, people–business and
business–business.

We help bring services and users together.

We call it Connectedness.

So that Mio's green duck and Juan's math class
can all build a connected, happier world.



A surfer is shown riding a wave, captured in a dynamic pose. The entire image is overlaid with a semi-transparent red color. A grid of thin red lines is superimposed on the scene, and a pattern of small red dots is scattered across the background, particularly concentrated around the surfer and the wave's crest. The text is placed on the left side of the image, and the descriptive text is on the right side.

How we help

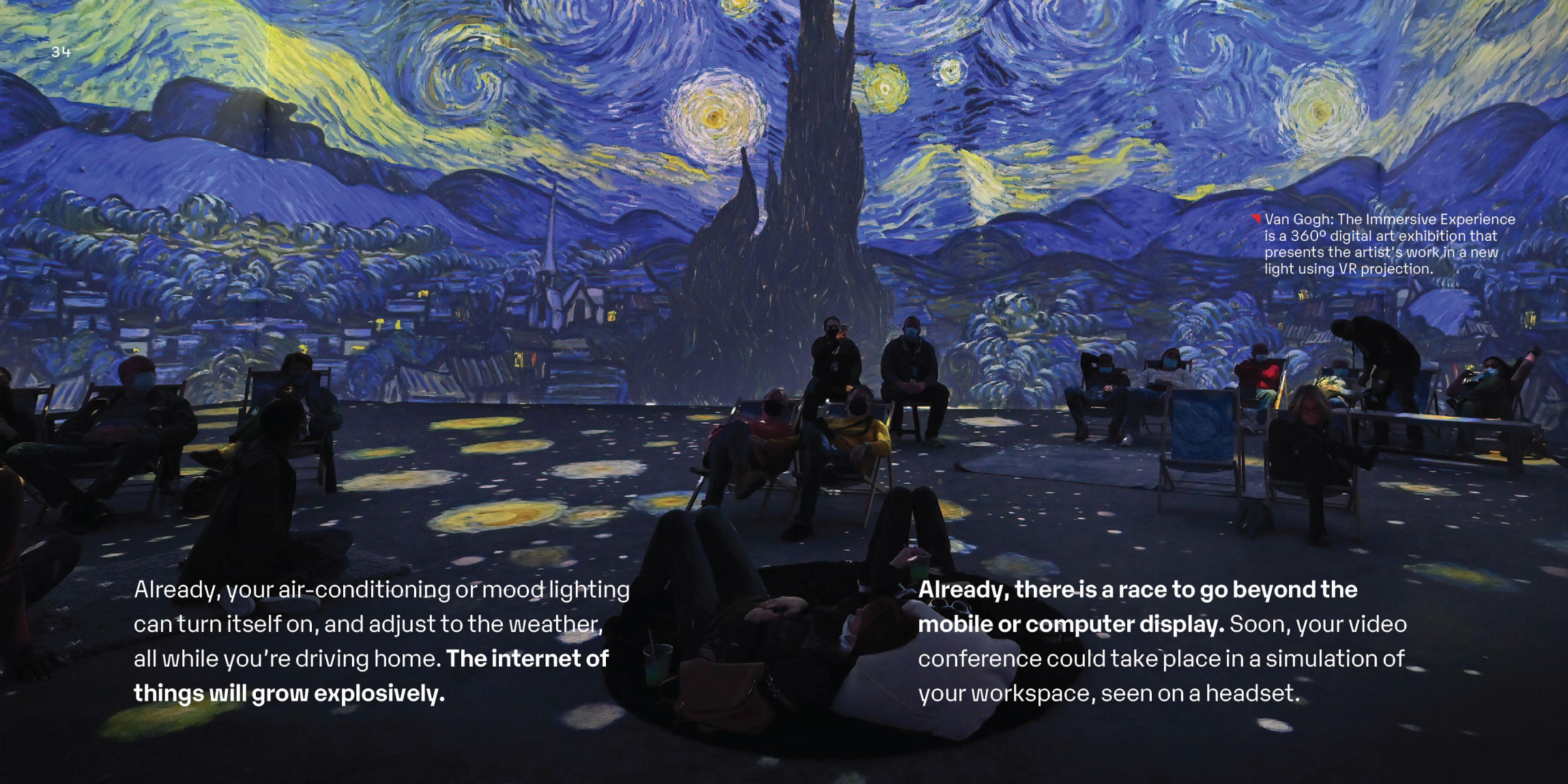
Prodapt provides companies the technology services and consulting they need to thrive in the future.

And to keep up with the demands of the present.

People already use services that respond at the speed of thought.

Already, Grandma Usha, on her evening walk, can instantly pay a street vendor for her puffed rice snack, with her mobile phone.





▼ Van Gogh: The Immersive Experience is a 360° digital art exhibition that presents the artist's work in a new light using VR projection.

Already, your air-conditioning or mood lighting can turn itself on, and adjust to the weather, all while you're driving home. **The internet of things will grow explosively.**

Already, there is a race to go beyond the mobile or computer display. Soon, your video conference could take place in a simulation of your workspace, seen on a headset.

▼ **Prodapt helps companies to be ready for this future. By making them more agile, flexible and responsive.**

We work for clients in each part of the Connectedness stack in different ways, but there's a common part.

We write, design, configure and operate the systems that are needed to run the business on the inside...

...and handle their customers and the external world on the outside.

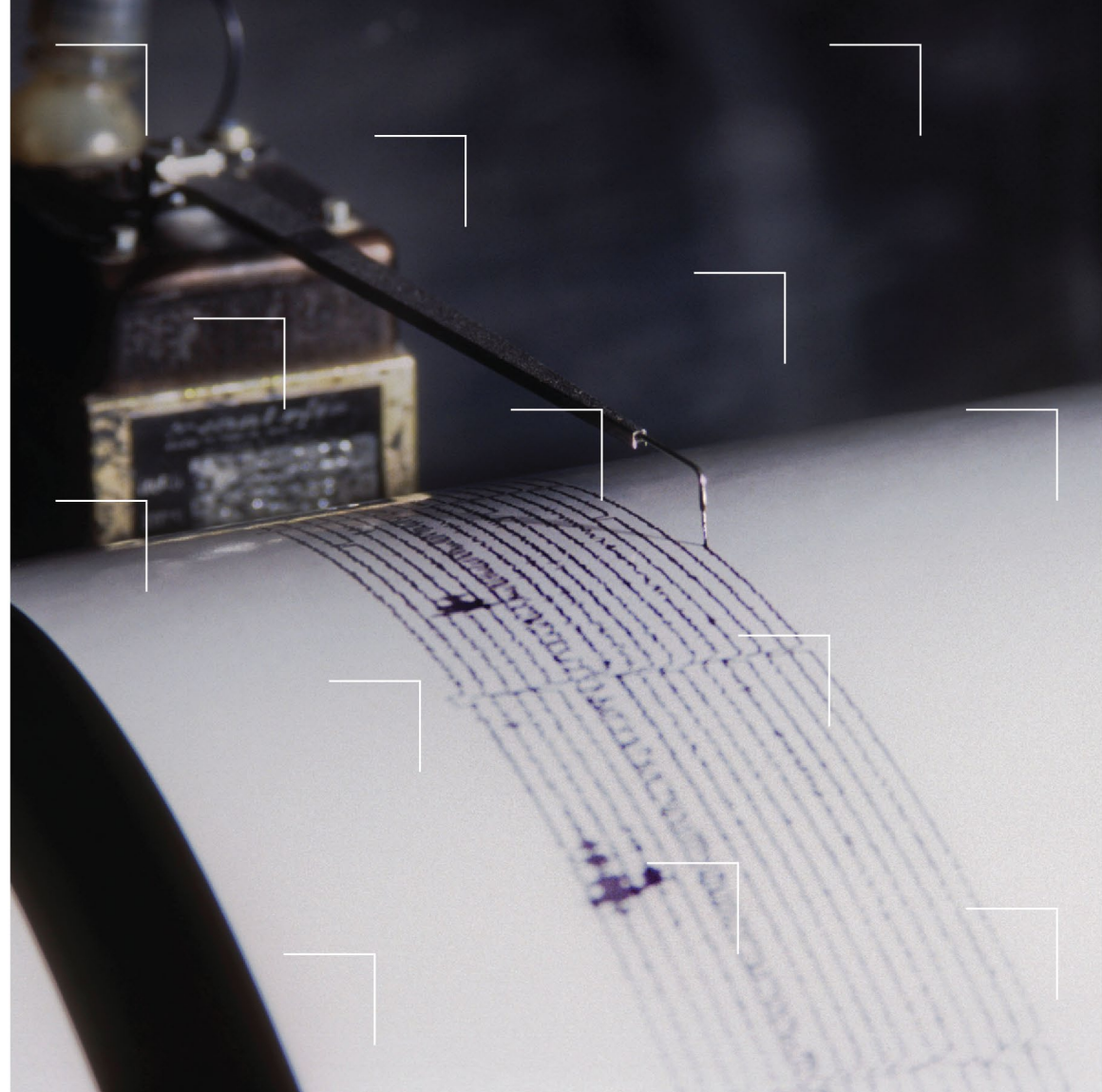
Let's get a flavour of the challenge →

Every business wants to do three things.

Learn. What's happening, this minute, in our world?

Understand. What does it mean?

Act. How do we respond?



To learn, the business needs to ingest and organise external data from many sources.

To understand, it requires software intelligence to see patterns.

To act, software must support human intelligence with internal and external data.

Our services and solutions give our clients visibility into and control over all their processes, whether they are internal or customer facing.

▼ **We deliver a single view of the facts, eliminate error and wasted time.**

Big Tech companies are already good at this. Mio's green duck showed up on Isabella's feed by algorithm, not accident, nor by human assistance. They get machines to do something rather close to what humans do.

Today, we help them in the highly specialised area of designing chips geared for AI/ML, the cloud and 5G.

Soon we will have a broader impact on their business. **Through our consulting and services, we will engineer more intelligence into their software, and thus help them manage their complex global operations.**

As we are doing for our other two client groups
→

Big Net companies have been connecting people and businesses for decades, before the digital age.

They're complex due to the way they grew. Their technology is a patchwork of legacy boxes and sophisticated software-based networks. They could run on copper, fibre or radio waves, and serve very different cities, neighbourhoods and customers.



Sophisticated as they are, they need to keep up with Big Tech, which adds newer and newer services every day. And with consumers like Mio or Juan, who want these new services, and the fast data to run them.

For them, we help orchestrate everything from activating new customers to billing. **Our systems respond to faults, manage service levels and uptime.** We help them gain from cloud technology. We can predict network faults too.

▼ **We automate large parts of their processes. And we keep their lights on.**

For **Big Infra**, we write software that makes their boxes smarter. This lets them digitise networks, using software to do what hardware used to do. Making them simpler, cheaper, faster to deploy. More flexible and easier to keep up to date.

We automate tasks like testing, at scale. We also run many of their user-facing processes. In other projects, we might use AI to test their software at a large scale.



You now understand the connected world and where we fit in.

Next, let's focus on what makes Prodapt special. It's in Book Two.

PRINTED IN: DECEMBER 2022. *We are a fast moving company,*
in a fast moving world. The information in this book is correct
as of the date of printing.

Prodapt

www.prodapt.com