

Sprint/Sanyo PRO-700 Smart Phone Development



'The Sanyo PRO-700 does what it sets out to do, and does it well... It strikes a great balance between form and function ... and we think that Sanyo has done a wonderful job recreating the iDEN phone experience with a CDMA unit.'

---by PhoneArena.com

Prior to the release of PRO-700, American mobile user can barely find a CDMA smart phone from the marketplace which compatible with below functionalities,

Instant push-to-talk communication (PTT)

Military Spec (810F) - certified for dust, shock, and vibration

Sanyo Pro-700 is jointly developed by Sprint, Sanyo and CVIC SE; it is the first non-Motorola phone to offer Nextel Direct Connect (NDC). Currently, Sanyo Pro-700 is the hot buzz among CDMA and iDEN customers in America and New Zealand since its powerful functionalities, accurate positioning with Sprint's excellent mobile network support.

What are the benefits of using Sanyo Pro-700?

Sanyo Pro-700 made the first tangible step in bridging the deteriorating gap between CDMA and iDEN customers.

The iDEN mobile network is widely deployed in America; iDEN was invented by Motorola in early years with less supportability to assist latest mobile services, new phone functions etc. Meanwhile, just before Pro-700 was came into market, Sprint, the top 2 mobile operator now in America, merged another nationwide operator, Nextel. So it's became a technical barrier to transplanted instant chat service, QChat, from Nextel in order to maintain existing customer and smoothly integrate both company's platforms.

In this case, Sprint is under constant pressure in a crowd market and boost it's compete ability. Sanyo Pro-700 is one of the 'top weapons' for Sprint to overcome aforesaid challenges with 'Nextel Direct Connect' and QChat support. However, as a routine of almost every outstanding success, there are tough barriers and challenges on the other side of the story:

Challenges During the Project



Brand new triple work style between Chinese, Japanese and American companies	It is the first project for CVIC SE to work together with American mobile operator in the crowded CDMA segment. The triple work style actually brought challenges to all sides since the cultural gap and different business practice. So, timely and accurate communication is the key success factor for the three firms.
Accurate customer segmentation	Cell phone has become typical consumer gadget nowadays, so Sanyo Pro-700 should features both fashionable and functional. We define two sales points for Pro-700, the first one, 'Instant push-to-talk communication (PTT)', the second one is 'Apply to Military Spec (810F)'.
Adopt agile development methodology and latest mobile techniques	As a typical embedded project, agile development is the top selection for Sanyo Pro-700 development. During the approach, key modules like 'upper machine', 'middle layer' and 'PLC' should be clearly defined, and we should familiar with mobile O/S of REX (Qualcomm), Flash UI and J2ME etc to achieve lite LOC (Line of Control), high reliability and effective performance.

How could CVIC SE make this success happen?

1. Japanese and English-speaking outsourcing team, with prompt project management and collaborative development platform. Our team is familiar with global business circumstance and culture, we have introduced 'Agile Methodology' and adopt scrum meeting, morning meeting and weekly meeting as communication channels, Skype as communication tool. These efforts definitely reduced time and geographical gaps between China, Japan and America. The team also utilizes open source software, Mantis, for bug/issue/process tracking. By this means, we can outstandingly expurgate associated cost. Time zone difference also extends our working time to 24 hours a day and brought high efficiency.

2. CVIC SE, Sprint and Sanyo worked tightly with the experience from Sprint in American mobile consumer market, Sanyo's capability in phone product planning and manufacturing as well as CVIC SE' excellent software engineering practice, these three factors are vital to the project success. CVIC SE has over 18 years experience in software engineering. Comprehended on the system characteristics, our engineers, who are both familiar with embedded software and hardware, worked together with our partners to complete this high-end mission. The study and understanding on global fashion and consumer electronics made a lot of sense for us.

3. Introduce latest techno. CVIC SE team invests huge passion and hard study through organized training, self-study, and cyber technical community. We also have local connections and partnership with famous universities and research academies to assist us solving technical barriers.



PRO-700 by Sanyo®

279.99	regular price
-150.00	instant savings
-50.00	mail-in rebate
79.99	online price



Sanyo PRO-700 is now available in all Sprint sales channel/agency and is bringing benefits to the vendors. It has renewed user experience at declined price and made triple win for Sprint, Sanyo and CVIC SE while expanding customer amount, pushing new services and improving margin eventually.

- In the year of 2008, Sanyo Pro-700 got 8 points rate by professional mobile website, Phone Arena.com. (the top rate is 10 points there)
- As per latest figure, its sales amount has reached 300 thousand units, and has brought Sprint 180 thousand new mobile plan contractors. By the support of retail channel and new mobile plan contractors, the overall profit it has brought to Sprint by now has reached to 45 million USD.
- In current recession period, the high functional and low cost mobile phone, take Sanyo Pro-700 here, has become 'survival code' for mobile operators. Sprint adopts this cell phone to prompt its special offer named 'Family Plan'; meanwhile, Sanyo Pro-700 is also the selected phone for Sprint marketing campaign, 'Switching for Savings' in order to get through the downturn with new customer segment gained.



The obvious success of Sanyo Pro-700 is on our understanding and usage of 'Management Triangle'. The project quality is ensured by auto develop tools and criteria; the iteration rate is increased by utilizing component library so as to reduce development time frame while level down cost accordingly.

The success of Sanyo Pro-700 is clearly and professionally stated by PhoneArena.com, that,

'The Sanyo PRO-700 does what it sets out to do, and does it well... It strikes a great balance between form and function ... and we think that Sanyo has done a wonderful job recreating the iDEN phone experience with a CDMA unit.'