YOUR FIRST STEP TO THE SOFTWARE INDUSTRY

inSync®

Atul Gupta

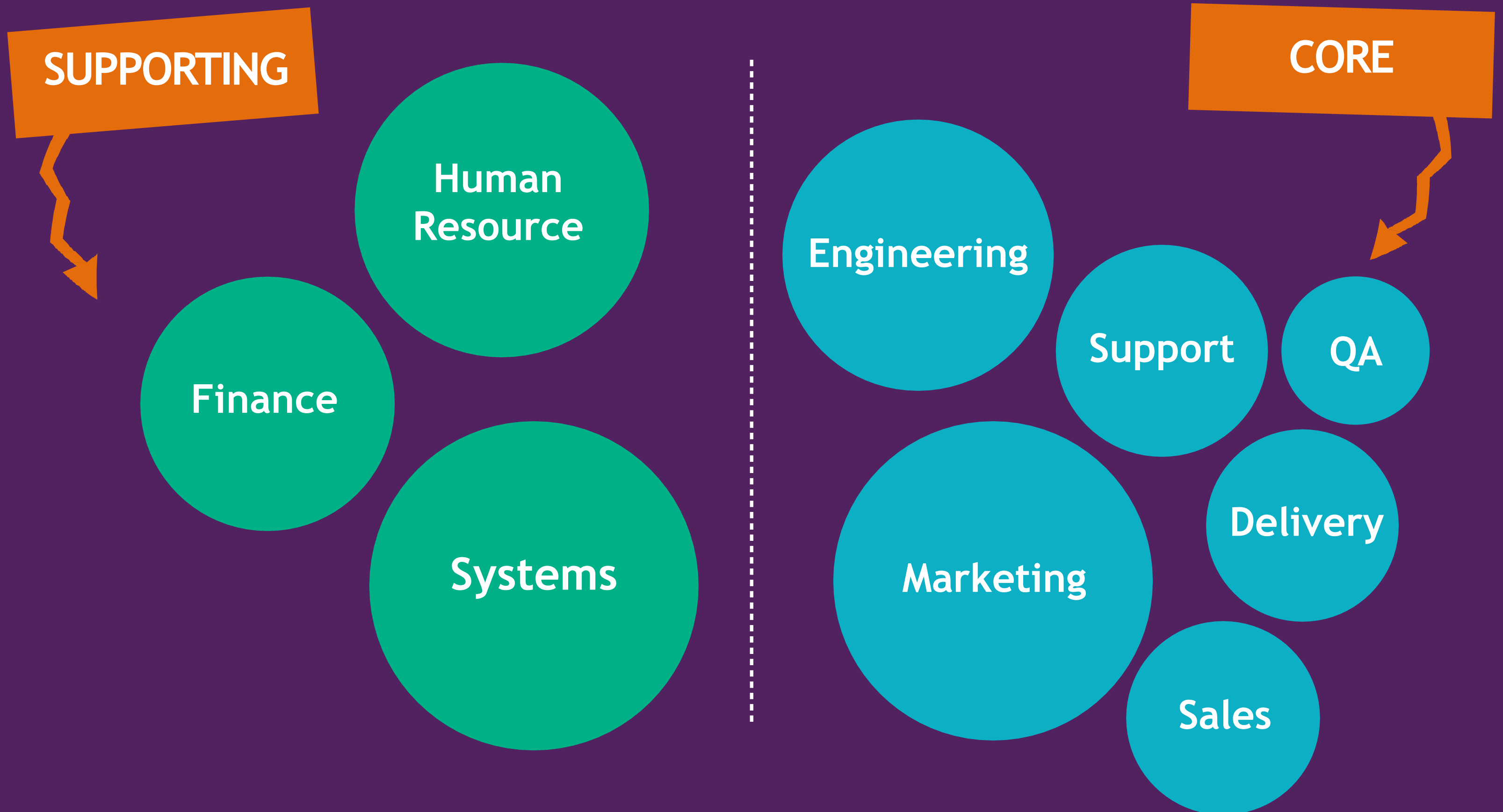in /in/atulstays

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Devendra Singh

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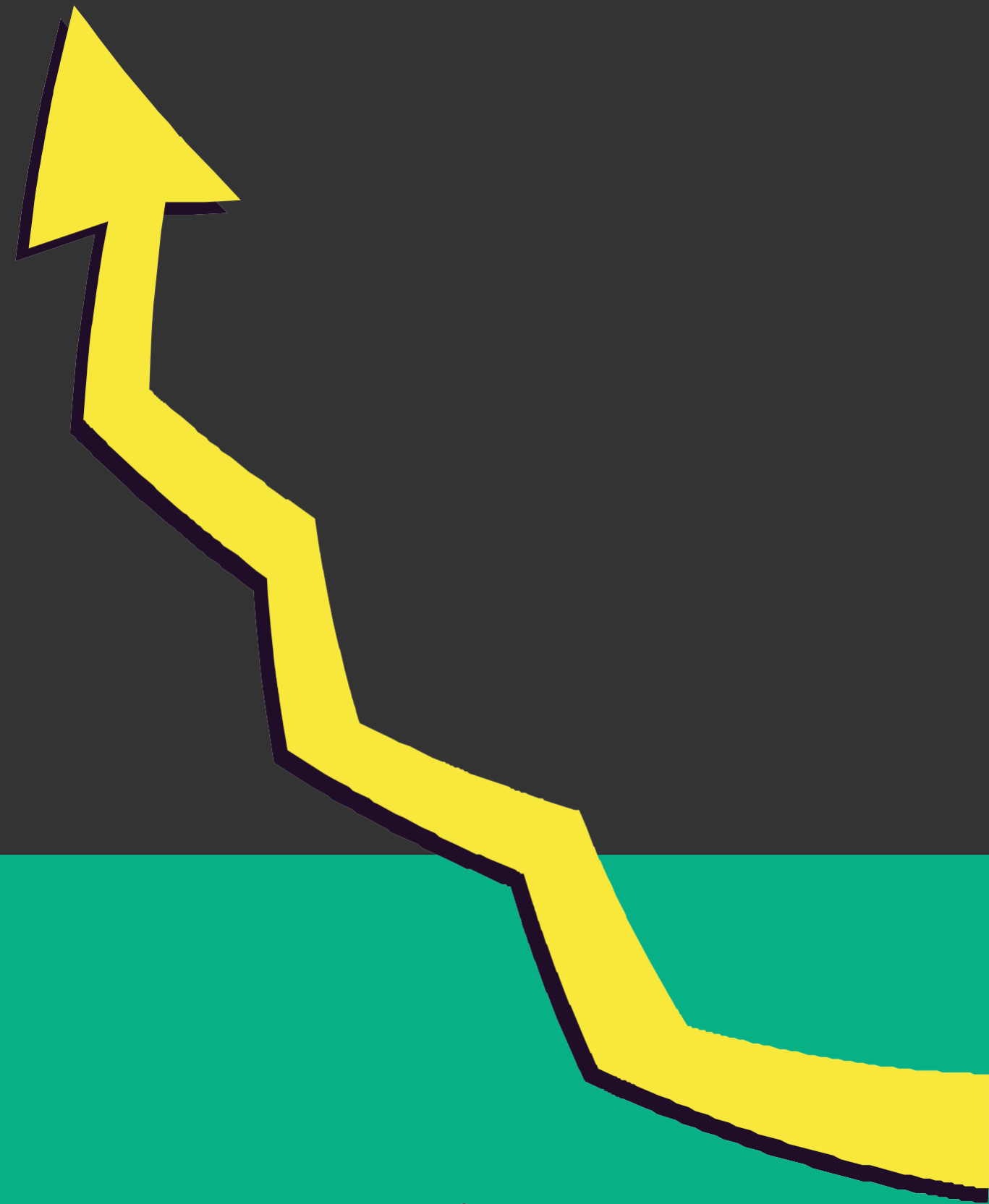
inSync®
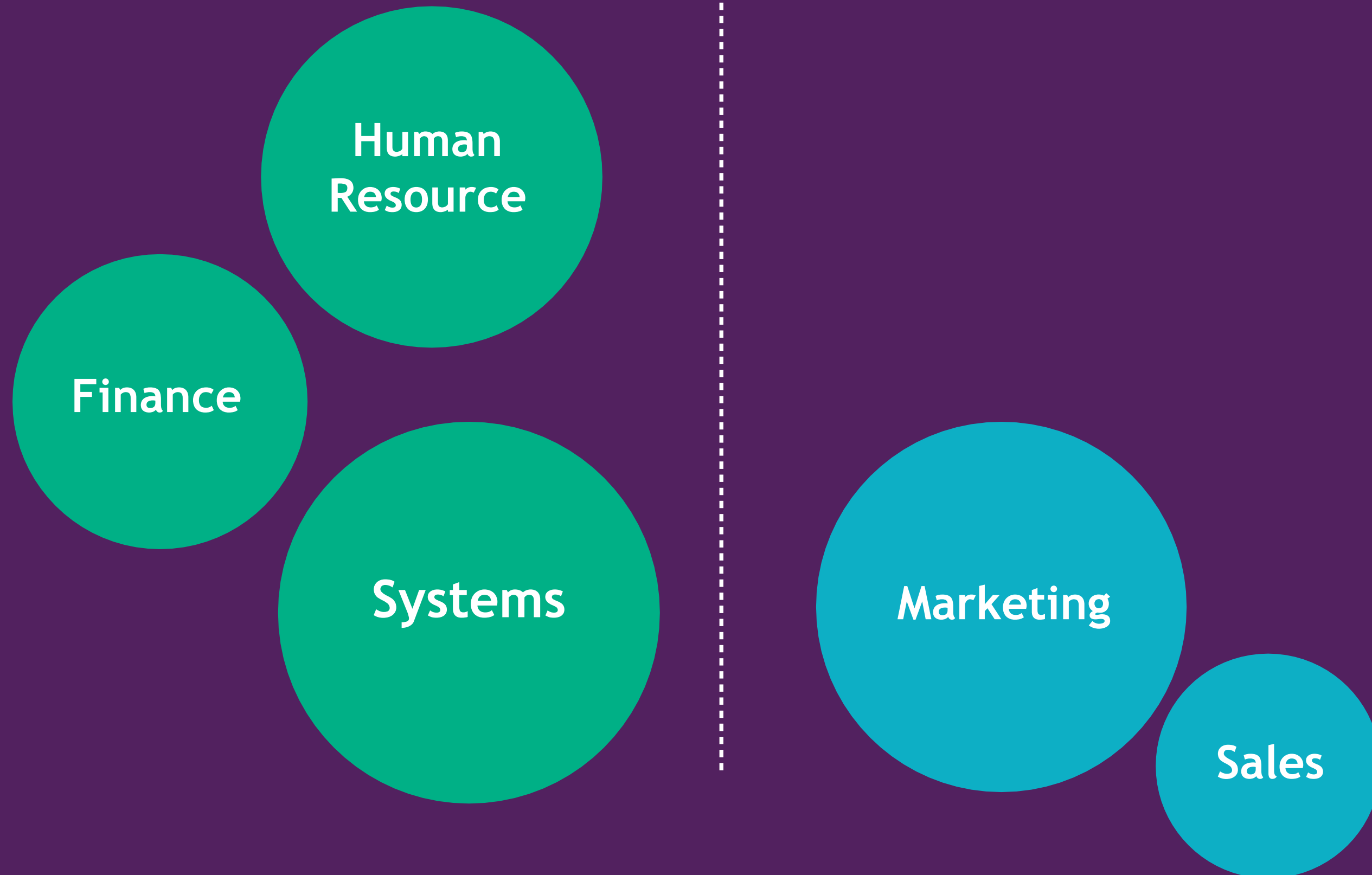
CHIEF OPERATION OFFICER
Insync Tech-Fin Solutions Ltd.

f /InSyncSolutions

Functions in the IT Industry

Human Resource

Finance

Systems

Engineering

Support

QA

Marketing

Delivery

Sales

Profile Relevant for MBAs

Human Resource

Finance

Systems

Marketing

Sales

How **MBAs** Contribute

Human Resource

- Recruitment
- Training and Development
- Career Management
- Industrial Relations
- Compliance
- Compensation And Benefits

How **MBAs** Contribute

Accountancy

Foreign Exchange

Finance

Compliance

Finance Manager / Advisor

Process Associates

How **MBAs** Contribute

Business Analysis

Customer Relationship Management

Project Management

Audits

Systems

Other Strategic Roles
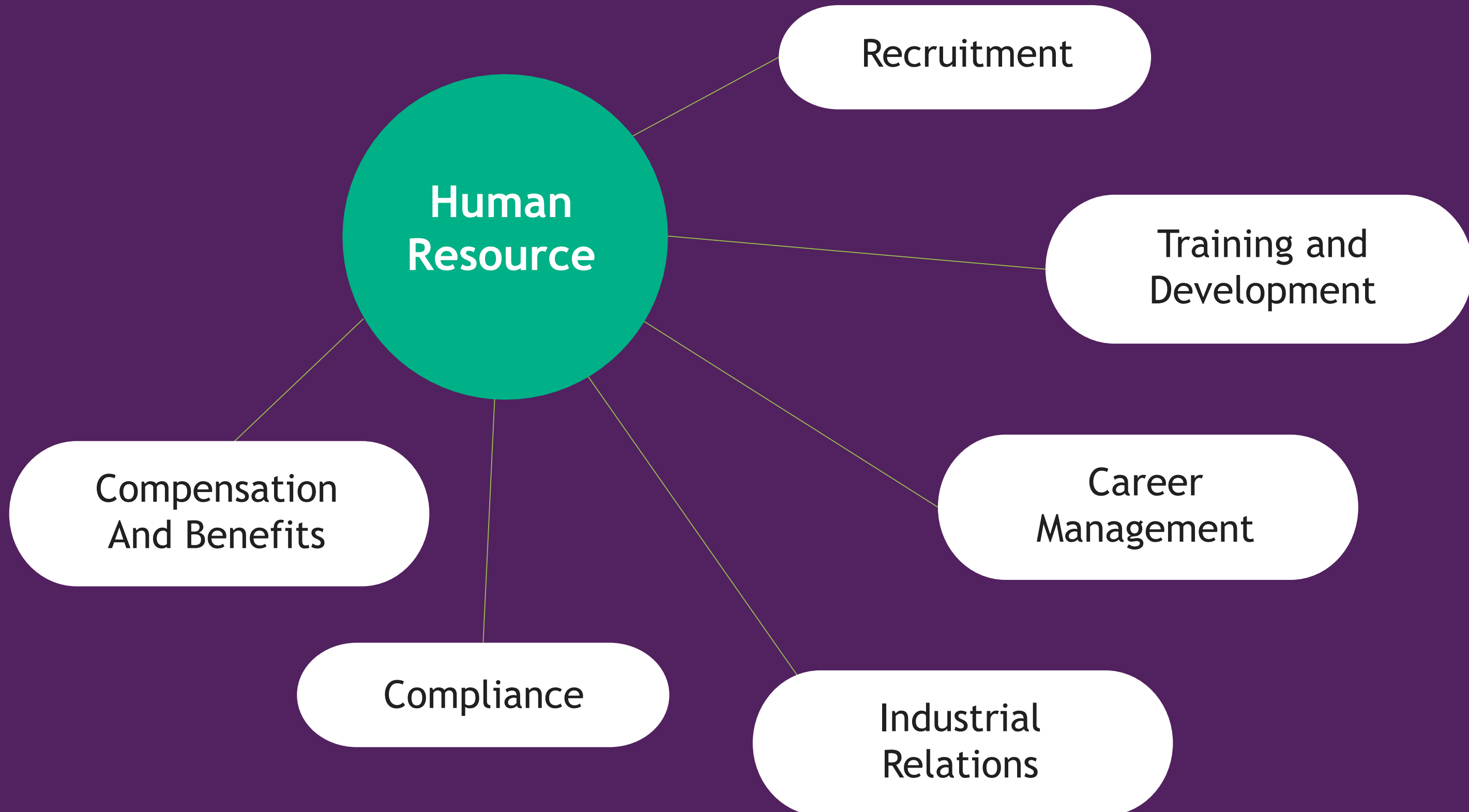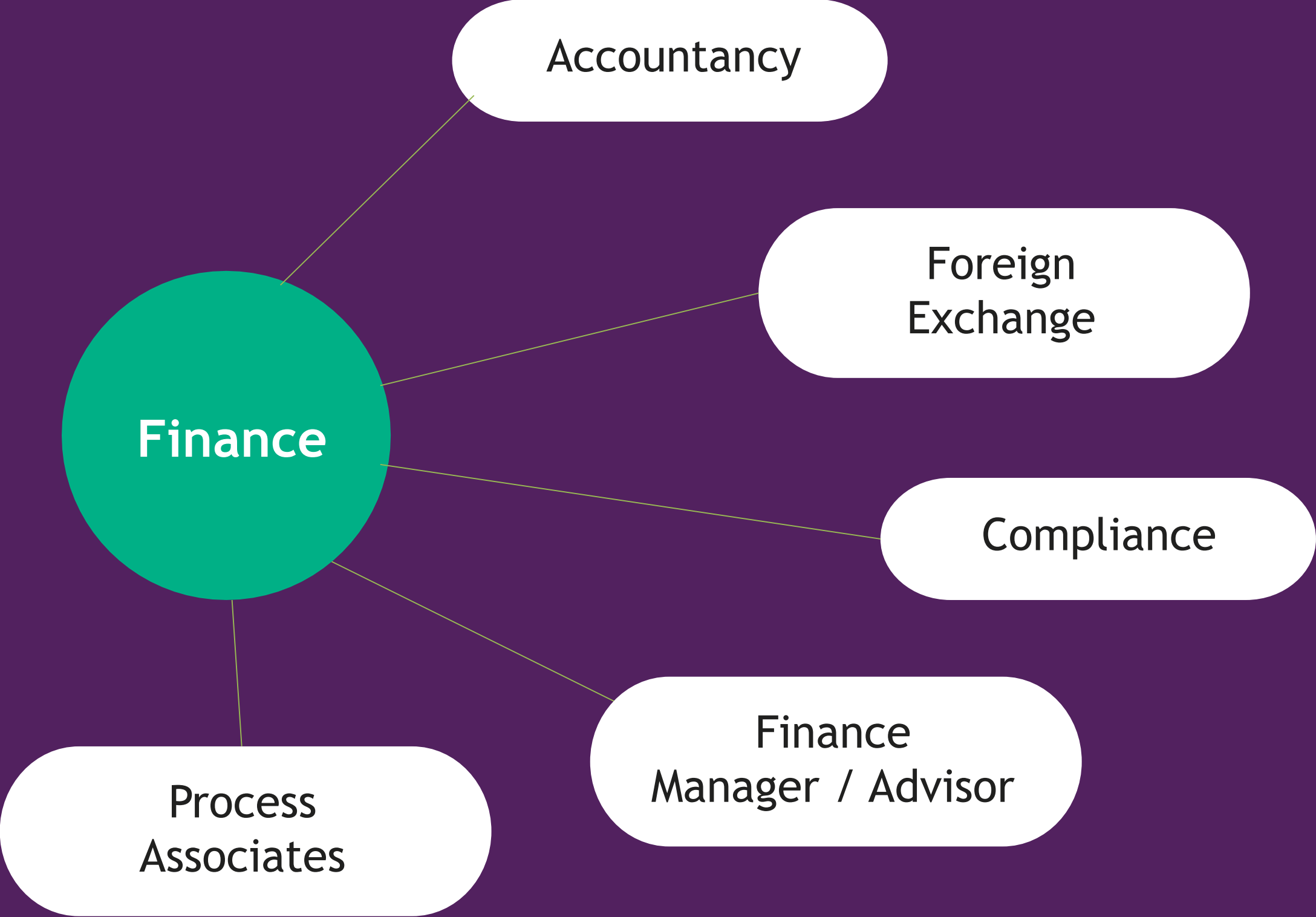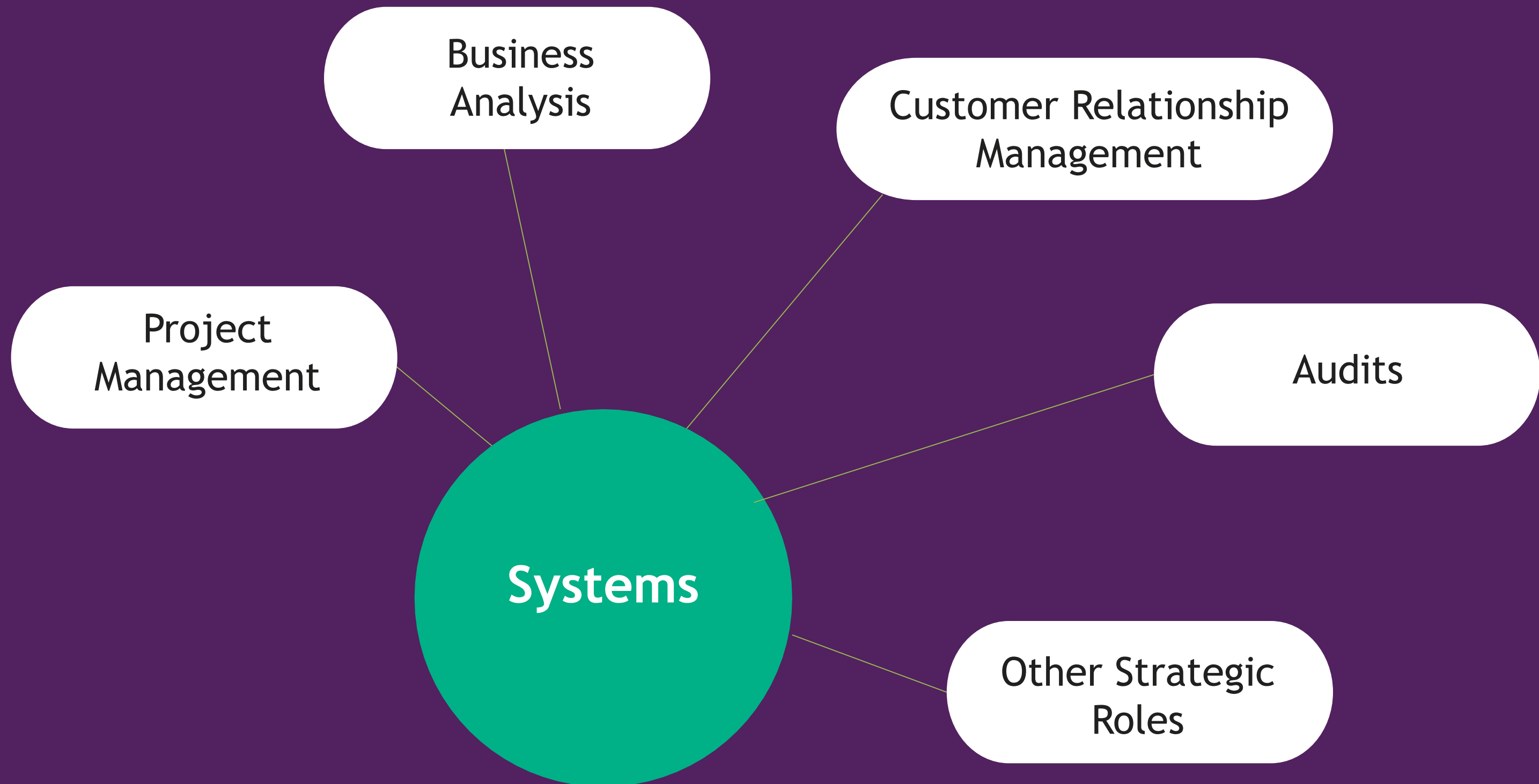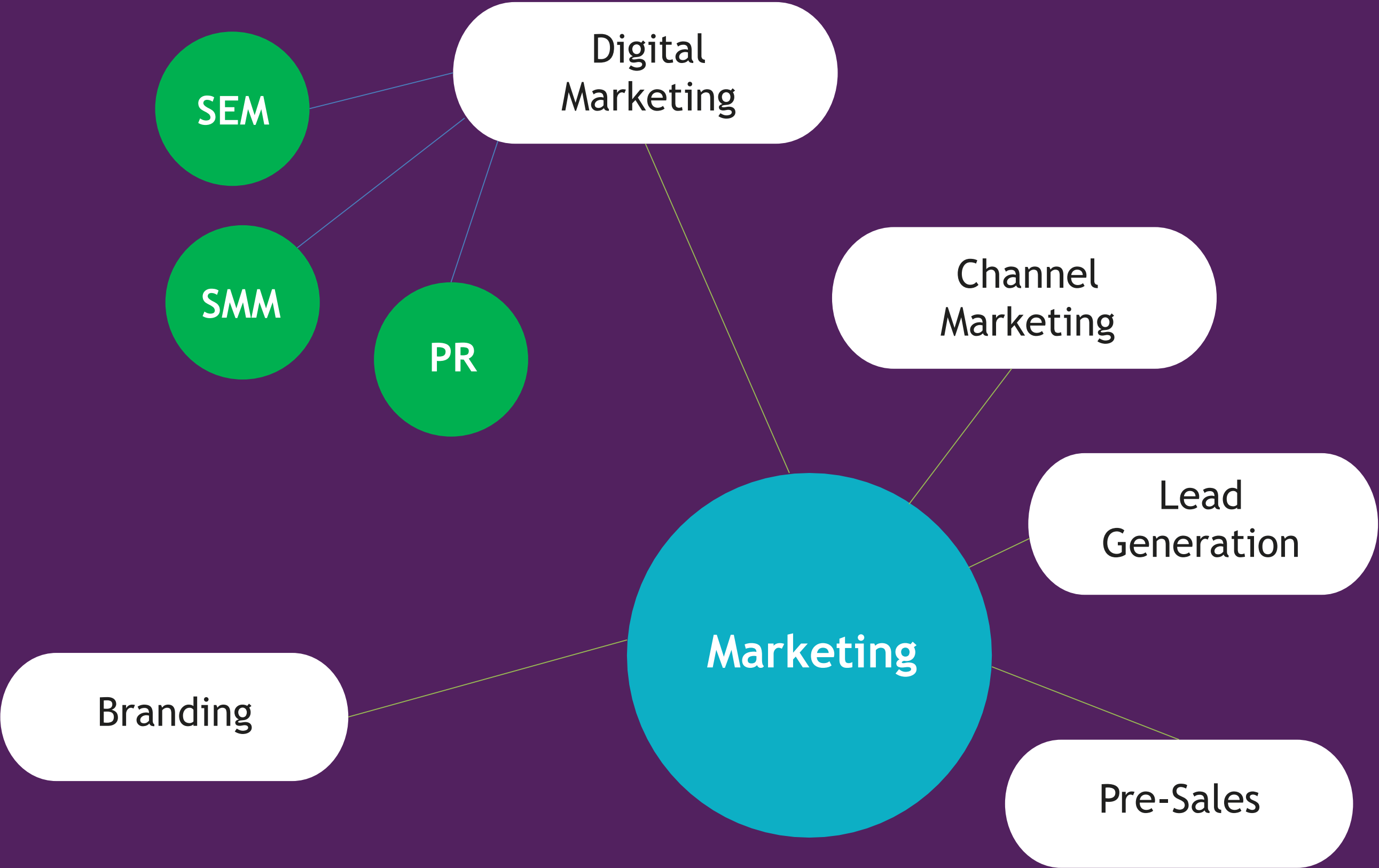
How **MBAs** Contribute

WHY DO SOFTWARE COMPANIES EXIST ?

TO SOLVE A PROBLEM

GENERIC & SPECIFIC

TYPES OF
SOFTWARE COMPANIES

PRODUCT COMPANIES

- WhatsApp
- Zomato
- Slideshare
- BookMyShow
- Microsoft
- Apple
- Redbus.in
- Google

SERVICE COMPANIES

- Infosys
- Wipro
- TCS
- Cognizant
- Capgemini
- Accenture
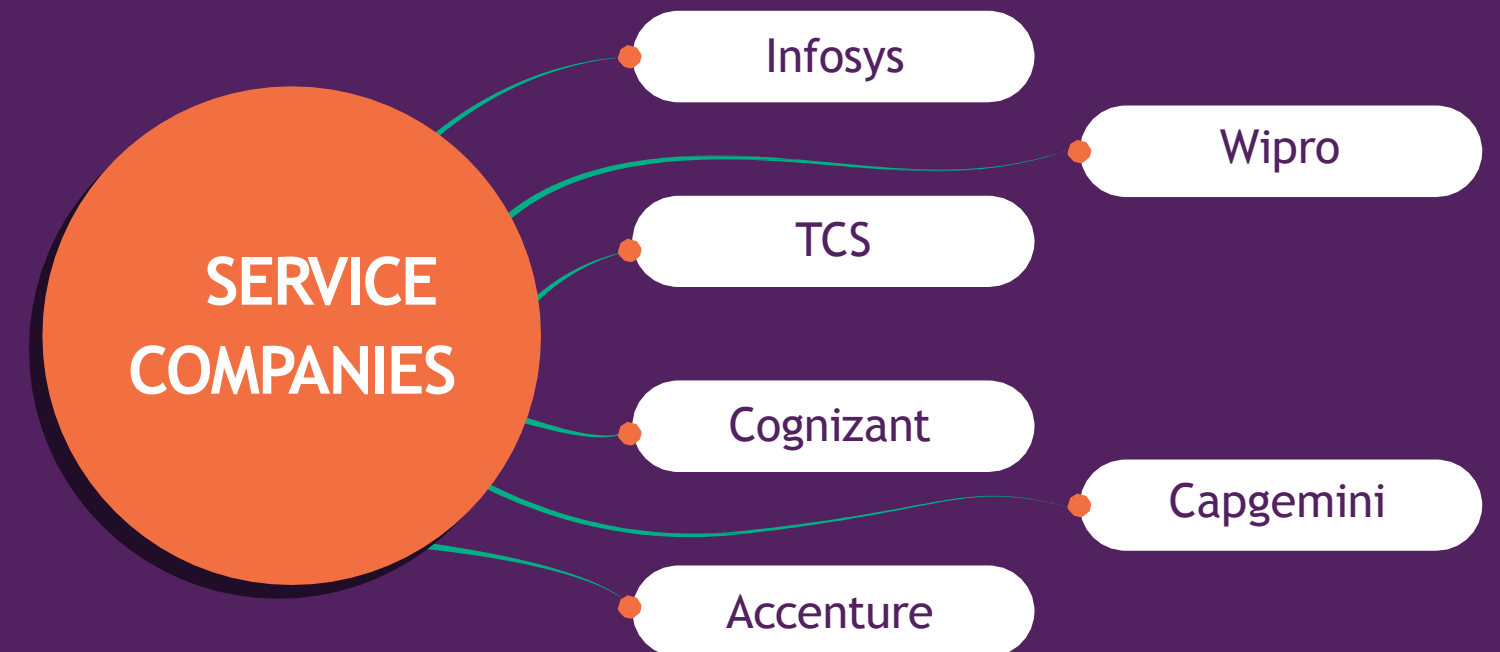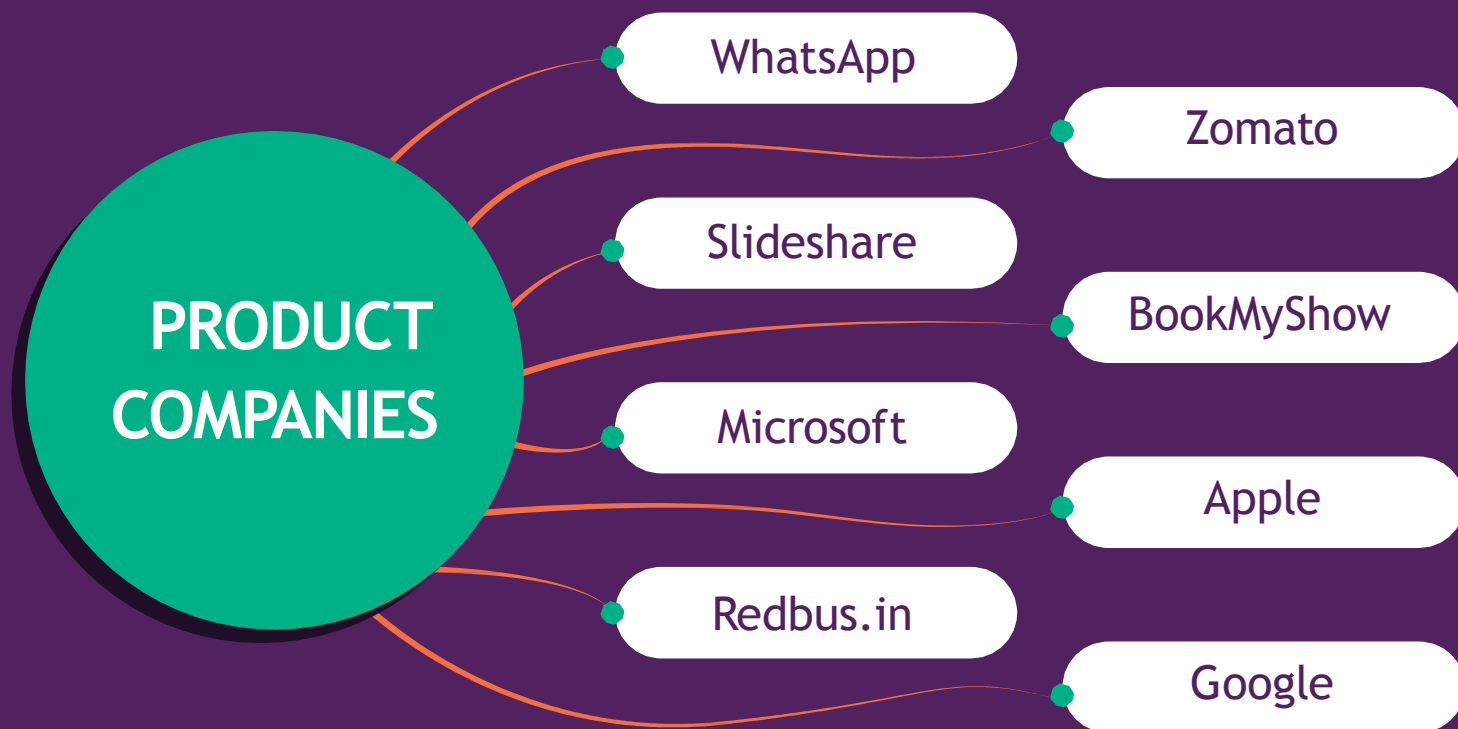
HOW SOFTWARE COMPANIES GET BUSINESS

SERVICE COMPANIES

HOW THEY GET BUSINESS

PROMOTION OF SERVICES PORTFOLIO

ATTRACT CUSTOMER IN NEED

REQUIREMENT GATHERING

GET THE BUSINESS

DEFINE SCOPE OF WORK AND QUOTE

REQUIREMENT CLARIFICATION THROUGH MEETINGS

PRODUCT COMPANIES

HOW THEY GET BUSINESS

IDENTIFY A GENERIC OR SPECIFIC PROBLEM

PRODUCT WHICH CAN RESOLVE THIS PROBLEM

PRODUCT PROMOTION TO ATTRACT CUSTOMER IN NEED

GET THE BUSINESS

TRIAL INSTALLATION, CUSTOMER CAN EVALUATE

PRODUCT SHOWCASE

SERVICE COMPANY

VS

PRODUCT COMPANY

HCL TECHNOLOGIES

SERVICE COMPANY

90,000+ EMPLOYEES

FOUNDED: 1991

23 YEARS

16 BILLION MARKET CAP.

WHATSAPP INC.

PRODUCT COMPANY

55 EMPLOYEES

FOUNDED: 2009

5 YEARS

19 BILLION VALUATION

inSync®

We are a product company.

Making eCommerce Businesses more efficient through our product - "APPSeCONNECT". (We connect E-Commerce stores with back office ERP Systems)

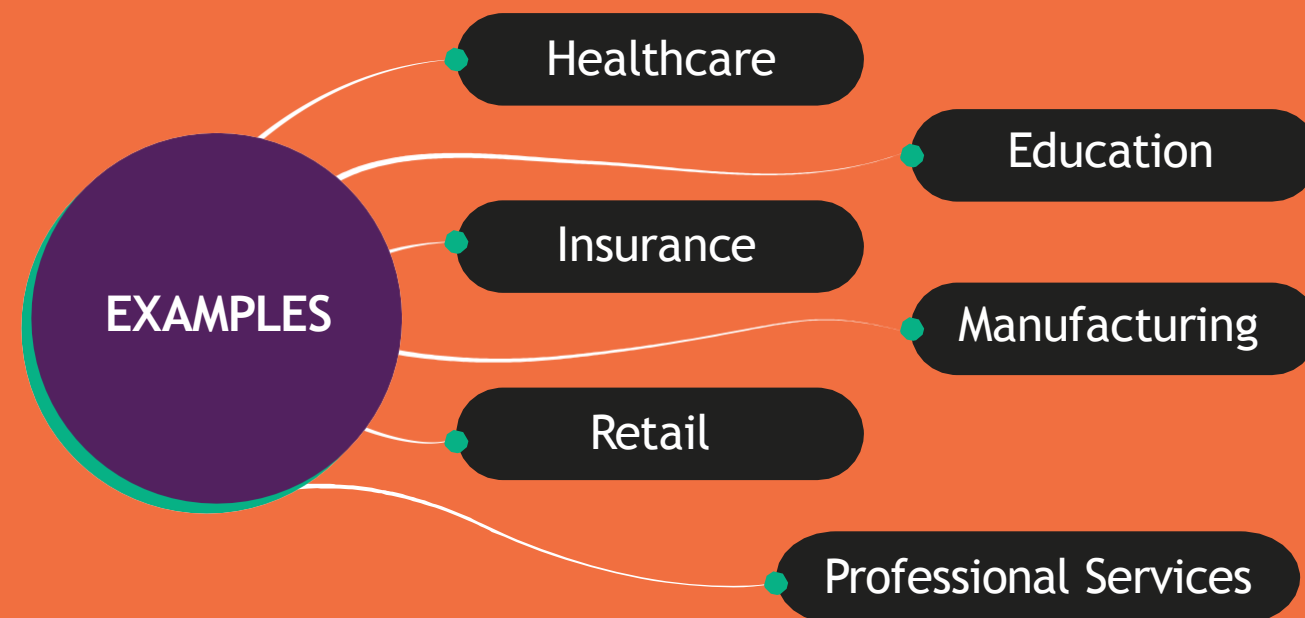**FOR MORE INFORMATION**

Company website : www.insync.co.in

Product website : www.appseconnect.com

DOMAIN VS TECHNOLOGY

DOMAIN IS THE BUSINESS

EXAMPLES

- Healthcare
- Education
- Insurance
- Manufacturing
- Retail
- Professional Services

TECHNOLOGY IS THE TOOL TO SOLVE THE BUSINESS PROBLEM

EXAMPLES

- Dot Net
- PHP
- JAVA
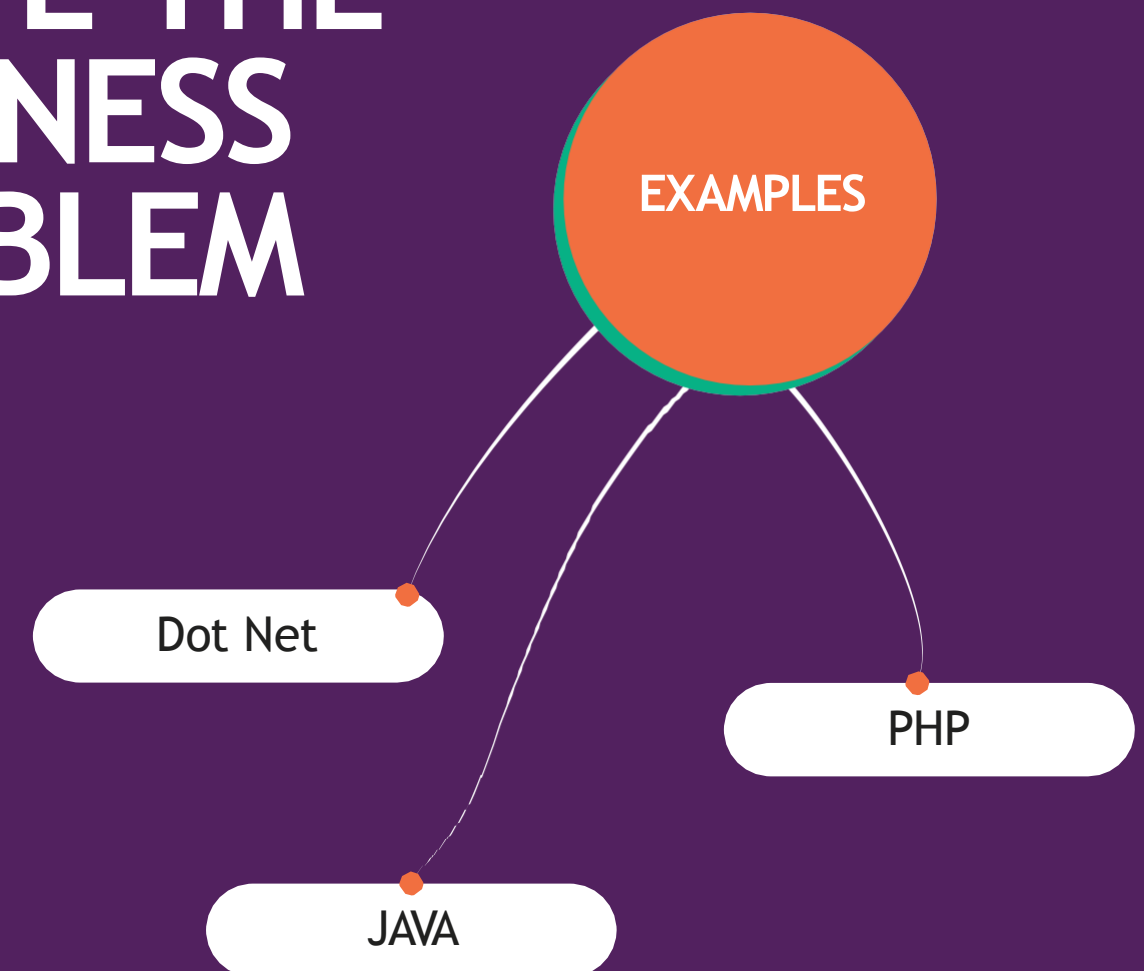
So, how will your Domain knowledge help you?

You can use your domain knowledge to contribute to companies developing product in your domain, as a **Functional Consultant.**

CODER **VS** TECHNICAL PROFILE

- Understands the Business Problem

- Knows how to implement solutions for the business problem.

- Solid understanding of the language they write code in.

- Able to translate the logic into code

- Can implement the technology using programming languages

- Understands business problem

- Actively thinks about abstract solutions to a problem before you are even touching code

- Knows the functional solution for business problem

- Understands the technology used to solve the business problem

- Understands market for the product or services

- Can communicate the solution to business

What should be my
NEXT MOVE?

- Do a research on each of the roles discussed.

- Match your skill sets with each of the role.

- Try to get opportunity to prove your skills. *These websites can help:*

  ✓ https://www.hellointern.com
  ✓ http://www.letsintern.com
  ✓ http://www.twenty19.com
  ✓ http://www.10internship.in
  ✓ http://www.letmeknow.in

At

inSync®

We provide you a great opportunity to

DO WHAT YOU LOVE

and choose job roles which match your exact skillsets.

www.insync.co.in