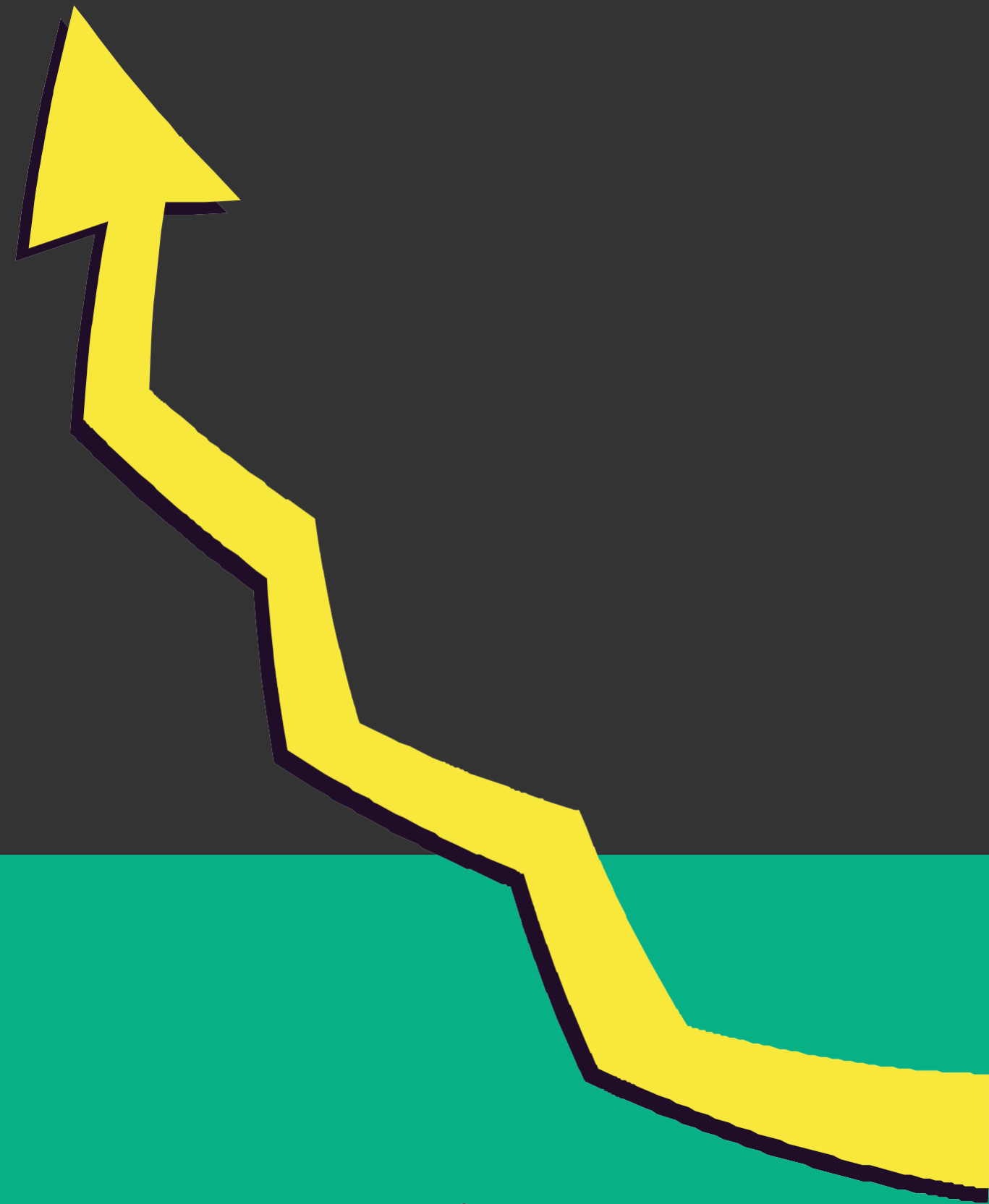# YOUR FIRST STEP TO THE SOFTWARE INDUSTRY

inSync®

Atul Gupta

in /in/atulstays

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inSync®

FOUNDER & CEO

Insync Tech-Fin Solutions Ltd.

f /InSyncSolutions

INSPIRIA™

MANAGING TRUSTEE

Inspiria Knowledge Campus
(J. P. Sahu Foundation Initiative)

f /InspiriaIndia

NASSCOM®

MEMBER

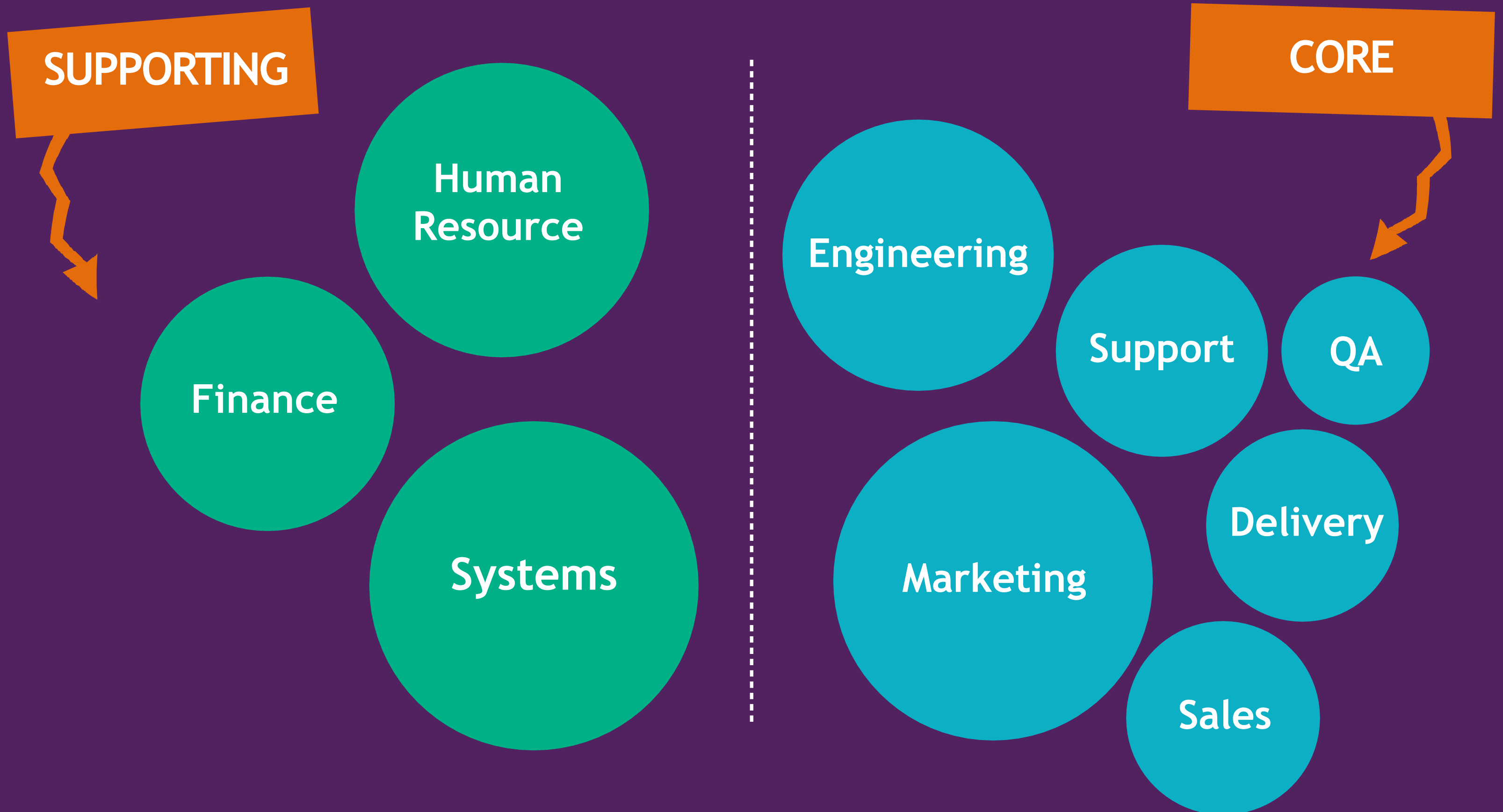East Region Product Council

f /NPCeSummit

Devendra Singh

in /in/devendrapratapsingh

inSync®

CHIEF OPERATION OFFICER
Insync Tech-Fin Solutions Ltd.

f /InSyncSolutions

Functions in the IT Industry

SUPPORTING

CORE

Human Resource

Finance

Systems

Engineering

Support

QA

Marketing

Delivery

Sales

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
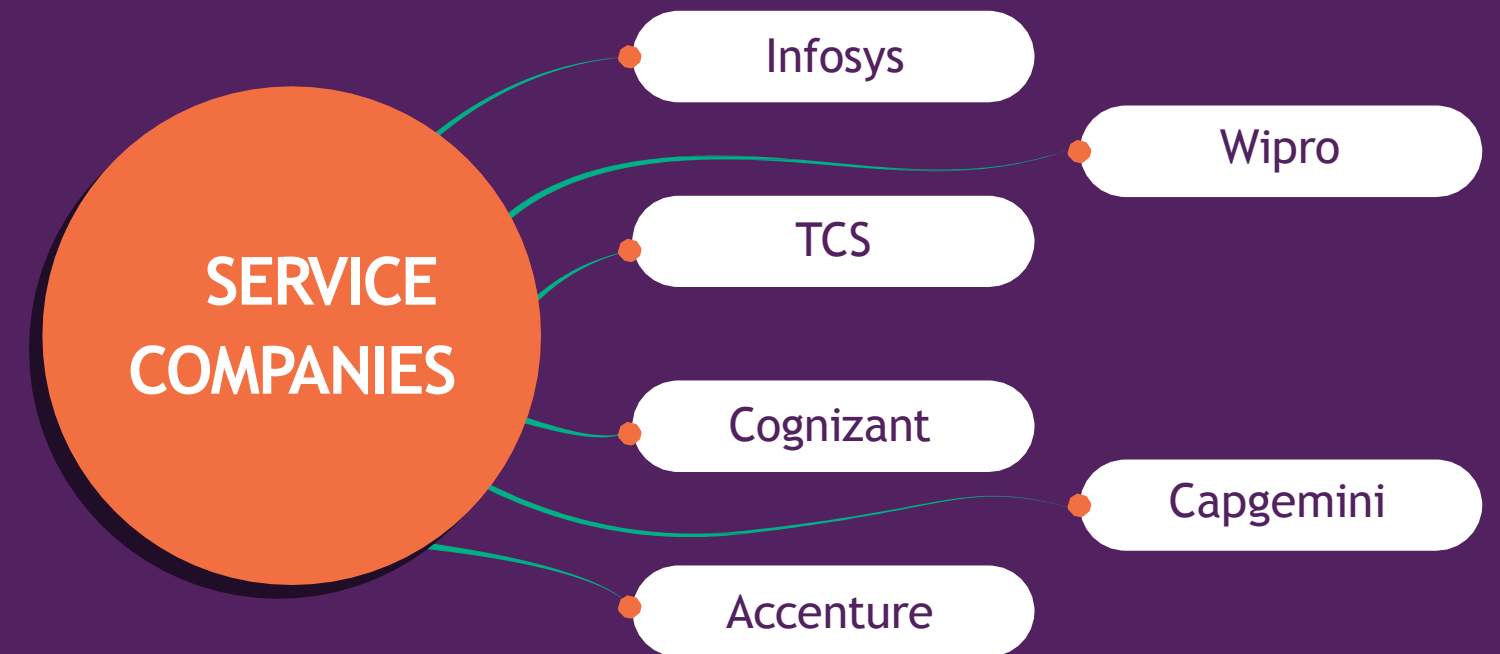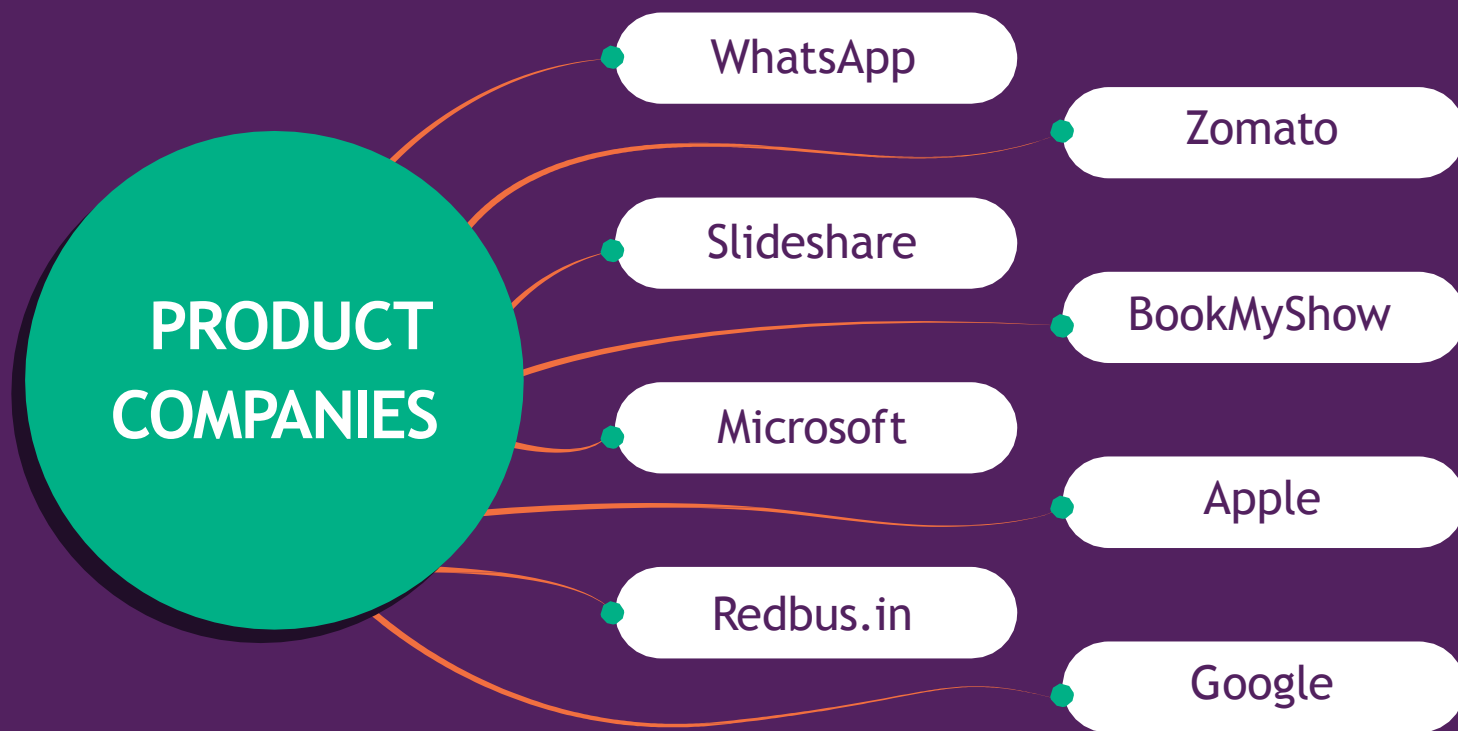
HOW SOFTWARE COMPANIES GET BUSINESS

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)

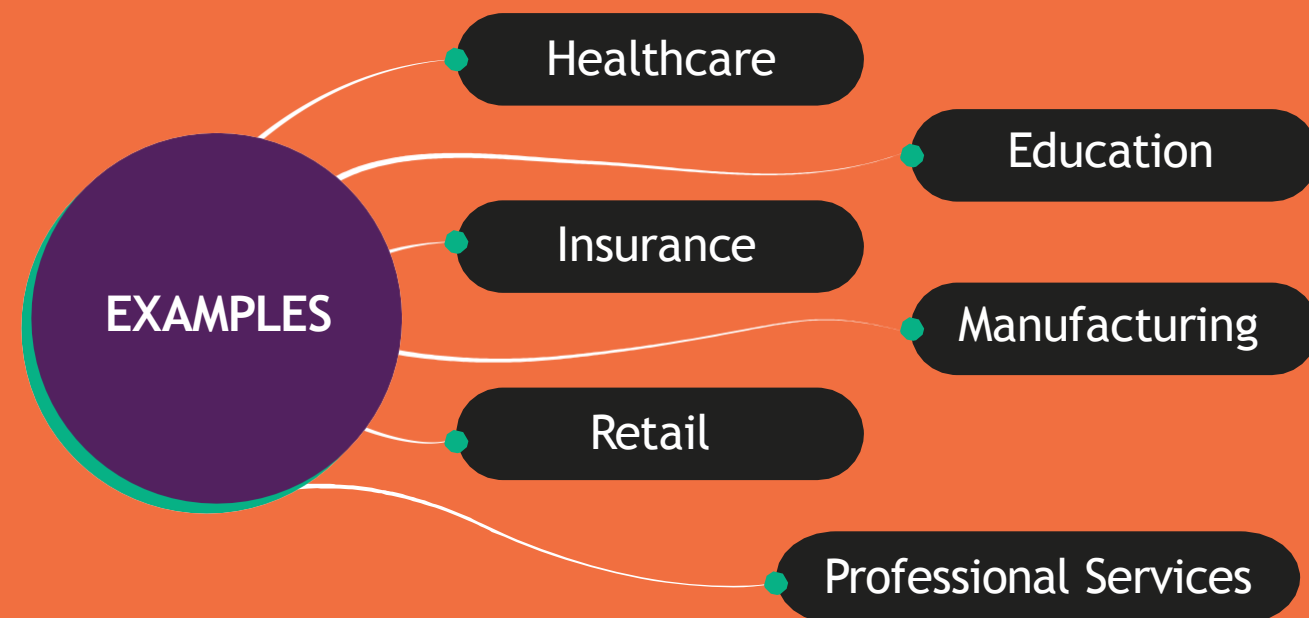**FOR MORE INFORMATION**

Company website : www.insync.co.in

Product website : www.appseconnect.com
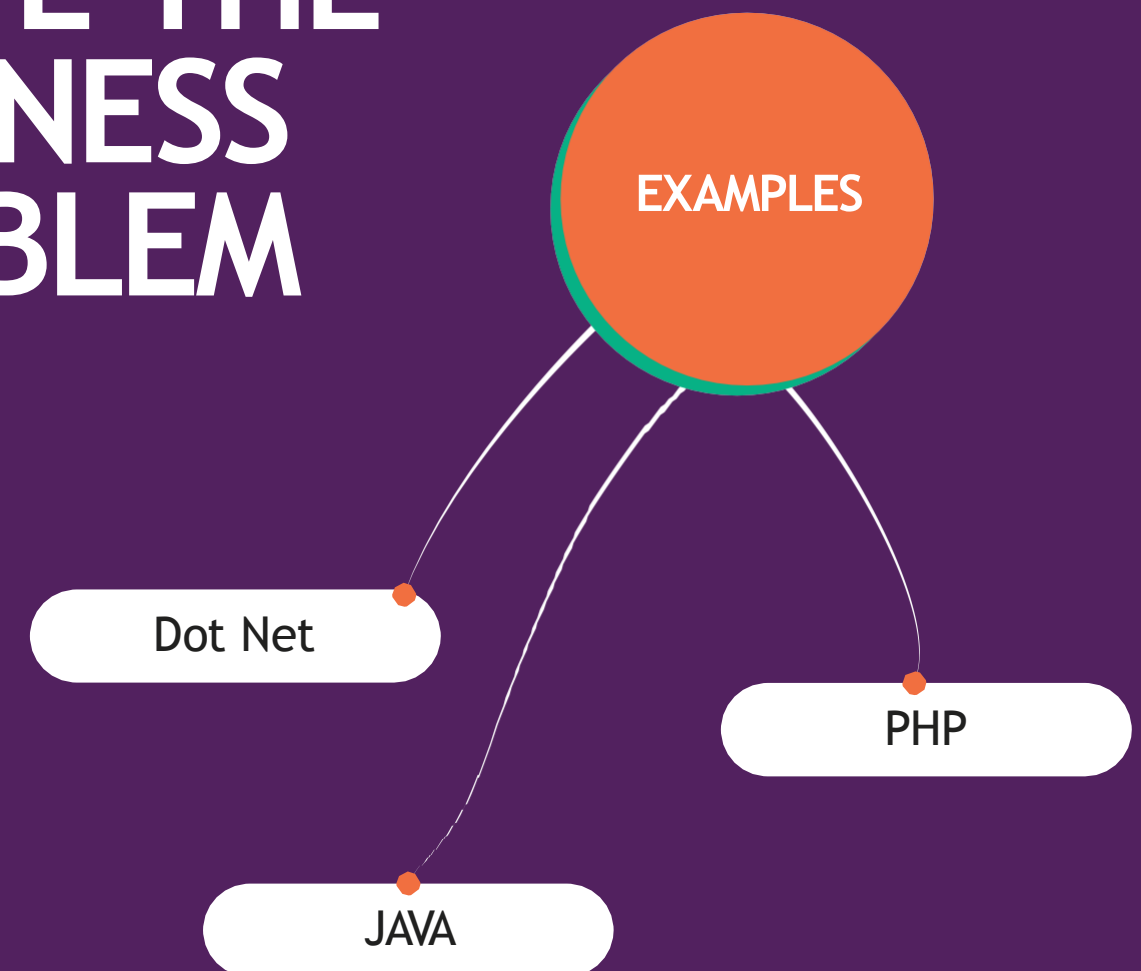
DOMAIN VS TECHNOLOGY

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

CODER VS TECHNICAL PROFILE

CODER

- 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

TECHNICAL PROFILE

- 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

Let us walk you through the plethora of Job Profiles in the software industry
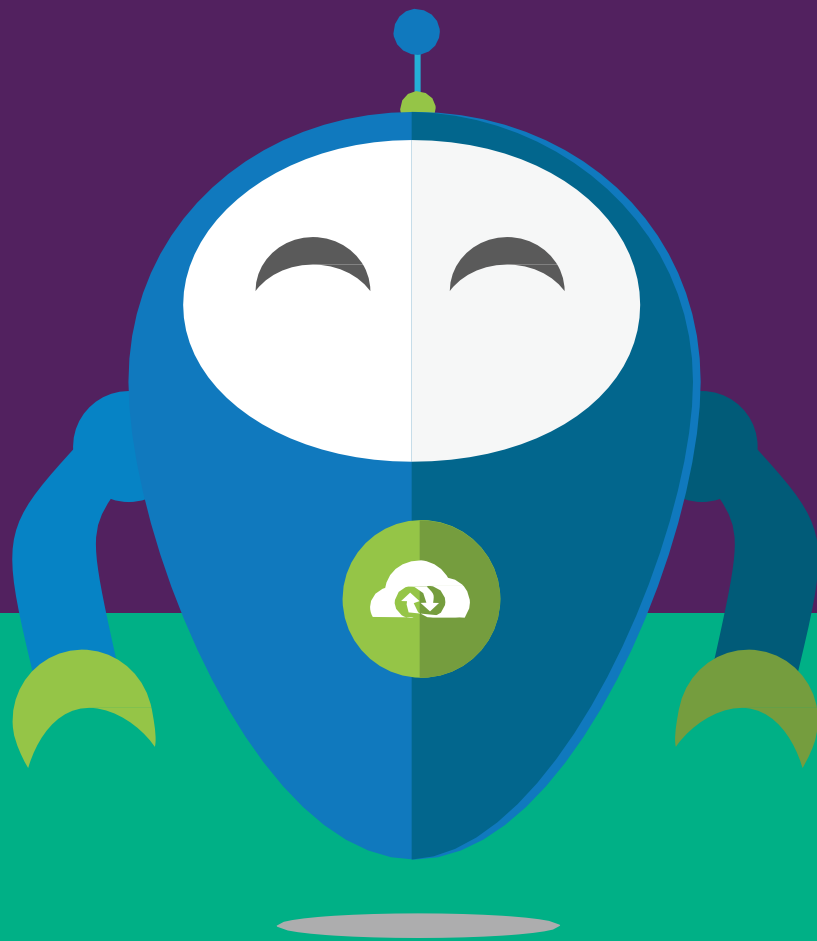
JOB PROFILES IN SOFTWARE INDUSTRY

- Development
- IT / Systems
- Quality Analysis
- Implementation
- Marketing
- Sales
- UI - UX Design
- Front-end Engineering
- Technical Content Writing
- SEO
- Digital Marketing
- Business Analysis
- Graphics / Web Design

DEVELOPMENT

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Deliver the Solution (product or service) to the customer.

ACTIVITIES:

- Understanding customer Problem
- Creating technical and Functional documents
- Developing solutions – Architect , Coding, testing
- Implementing solutions
- Support

SKILLS REQUIRED

- ✓ Business understanding
- ✓ Customer understanding
- ✓ Technology understanding
- ✓ Technology implementation – defining architecture and coding
- ✓ Communication
- ✓ Documentation

IT / SYSTEMS

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Ensuring high productivity of other teams in a company.

ACTIVITIES:

- Company Server and System Monitoring.

- Mail Server Configuration and Maintenance.

- Maintenance of all the Sub Systems, such as HR Portal, CRM, etc.

- Ensure latest version of Software and Hardware updates.

- System Maintenance of all other Company Employees.

SKILLS REQUIRED

- ✓ Company Business knowledge.

- ✓ Understanding of Development Platforms.

- ✓ Understanding of User Roles for access control.

- ✓ Hardware, Software and Networking Knowledge.

- ✓ Good Coordination skills to communicate with Hardware and Software Vendors.

QUALITY ANALYSIS

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Ensuring the delivery of the Software Product/Service meet customer requirements

ACTIVITIES:

- Help to list down the Scope of Work for Product/Service.
- Functional Testing of the deliverables.
- User Interface Testing of the Software.
- Closely monitor the Delivery Process and collaboration testing with the Customer.

SKILLS REQUIRED

- ✓ Understanding of the Customers Business
- ✓ Functional Knowledge of the Software.
- ✓ Good Communication and Documentation Skills.
- ✓ Coordination Skills.
- ✓ Communicate with Customer, Developers, Business Analyst.
- ✓ Good reasoning skills so that can test one functionality in different scenarios.

IMPLEMENTATION

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Understanding the client's Business requirement and ensuring that the solution is implemented to meet the requirement.

ACTIVITIES:

- Understanding customer's business requirement.

- Understanding the product or solution.

- Installing and configuring interface software.

- Project management.

- Client training.

SKILLS REQUIRED

- ✓ Logical and technical mindset that is able to analyze problems and identify root causes.

- ✓ Excellent oral and written communication skills.

- ✓ Must work well as a team member and individually.

- ✓ Leadership skill is essential.

- ✓ Ability to work with multiple clients concurrently.

MARKETING

JOB FUNCTIONS

KEY RESPONSIBILITY:

- To create visibility in market about company product or services and get valid leads for sales department.

ACTIVITIES:

- Content creation – Blogs, Videos, other digital and print
- materials
- Webinars
- Events
- SEO
- Branding

SKILLS REQUIRED

- ✓ Business Understanding.
- ✓ Product / service knowledge.
- ✓ Technology understanding.
- ✓ Digital marketing knowledge.
- ✓ Customer understanding.
- ✓ Communication.

SALES

KEY RESPONSIBILITY:

- To sell the product or service to the client and generate revenue.

ACTIVITIES:

- Understand customer requirement.
- Showcase the solution or prototype; Pre-sales activity (in
- some cases taken off by senior development team members).
- Follow up and deal closure.
- Creating partners – Channel sales.

SKILLS REQUIRED

- ✓ Business Understanding.
- ✓ Technology understanding.
- ✓ Application knowledge.
- ✓ Competitor knowledge.
- ✓ Sales related soft skills.
- ✓ Communication.

UI / UX DESIGN

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Improving business processes and supporting business strategies by bringing a user-centered design approach.

ACTIVITIES:

- Analyzing user research.
- Writing user stories for new features or products.
- Prioritizing user needs.
- Coming up with different models or concepts for a design.
- Sketching ideas, Building wireframes.
- Creating user flows.

SKILLS REQUIRED

- ✓ Understanding of the Web's constraints.
- ✓ Understanding of human(user) psychology.
- ✓ Knowing how to prioritize information & interactions.
- ✓ A knack for qualitative & quantitative research.
- ✓ Laying out pages in an attractive manner.
- ✓ Creating visual elements.

FRONT END ENGINEERING

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Program the visible and interactive features of a website that users see.

ACTIVITIES:

- Web Template Design.

- Web Component Design.

- User Interface Design.

- Increasing the User Friendliness of the Product.

- Designing for varius types of screen sizes (Responsive Design).

SKILLS REQUIRED

- ✓ HTML, CSS, JavaScript, J-Query. Knowledge
- ✓ of different Java Script Libraries. Thinking
- ✓ from a user's point of view. Keeping track fo
- ✓ latest design trends.
- ✓ Understand how browsers work behind the scenes.

TECHNICAL CONTENT WRITING

JOB FUNCTIONS

KEY RESPONSIBILITY:

■ Creating clear, understandable documentation that translates complicated technical processes to a target audience like Sales and Marketing department, customers and alike.

ACTIVITIES:

■ Creating and Researching and Publishing Technical Content.

■ Gathering data from developers, QA and trainers etc.

■ Work closely with the marketing team for branding

■ activities. Manage the Company's owned content channels.

■ Staying updated on the technology front.

SKILLS REQUIRED

✓ Working with various publishing software like Microsoft Office, Word, Presentation etc.

✓ Strong command over the English (Verbal and Written).

✓ Good analytical skills.

✓ A flair and passion for writing.

✓ Ability to do research on technical topics.

✓ A Creative thinker.

SEARCH ENGINE OPTIMIZATION

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Responsible for improving a company's site rankings in major search engines.

ACTIVITIES:

- Understanding customer's business requirement.

- Understanding the product or solution.

- Installing and configuring interface software.

- Project management.

- Client training.

SKILLS REQUIRED

- ✓ SEO optimization techniques like meta tags, Google local listings, interlinking etc.

- ✓ HTML, CSS, Blogging.

- ✓ Knowledge of how internet works.

- ✓ A strong command over English (Written).

- ✓ Technical and functional understanding of the product/service.

DIGITAL MARKETING

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Pursuing specific goals in lead generation, lead qualification, communication, brand building and conversion.

ACTIVITIES:

- Devise strategies to drive online traffic to the company
- website. Tracking conversion rates and improving the website.
- Digital marketing campaigns via paid search, SEO, PPC etc.
- Managing online brand and product campaigns. Improving
- the usability, design, content and conversion. Evaluating
- customer research and market conditions .

SKILLS REQUIRED

- ✓ Creative thinking.
- ✓ A strong command over the English (Verbal and Written).
- ✓ Technical and functional understanding of the product/service.
- ✓ Negotiation and Presentation skills.
- ✓ Understanding of human(user) psychology.

BUSINESS ANALYSIS

JOB FUNCTIONS

KEY RESPONSIBILITY:

- To understand customer business requirement and document in a format which is understood by technical team (Development & QA).

ACTIVITIES:

- To act as a bridge between technical team and client.

- Documenting the business requirement.

- Understanding the technology scalability and implementation challenges.

SKILLS REQUIRED

✓ Translating and simplifying requirements.

✓ Understanding of systems engineering concepts.

✓ Good Communication and Documentation Skills.

✓ Coordination Skills to communicate with different stake holders.

✓ The ability to conduct cost/benefit analysis.

✓ Business case development.

GRAPHICS / WEB DESIGN

JOB FUNCTIONS

KEY RESPONSIBILITY:

- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.

ACTIVITIES:

- Determine size and arrangement of illustrative material and copy.
- Use computer software to generate new images.
- Produce still and animated graphics for electronic/print media.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.

SKILLS REQUIRED

- ✓ Concept of design imaging.
- ✓ Web Layout design.
- ✓ Animation and Multimedia design.
- ✓ Content management.
- ✓ Video and audio editing.
- ✓ Attention to detail.
- ✓ Analytical skills.

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