Innovation The Research Concept

A Brief Study of Marketing of Software Services in India

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Abstract

Information technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.5% in 2012. According to NASSCOM, the sector aggregated revenues of US$147 billion in 2015, where export revenue stood at US$99 billion and domestic at US$48 billion, growing by over 13%. India's prime minister Narendra Modi has started 'Digital India' project to give IT a secured position inside & outside India.

Information technology is playing an important role in India today and has transformed India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs.

The IT sector in India is generating 2.5 million direct employment. India is now one of the biggest IT capitals of the modern world and all the major players in the world IT sector are present in the country. Bangalore is considered to be the Silicon Valley of India because it is the leading IT exporter. Exports dominate the industry and constitute about 77% of the total industry revenue. However, the domestic market is also significant with a robust revenue growth. The industry's share of total Indian exports (merchandise plus services) increased from less than 4% in FY1998 to about 25% in FY2012. According to Gartner, the "Top Five Indian IT Services Providers" are Tata Consultancy Services, Infosys, Cognizant, Wipro, and HCL Technologies. Regulated VSAT links became visible in 1994. Desai (2006) describes the steps taken to relax regulations on linking in 1991

Indian software products in India have never commanded the same respect as a foreign one. Though India may be one of the largest exporters of software products to the world but back home the condition seems dismal. Recent studies have thrown some light on these issues but more research need to be done so that we can find ways to create a healthy eco-system for Indian software product vendor to thrive and survive. Understanding Indian software market is a bit difficult when compared to its foreign counterparts. Here, in India, changing market dynamics compounded with lack of awareness have been major hindrance to the software company to market and sell their ingeniously made software products.

Keywords: Latest Development, Major IT HUB, Job Opportunities, Future, Enterprise Collaboration, of Software Marketing.

Introduction

The IT sector in India is generating 2.5 million direct employment. India is now one of the biggest IT capitals of the modern world and all the major players in the world IT sector are present in the country. Bangalore is considered to be the Silicon Valley of India because it is the leading IT exporter. Exports dominate the industry and constitute about 77% of the total industry revenue. However, the domestic market is also significant with a robust revenue growth. The industry's share of total Indian exports (merchandise plus services) increased from less than 4% in FY1998 to about 25% in FY2012. According to Gartner, the "Top Five Indian IT Services Providers" are Tata Consultancy Services, Infosys, Cognizant Wipro, and HCL Technologies. Regulated VSAT links became visible in 1994. Desai (2006) describes the steps taken to relax regulations on linking in 1991

In 1991 the Department of Electronics broke this impasse, creating a corporation called Software Technology Parks of India (STPI) that, being owned by the government, could provide VSAT communications without breaching its monopoly. STPI set up software technology parks in different cities, each of which provided satellite links to be used by firms; the local link was a wireless radio link. In 1993 the government began to

allow individual companies their own dedicated links, which allowed work done in India to be transmitted abroad directly. Indian firms soon convinced their American customers that a satellite link was as reliable as a team of programmers working in the clients' office.

Aim of the Study

The aim of the study is inspired by 4The study of Mr. Shamimul Qamar, Vishal Choudhary and Vinit Kumar title "Information Technology implementation…." In the Journal International Journal of Information Technology and Knowledge Management Volume 8, Number 2 July-December 2015 ISSN Number 0973-4414…. Has explained the challenges of the implementation of information technology in India and they have said that Technical Challenges (power supply, location supplying useful information participation) and social and economical challenges are the subject of deep consideration.

[5]As we know that information is used for decision making so we must have the technology generate correct and reliable information on right time.

The structure of decision making in any organisation is as follows:

[6] Data Process the Data then we get Information Interpret the Information then we get Knowledge Gather the knowledge from various then we get Intelligence This Intelligence helps us in make correct decision.[7]Information and communication Technology (ICT) is being effectively used to increased the productivity in the business sector and providing better services to the customer.

Latest Development

In ongoing market India is the largest exporter of IT.The biggest economic effect of the

technologically inclined services sector in India—accounting for 40% of the country's GDP and 30% of export earnings as of 2006, while employing only 25% of its workforce—is summarized by Sharma (2006): "Today, Bangalore is known as the Silicon Valley of India and contributes 33% of Indian IT Exports. India's second and third largest software companies are headquartered in Bangalore, as are many of the global SEI-CMMI Level 5 Companies. Numerous IT companies are based in Mumbai such as TCS (among India's first and largest), Reliance, Patni, L&T, Myzornis Corporation and i-Flex.

Thiruvananthapuram (Trivandrum), the capital of Kerala state, is the foremost among the Tier II cities that is rapidly growing in terms of IT infrastructure. As the software hub of Kerala, more than 80% of the state's software exports are from here. Major campuses and headquarters of companies such as Infosys, Oracle Corporation, IBS Software Services and UST Global are located in the city. India's biggest IT company Tata Consultancy Services is building the country's largest IT training facility in Trivandrum—the project is worth INR10 billion and will have a capacity of 10,000 seats. The completion of the facility is expected in 2014 or 2015. On 25 June 2002, India and the European Union agreed to bilateral cooperation in the field of science and technology. A joint EU-India group of scholars was formed on 23 November 2001 to further promote joint research and development. India holds observer status at CERN, while a joint India-EU Software Education and Development Center will be located in Bangalore

Major IT HUB

Position		Description
1	Bengalur	Bengaluru is known as the Silicon Valley of India and the IT Capital of India. Bengaluru is considered to be a global information technology hub and largest software exports from India are done through Bengaluru. The top Indian IT service providers like Infosys and Wipro are headquartered in Bengaluru, It is also a country headquarters to many top firms like Intel, Texas Instruments, Bosch, Yahoo, SAP labs, Continental and many more. Bengaluru alone consists of more than 35% of all the IT companies present in India and contains close to 5000 companies, making it the largest IT contributor in India.
2	Hyderabad	Hyderabad is known as the HITEC City or Cyberabad, and is a major global information technology hub, IT exporter and the largest bioinformatics hub of India. It has become the first destination for the Microsoft development center in India and the largest software development center outside of their headquarters in Redmond, USA. Microsoft, Infosys, Google, Cognizant, Tata Consultancy Services, Computer Sciences Corporation, Accenture,Facebook, Wipro, HCL, Cyient, IGATE, Capgemini, Polaris, Amazon.com, Dell, Deloitte, Tech Mahindra etc., and close to 2000 companies operate from the city.
3	Chennai	Chennai is the third largest exporter of IT and Information Technology Enabled Services (ITES) of India. Some of the major companies having operation centers at Chennai are Accenture, Cognizant, TCS, Syntel, Wipro, Infosys, Verizon, L&T, HCL, Amazon.com, eBay, Paypal, Polaris, Patni,Capgemini and many major global providers. The city has a world class IT infrastructures with dedicated expressway nicknamed as IT expressways, and many other IT parks promoted by both government and private entities. The city's strong industrial base also favors the setting up of many major R&D centers in its vicinity.
4	Delhi	The National Capital Region comprising Delhi, Gurgaon and Noida are clusters of software development.

| 5 | Pune | Pune has of the Major Indian and International Firms and is one of the biggest global IT services & outsourcing exporter of India. The next biggest IT park of India (Rajiv Gandhi IT Park at Hinjewadi) is expected to scale up to phase [7]. It is also known as the Tech City, which consists of manymultinational corporation companies such as TCS, Tech Mahindra Capgemini, Syntel, Infosys etc., and is one of the IT hub of India. |
| 6 | Coimbatore | Coimbatore is the leading tier 2 city in IT exports in India. |

Job Opportunities

This sector has also led to massive employment generation. The industry continues to be a net employment generator — expected to add 230,000 jobs in fiscal year 2012, thus providing direct employment to about 2.8 million, and indirectly employing 8.9 million people, making it a dominant player in the global outsourcing sector. However, it continues to face challenges of competitiveness in the globalized and modern world, particularly from countries like China and Philippines.

India's growing stature in the Information Age enabled it to form close ties with both the United States of America and the European Union. However, the recent global financial crises have deeply impacted the Indian IT companies as well as global companies. As a result, hiring has dropped sharply, and employees are looking at different sectors like financial services, telecommunications, and manufacturing industries, which have been growing phenomenally over the last few years. India's IT Services industry was born in Mumbai in 1967 with the establishment of Tata Group in partnership with Burroughs. The first software export zone SEEPZ was set up here way back in 1973, the old avatar of the modern day IT park. More than 80 percent of the country's software exports happened out of SEEPZ, Mumbai in 1980s.

Future

[8]The Indian IT market currently focuses on providing low cost solution in the services business of global IT. Presence of Indian companies in the product development business of global IT is very meagre, however, this number is slowly on the raise. US giants that outsource work to India, do not allocate the high end SDLC (Software Development Life Cycle) processes like requirement analysis, high level design and architectural design, although some Indian IT players have enough competency to take up and successfully complete these high level software jobs. The other prominent trend is, IT jobs, that were earlier confined to Bangalore, are slowly starting to experience a geographical diffuse into other cities like Chennai, Hyderabad and Pune. The growth is not fast paced, this, can be largely attributed to the lethargic attitude of the government in providing proper telecommunication infrastructure. The penetration levels are higher for mobile, but, the speed at which the backbone infrastructure works (network speed) and the coverage it offers are far below what other countries of the world have currently in offer.

Research and Development

The research in the industry was earlier concentrated towards programming technologies like Java, in the recent times, the research focus changed towards technologies like mobile computing, cloud computing and software as a service. This shift is attributed to preference of clients towards the ubiquitous computing over standalone computing and the growing demand for low cost computing solutions.

Selling and Buying of Software Products in Indian Market

India, with its huge consumer base, is one of the most favoured destinations for multinationals and domestic companies to offer their software products. Every year large number of domestic and international companies launches their software products in the Indian market with a belief that they will make it big. But Indian market for software products is still developing and needs time to attain a considerable level of maturity. The software product market in India is still fragmented. Most of the companies in India still functions in a traditional way and lack the global competitive edge when it comes to sell software products. While designing software products for Indian market the domestic players fails to offer an appropriate solution to the customers. This result in a wide gap between what is needed and what is being offered.

There is huge demand for software products in Indian market, provided they offer the right solutions to the underlining problems faced by the customers. Many Indian software companies have been able to establish themselves with their software products but that too seems like a provisional effort. One of the primary reasons for failure of the software product is lack of experience, especially design and marketing experience, necessary to produce a successful product. Indian software companies need to spread more awareness regarding their products and its usage which will help them reach to their customers faster. Currently the enterprise software market is most profitable and with better cost advantages, infrastructure and communication channel along with strong brand-building effort India will become one of largest software products consumers.

The advent of internet was revolutionary so was the coming of web 2.0 concept. Internet has helped us to seamlessly connect with the world around us to share knowledge and information at the click of the mouse. But the internet of 80's and early 90's were limited to research work between universities and government departments. Though it was of great use but it did not offer any collaboration, among people. It was more of an experimental effort rather than having any commercial aspect to it. The emergence of web 2.0 has made a huge dent in the field of social collaboration scenario by allowing people to take active part in collaborative process of generating content and sharing it with others.

[9]India was a late adopter of web 2.0 concepts, in the early 21st century, when the world was adopting social collaboration platform with open arms, India was still sceptical about it. The community websites and web 2.0 developments were still at the

nascent stage. But with the passage of time and availability of latest technologies things have improved for better. Now more and more community websites are coming up in India and people are taking social collaboration in a big way. Website providing solution to open source technologies, blogging websites, shopping guide, community chat networks, music and video download services websites are growing exponentially. The user-generated content is the cornerstone for the rise of the community sites which allows users to use internet as a tool to communicate, exchange ideas, pictures and more. Some of the major social collaborative websites are Wikipedia, YouTube, live journal etc that has changed the sphere of knowledge and information sharing capacity among users all over the world. It is believed that India with its more than a billion populations will offer significant contribution to the world in the metamorphosis of the next generation of social community platform. Though it is quiet early to comment on this but the prospects seems very bright for Indian internet users.

Use the Enterprise Collaboration Software by Indian Companies

Facebook is gearing for one of the largest IPO openings in the history of technology sector. Social networking has once again become a hot topic of the day everyone is seeing a new hope in this sector. Over the top astronomical valuation and the buzz it has created around itself has made many investors to line up outside its Palo Alto office, in California. Enterprise collaboration software build on similar social networking premises is gaining acceptance in the major business organization all over the world. The open culture offered by this platform helps business to accelerate growth through innovation, communication and active participation of the employees in their workplace. Based on web 2.0 concept, Enterprise collaboration software offers social engagement tools, productive tools, connectivity and seamless mobility.

Although Enterprise Collaboration Software has caught the attention of the major companies around the world but back home in India the prospect still doesn't seem promising. The use of Social software in India is still at nascent stage. The major business houses in India still think Enterprise Collaboration Software does not offer measurable ROI. There is different school of thoughts regarding this, some think it is a waste of time and can be counter-productive, some says it is a "Facebook at work" and employee will use it to play around. Some of the Indian companies do use Enterprise Collaboration Software but not in all seriousness. They are using it with limited objectives either in marketing or sales department. But what they forget is that the key benefit it brings to the organization dwarfs the marketing benefits which are the focus for most business using social software. The shift toward social technology in businesses is not implemented due to lack of purposeful reasons for building internal communities among employees. Depending on workplace culture and environment in the organization, adoption of Enterprise Collaboration

Software can sometimes be slow. But with world's major companies adopting this platform it is a right time for Indian companies to make a shift and enjoy the benefits.

Conclusion

The Challenges of Software Marketing in India

Indian software products in India have never commanded the same respect as a foreign one. Though India may be one of the largest exporters of software products to the world but back home the condition seems dismal. Recent studies have thrown some light on these issues but more research need to be done so that we can find ways to create a healthy eco-system for Indian software product vendor to thrive and survive.

What are the Causes?

Understanding Indian software market is a bit difficult when compared to its foreign counterparts. Here, in India, changing market dynamics compounded with lack of awareness have been major hindrance to the software company to market and sell their ingeniously made software productsWe, at convergence services harness the potential of Joomla CMS and give our clients superior on time services. We have professional who have years of expertise to work on Joomla CMS which helps you and your business grow multifold. Some of the major reasons are mentioned below.

Lack of Vision and Short-Term Thinking

In India there are only a few success stories in the software product space. The major percentage of the companies is still out of the limelight that they deserve. The cause is attributed to the lack of vision, ambition, perception, marketing, branding, reach, execution and scalability by the Indian software product companies. These companies still struggle to find a perfect ground to use the appropriate marketing strategies and fall short of taking expert local marketing advice

Investing time and capital to understand the native market scenario and its requirement is crucial to the success of software product before the actual launch of it but are seldom carried out by Indian software vendors. Few companies have been successful in devising solutions through their experience, and they have been rewarded positively by the market.

The Demanding Environment of Indian Market

Understanding a product business is vital to create and establish a good product eco-system but contrary to this Indian software product vendor lack skilled manpower with product mindset. We enjoy a high degree of comfort level with project management more than product management.

Not finding capital to continue R&D in the product development space due to lack of VC funding is also one of the factors that leads to slow growth in this department.

In India most SMEs are late adopter of software product as they look for low cost solutions. Software products being Intangible the willingness to pay for it is very little.

Piracy

Software piracy is rampant in India this leads to use of pirated version of software leading to decline in the demand of original product.

Suggestions

What are the Solutions?

Attitude defines your altitude: Instead of being all-in-one type product lets develop a software product which helps to solve a specific problem and let's be specialist in that area. It is easier said than done unless we change our attitude it will be a tough road to get to the top.

Think Big and Think Long Term: Being passionate about the product business is great but you should also have the perseverance to follow the long-term vision. Putting a great team effort and channelizing your energy in the right direction is vital to turn dream into solid reality.

Understand the Indian Market: Knowing your local market thoroughly can pay you rich dividends. Invest time and capital to understand the software product market in India and offer flexible pricing as per their needs. In India the buying behavior of customer is different from the foreign counterparts. So it is imperative to do a thorough research in this field before offering your software product.

Focus your way to success: Focusing on your core strength is very important to offer successful software product. Instead of saying yes to everything you should wisely choose resources and identify your market and customer. Choose one vertical and once successful repeat it with other verticals. This gives you a lot of room for improvement and further articulates your product.

Long Journey begins with a first step: Get couple of customers first and focus on marketing your product to them and offer them win-win proposition and keep them cheerful. Use SaaS model to offer to small and medium sized companies with lower pricing levels. Encourage them to spread word and share success stories in their circle.

It takes more to sell software product in India but if right set of techniques are adopted then we can make a real difference. Offering value proposition is the key. The right balance between marketing and selling will take us to the top. Though it is still a distant dream but not impossible.

Source: NASSCOM EMERGE FORUM

5S framework

It is a great Japanese concept to Organize the way you work to have the most optimum output. It also suits for Software Marketing in India also.

1. Sort
2. Set in order
3. Sweep/Clean
4. Standardize:
5. Sustain

Software Promotion

As a web developer that sells software online, here are the basic software marketing methods that will help you boost your sales. Learn about each one, and find the winning combination that will bring you more buyers.

Continuous Search Engine Optimization

I. Improving your link popularity
II. Adding fresh content
III. Monitoring website results
IV. Testing various keywords

1. Submit your shareware to software download sites and directories
2. Affiliates marketing
3. Pay per Click campaigns
4. Write newsletters and press releases
5. Get involved in online forums and blogs
6. Write and submit articles

To successfully market software, you need to find the most suitable combination between these methods. Learn more about each one of them. Keep in mind that every business is different, so you need to be creative and patient until you find the best formula that brings you higher sales.

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