

BUSINESS MARKET MANAGEMENT – A STUDY ON SOFTWARE INDUSTRY IN JODHPUR, RAJASTHAN

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Abstract

Computer software industry has emerged as a recognized global activity during the last two decades. India has been a major hub of software development. Many software development companies of India are leaders at global level. Jodhpur district of Rajasthan is emerging as favorable software development site due to low capital investment and availability of human resource. The software product firms need to be competent in offering services with ever changing demands of the dynamic marketing environment. The present paper deals with status of software companies and their client diversity, software product and services offered by them and major objectives for software development in Jodhpur region.

Keywords: Challenges, Expertise, Objectives, Management, Software

1. INTRODUCTION

From the last two decade there is a boom in the information technology market. IT managers are responsible for developing computer systems [1]. Computer system works with the help of software. Computer software is a general term used to describe a collection of computer programs, procedures and documentation that perform some tasks on a computer system [2]. Thus the software product firms need to be competent in offering services with ever changing demands of the dynamic marketing environment. To conquer these challenges, the firms should formulate marketing strategies based on the specific customer needs for specialized software products. Even if the software is not ready for prime time, it probably still needs to be marketed across divisional lines. Thus in this case IT managers need to know about the art and science of marketing [1]. There is need to handle with the changing marketing plans and flexibility of software products, a suitable marketing technique can be deployed by firms to compete in global market place. To remain competitive, companies not only need to maintain the skills that work in the old economy, they also have to acquire new mindsets and competencies [3].

In all, the software component business represents a new and emerging market where the nature of the relationship between the seller and buyer has not found any typical form. On the one hand there is the objective towards single exchanges whereas on the other hand the context demands a more close relationship between the counterparts [4]. Thus, in this specific context, the present research is based on very appealing marketing questions, such as what are the challenges faced by software product developers in software industry and what kinds of marketing competencies they should formulate to

overcome these challenges [5]. The purpose of this research is to contribute to knowledge on marketing management issues related to commercial software component business and its development.

2. METHODOLOGY

Data collected for the present research based on qualitative approach, where data would be collected using structured questionnaire and personal interviews with officials of software marketing companies located at Jodhpur. The questionnaire designed for the study was categorized in to mainly four sections namely company information, software products/services and Marketing Process.

2.1. *Company Information*

In this section general questions related to company information were asked. Questions were related to company's registered name, address, branches, nature of company, number of employees working, certification and awards received.

Questions were also related to companies' main market such as government, large and small medium business houses, education industries, telecommunication sector, hotel, travel industries and others; areas of working in customized application development, standard packaged software, and IT enabled services; and lastly about standard software packages.

2.2 *Area of Expertise*

In this question company's area of working or expertise was asked where the major field chosen, was customized application development, standard software packages, and IT enabled services such as BPO, KPO etc., the fields selected was based on the demand of Jodhpur city. Software companies selected for the study are either expertise in customized application development or in standard software packages. Few companies were specialized in both the areas. Similarity in the working area of software companies helped in analyzing and comparing the responses.

2.3 *Type of Company*

The idea behind the question is to know the type of formation of company such as partnership, proprietorship, private or public limited. Generally, all the companies were private companies either in the proprietorship or in the partnership.

2.4. *Client Diversity*

The question was asked to know company's client diversity. The purpose was to identify companies reach to different markets or sectors, nature of their clients, and different services provided by companies to their diverse range of clients. Interviewees were asked to give ranking to the listed organizational customers on the basis of their preferences.

2.5 *Software Products Development and Objectives*

Questions in this section were in respect to the main products/services company is developing and marketing. The highlights were marketing objectives, basis of marketing, main problem faced by software development companies in marketing, pricing decisions of software products, and competitors' strategies. The major objective for software development were interviewed and ranked according to preference given by different companies

3. RESULTS

3.1 Company information, type and area of expertise

An open ended question was asked to know the products/services provided by software companies in Jodhpur city. The question was designed to know company's area of working, their innovativeness and variety of the software products provided to different organisational customers. Companies have developed the software, applications, website designing and development for different clients. Companies selected for the study as C.G. Technosoft Pvt. Ltd. is engaged not only in software development and search engines but also engaged in mobile applications development; whereas DreamTeam provide campus automation management software. Apex Softweb provides customized software for schools, colleges and universities; whereas Guljag caters to the need of small business houses. Main services of Equilibrise Technologies Pvt. Ltd. are software development services where company develop software as per customer's needs and quality automation where they automate the manual test cases for customers. GAPS Technologies offers offshore software development, infrastructure support services, tools deployment and cross functional services, website development, customized software development, PHP development, web portal development, online shopping solutions, graphic, logo, multimedia and design solutions, ERP support services, customized ERP development, CRM development, call center setup and solutions for lawyers. ReliableSoft is a pioneer in design and development of Pay TV SMS, Billing and CRM solution catering to PayTV Operators globally. The software is designed and developed using latest web technologies and deployed using cloud computing technology. And lastly Unimedia Technologies which provides broadcast automation software that incorporates the use of broadcast programming technology to automate broadcasting operations. This software is used either at a broadcast network, radio station or a television station; it can run a facility in the absence of a human operator.

The following details have been shown in the Table 1:

Company	Services offered
C. G Technosoft Pvt.Ltd.	Customized application development Mobile application development Vehicle tracking solution Search engine optimization
DreamTeam Technologies Pvt. Ltd.	Educational campus automation management software Website designing and development
Apex Sofweb Pvt. Ltd.	Rxvat: Medical store management software Customized educational software
Guljag Infotech Pvt. Ltd	Customized software for small business houses
Equilibrise Technologies Pvt. Ltd.	Quality automation Customized software development
GAPS Technologies Pvt. Ltd.	Customized software development Offshore software development Website development ERP services Infrastructure support services
ReliableSoft Technologies Pvt. Ltd.	Customized software development TV SMS billing and CRM software and solutions

Unimedia Technologies Pvt. Ltd.	Broadcast automation software for satellite television channels or cable TV channels
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Table 1 highlights the software products developed by companies and services provided to the different organisational customers. From the above figure inferences can be drawn that now-a-days companies are trying to satisfy customer’s diverse need. In order to gain competitive advantage and market dominance, companies are more prone towards uniqueness, and are updating on their products. Directors of the respective companies also stated the importance of product modification to erode the market share. Marketing issues also exists while developing a new products or services.

Important responses of companies are presented here:

3.2. Client Diversity

The following list was prepared by analyzing the particular sector and diverse need of the different sectors.

Table 2: Client diversity for Software industries in Jodhpur

Rank	Industries/Sectors
1	Small and Medium Business houses
2	Telecommunication Industries
3	Education Industries
4	Transport industries
5	Government
6	Other (Medical/Entertainment/Broadcast)
7	Hotel and Travel Industries
8	Large business houses

Table 2 states that mostly software companies are more interested in providing services to small and medium business houses. Usually, small and medium business houses do not have bulk transactions, either the transaction amount will be small or frequency will be large so they need software to have a track record of the every transaction and for other purposes. Education industry and transportation are also on top of the choice because of frequency of transactions. Among selected companies, almost all companies had similar preferences except Reliable Soft Technologies Pvt. Ltd. Whose major market is entertainment and broadcast industry and Apex Softweb Pvt. Ltd. has major focus on education sector.

Remaining were general queries to know company’s year of establishment, type of software provided, certifications, accreditations, and awards achieved. Almost all companies had five or more years of experience of the related field.

3.3. Important Factors for Development Stage

These companies also strive to provide such software products that are completely different from what their customers want in order to enlarge their base of customers, contend with the competitors, or even enter into different line of businesses or providing services to different kind of customers.

Thus there are few factors considered important for software companies in developing their products. The factors have been listed out in the figure 1.

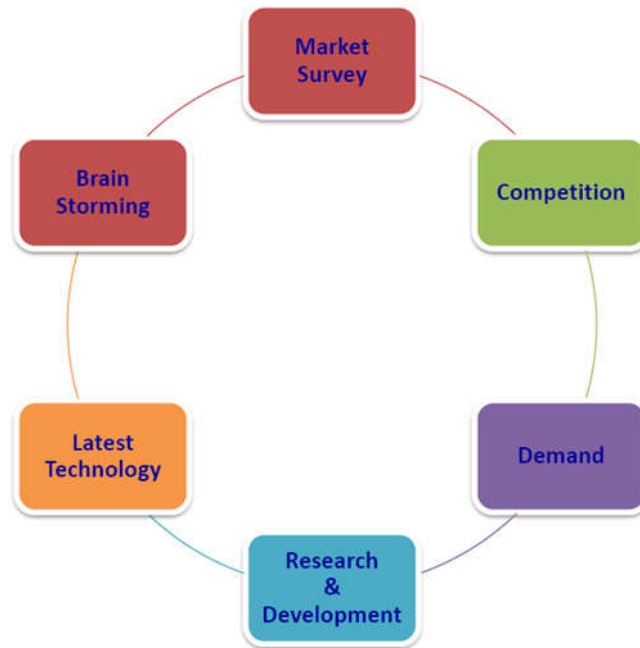


Figure 1: Important factors for development stage

The following factors were considered important while designing or developing software for customers. Companies have attached importance to these different factors on the basis of their own preference and working procedure.

Table 3: Ranking of important factors for developmental stage

Rank	Option
1	Research and Development Activities
2	High Demand
3	Brain Storming
4	Market Survey
5	Latest Technology
6	Competitors' Product

Table 3 explains the ranking given by companies to different factors considered important while developing or designing software products. The most preferred factor among all listed factors is *research and development activities*, which is actually very significant for every company to identify the emerging needs of existing customers, to explore new customers, to study changes in market, and most vital to survive in today's competitive market. The same importance was given by software development companies to the *demand of the products*.

The reason stated by them is that developing software requires rigorous process and skilled talent. Thus they always prefer to develop such products which are in huge demand. They also stated that market survey is a part of research and development activities and they do not conduct it separately. They also gave importance to brain storming sessions, latest technology and last preference was given

to competitors' product. Reason stated behind least preference to competitors' move was that they are few competitors in the market and needs are huge in different sectors thus they have enough and interesting work to do. Consequently, they focus more on research and development activities to develop innovativeness in developing products and try to make it more users friendly.

3.4. Objectives for Developing New Software Products

Although there is a well-known reason behind development and growth of software industry and that is to make work of their organizational customer very easy. All companies are continually developing new products to compete effectively in today's complex and speedily shifting marketplace. The objective is to expand the number of clients, entering into new markets, product modification, or winning competitors' customers. There are few objectives listed down on the basis of literature study for the new software development. The objectives are shown below with the help of figure 2.



Figure 2: Objectives of developing new software products

Responses were obtained with the help of ranking method. Interviewees were asked to rank the listed objectives on the basis of the importance give to these objectives. Ranking given by respondents has been shown in the figure 3.

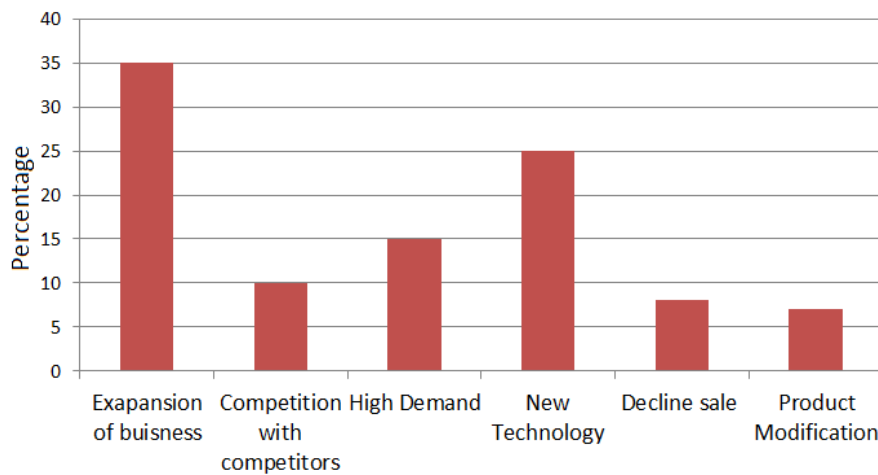


Figure 3: Ranking for objective for software development in Jodhpur

As shown in the figure 3 top ranking has been given to expansion of business and to update with new technology. Objective behind developing new software product is definitely to run or expand the software business. Another ranking is given to updating new technology that necessitates software development companies to develop new software product according to the changing needs and requirements. Third rank has been given to high demand, without this a company cannot run. Demand forces a company to develop and update software products. Competition was kept at fourth rank that depicts that there is a much demand as compare to the supply of software product and every customer has unique need that requires software development companies to customize their software products according to the diverse needs. Such customizations make every software product different than the competitors. So there is a less competition in the software development market. Another objective in the list is to check declined sale and the last is product modification that is also a part of changing technology.

4. DISCUSSION AND CONCLUSION

The success of Indian IT professionals in the United States was a significant factor in development of the software sector in India [6]. At present, the software industry in India is on its standing [7]. But still, it requires well trained pool of engineers and management personnel to build the Indian IT Industry into a world class treasure and for huge development [8].

The market for software industry ahead is challenging and requires companies to be proactive and innovative. Consequently there are various challenges and problems, identified by software development companies, which are blocking the path of growth and development of this industry. Thus there is a need for strong measures to be developed by government and other developed institutions to provide various schemes and development measures to make Indian industry successful worldwide. Though, to attain growth, the sector has to prolong to re-invent itself and struggle for that extra mile, through new business models, global delivery, partnerships and revolution.

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