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INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY



SUMMER INTERNSHIP REPORT 2020

Infovision Labs

Location: Pune



Date of Joining: 27th April, 2020

Submitted to:

Prof. Krishna Kanabar

Submitted by:

Rujuta Advant (191443)

Date of Submission: 5th July 2020

SUMMER PROJECT REPORT 2020

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CORPORATE MENTOR:	Ms. Geeta Garud – Head, Marketing and Corporate Communications Mr. Akshay Kale – Marketing Manager

DECLARATION CERTIFICATE

I, Rujuta Advant, hereby declare that the project report titled “**Marketing of IT products and Services**” has been prepared by me. It is based on original project study conducted by me under the guidance of Marketing and Corporate Communications Head, Ms. Geeta Garud. I would also like to thank the team of Infovision Labs for their constant support and guidance. I further declare that this project has not previously formed the basis of the award of any degree or Diploma or similar title of recognition.

Place: Pune

Date: 5th July, 2020

Sign: _____(Rujuta Advant)

ACKNOWLEDGEMENT

I take this opportunity to thank Institute of Management, Nirma University, for keeping this program of Summer Internship to make the students learn practically and become ready for the corporate environment.

Secondly, I would like to thank Ms. Geeta Garud (Head of Marketing and Corporate Communications) for giving me an opportunity to pursue my summer internship at IVL. I would also like to thank Mr. Akshay Kale who gave me valuable guidelines and made this program an enriching learning experience.

I would also like to thank Prof. Krishna Kanabar for her constant encouragement and evaluation throughout my internship journey.

Last but not the least; I would like to thank all my colleagues at Infovision Labs, who had given motivation and right direction throughout my internship program.

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Executive Summary

Infovision Labs is a growing IT/ITES company specialising in digital transformation, enterprise app services, outsourced product developments, validation services, UI/UX design and marketing services. To expand the basket of offerings, IVL also provides staffing solutions to other companies. ByteRiderz is a sister concern company specialising in housing management software and ERP systems.

My project titled 'Marketing of IT Products and Services' gave me a holistic view of the different marketing activities undertaken by an IT firm. I learnt various aspects of marketing in the company, from the growing impact of social media for B2B tech companies to targeting potential clients for the different services offered by IVL.

Competitive Analysis which is an important part of MBA curriculum in the marketing area was practically applied. It gives us a broad view of what the competitors are doing and also gives us ideas on what aspects we can improve.

This project also gave me an insight on how to pitch the products to potential clients. Especially for a tech company it becomes extremely important to understand and study in depth the product technicalities to actually convince the potential buyer of the products.

This internship also gave me a hands-on experience to draft a corporate communications document which is referred by all the employees especially the new joiners or interns to get an in-depth knowledge of the company.

The significance of employer and internal branding was understood as employees should be convicted towards their offerings to actually make an impact on the outside clients and customers.

Social Media and its relevance for tech companies was studied and necessary suggestions for the type of creatives, content for the different social media platforms like LinkedIn, Instagram, YouTube, Twitter and Facebook were given.

PART A- PROFILE OF THE ORGANIZATION

Industry overview- Indian Software Industry

The Indian software industry's growth depicts how economic liberalization combined with entrepreneurial spirit can create an industry that contributes nearly 8 per cent to a rising country like India's GDP. Over the last few years, the number of IT industries has witnessed tremendous growth either through FDI or by starting a business in India. The software industry has generated 177 billion US Dollars in FY 2018-19. IT industry is also responsible for considerable employment generation in India. This industry has created four million direct while 12 million indirect jobs in India.

The transformation of this industry is remarkable. It has matured from providing cost-effective back office support to driving the digital transformation agenda in global companies. Realising this, numerous global enterprises across the U.S, Europe etc have set up their own IT and R&D centres to take advantage of the Indian software ecosystem. There is also a wave of creating tech startups in India and it is also a home to 18 startups having a valuation of more than US \$1 billion while another few are expected to be added by the end of 2020.



Top IT companies

The IT industry in India can be divided into six major components - Tech products, IT services, engineering and R&D services, ITES / BPO services, hardware and e-commerce. The Indian IT sector are significantly benefitting from government schemes such as Digital India, Make in India and Start Up India.

India's highly qualified technical graduate talent pool is one of the world's largest and the country has a low-cost advantage, being 5-6 times cheaper than the US. India is the world's second-fastest digitizing economy among 17 leading economies.

Since every business is being software-defined, and business models led by technology are evolving in every sector, technology innovation is more than ever aligned with business outcome and can be sustained across economic cycles.

Owing to the growing influence of IoT, Machine Learning, Artificial Intelligence, the IT companies are innovating and venturing into these domains along with their USP's of IT services or products for their clients. Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra, are diversifying their offerings and showcasing leading ideas in blockchain, artificial intelligence to clients using innovation hubs, research and development centres, in order to create differentiated offerings.

Growing competition, pressure on conventional service billing rates and increased commoditization of lower-end services are among the main reasons for pushing the Indian tech industry to rapidly step up in the value chain. The new digital technologies such as social media, mobility, analytics and cloud computing have permanently changed the way business is done by Indian IT companies.

The Indian government is emphasizing on better technology enabled delivery mechanisms for a multitude of government projects. Further, with the new digital India and start up Indian initiatives being launched, the domestic market for software services has a bright future ahead.

Challenges

Despite the IT industry's recent growth in India there are signs that growth is slowing. The IT sector in India only grew by 5 per cent in 2018, according to the National Association of Software and Services Companies (NASSCOM). In addition, the recruiting rates over the last three years have dropped by around 40 percent. Some of the reasons to slow down the pace of this growth of IT industry in India might be as listed below:

- **US H1-B Visa Policy**

The H1-B visa is a system allowing US-based businesses to temporarily recruit highly qualified professionals from other nations. Trump administration this year modified the method of granting H1-B visas. Unfortunately, the new method makes it impossible for businesses to show that in a particular occupation the H1-B worker comes with unique and non-speculative qualifying assignments.

About 75 per cent of H1-B visa holders are Indian nationals, according to the USCIS (US Citizenship and Immigration Services).

The new H1-B policy is having a negative impact on India's IT industry and people looking to find jobs in the US. A number of small and medium-sized enterprises in India depend on the US market and H1-B visa. Also, the new policy states that the minimum salary of an H1-B visa holder should be a minimum of \$130,000. Given this high salary, understandably, a lot of companies in the US now opt to hire Americans.

- **Economic Slowdown**

India's IT industry attracts much of its customers from Western countries such as the US, UK, Spain and Canada. Many Western countries have faced sluggish economic growth in recent years, which has affected the IT industry's development in India.

To add oil to the fire, there has always been a biasing relationship between the dollar and the rupee. The dollar's rising value against the rupee has further strained the market.

- **Data Protection and Privacy Rules**

The new data security and privacy laws that other countries are implementing prohibit Indian companies from working in those countries. For instance, the GDPR (General Data Protection Regulation) regulation of the European Union which came into force in May 2018.

Since not all of India's IT firms would comply with GDPR and other data protection laws, many had to avoid serving EU customers. As mentioned above, the majority of Indian IT industry customers come from Western countries, and many customers prefer technology choices closer to home.

- **Domestic Challenges**

The existing business models are constantly evolving. This is the age of digital transformation in which enterprises around the world are adopting to new technologies such as cloud computing, AI, IoT and blockchain. These technologies are helping companies to minimize costs, less time to market, save resources and improve productivity for employees.

However, Indian organisations are relatively slow in adopting these technologies. This may be due to lack of skilled employees, lack of infrastructure as well as restrictive regulations. Furthermore, a report from McKinsey and Company reveals that 50% of the workforce in the IT industry could be irrelevant over the next few years.

Future Scope:

Automation is certainly going to be the most sought-after and dominant technology in the coming years. Thus, there would be increase in employment to ensure automation in every sector covering manufacturing, agriculture, healthcare etc. This would require a lot of IT workforce to work in the automation domain. Also, IT related startups will flourish, especially those with innovative products like chatbots etc.

The growth in IT services now is being driven by growth in bundled software where there is a mix of different solutions to create an end-to-end platform and the demand for that is growing tremendously.

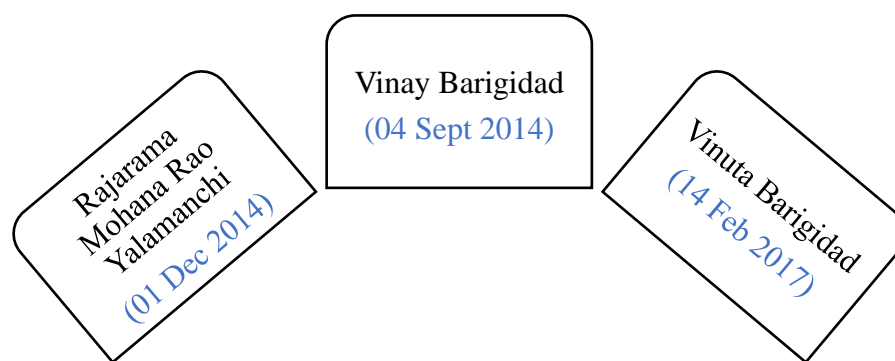
Further, this sector is also witnessing the strategic partnerships, the mergers, the acquisitions to stay firm in the competitive environment.

The industry in the following years is going to invest huge amounts in rescaling, skilling and building a right talent pool. Also, investments will be done heavily in building the right partnership strategy, building innovation capabilities etc.

Infovision Labs - Overview

Infovision Labs is a Software Development and Services Company based in Pune, Maharashtra. They provide their clients the IT services and solutions to suit their various business needs. The core services of the company include Digital Transformation, Enterprise Application Services, Outsourced Product Development, and Testing centre of excellence.

The company was incorporated on 04 September 2014. It is classified as a private unlisted company. The company has 3 directors.



The longest serving director currently on board is Vinay Narayan Barigheid who was appointed on 04 September, 2014. Vinay Narayan Barigheid has been on the board for more than 5 years. The most recently appointed director is Vinuta Vinay Barigheid, who was appointed on 14 February, 2017.

The current chairman of the board is Mr. Sean Yalamanchi and the Managing Director is Mr. Vinay Barigheid.

The company has worked for clients in various industrial sectors including Telecom, Retail E-commerce, Travel and Transportation, Investment Banking, Manufacturing, Oil, and gas among others.

Vision Statement: ‘To be the trusted partner globally, for solving business problems through technology solutions.’

Mission Statement: ‘To enable the businesses, explore the endless power of possibilities through innovative technology solutions and engaging user experiences.’

The company is marching on the path of success and fulfilling its vision step-by-step. The company now has a team of 700+ individuals that has grown from a team of 5 people over the last 6 years. The company initially had projects in Healthcare and Oil and Gas domain. Soon, they have added many more domains in the basket. The company's growth benchmarks are an additional office in SEZ Hinjewadi and an office in Hyderabad.

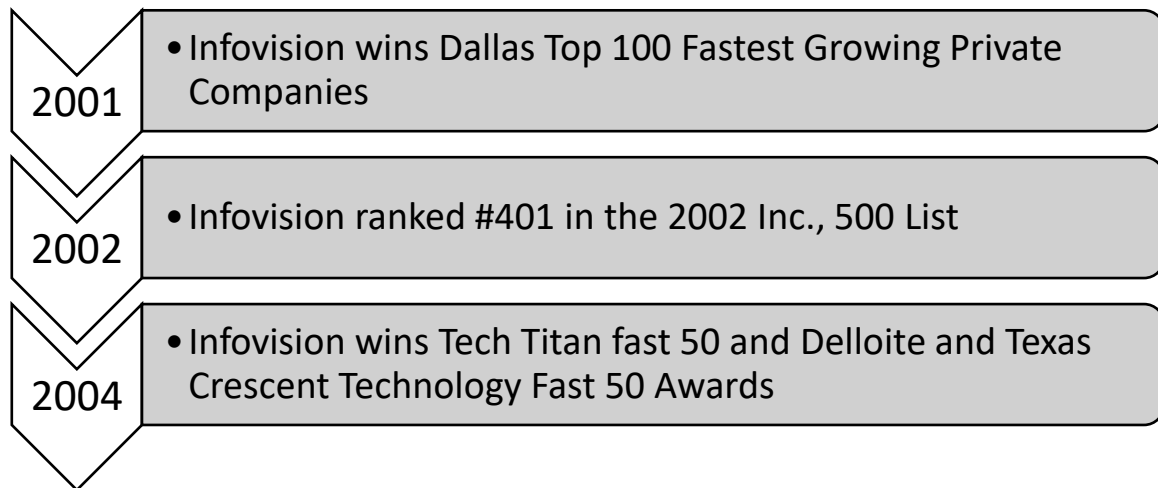
The major clients of IVL are: Dallas Renal Group, Trimasys, IP Keys, goceleb, Pocket Stop, iiPay, Arcus Partners, DocsWeb to name a few.

The company provides a basket of services to these clients which are a combination of Enterprise Mobility, Legacy Modernization, Cloud Migration, Predictive Analytics, Digital Marketing & SEO, UX/UI Design, IoT, AI & ML, Optional value & returns from Salesforce & SAP Investments through Implementation, Integration, Customizations, Mobility etc.

Growth Story of Infovision Labs

Infovision Labs is a subsidiary of Infovision Inc. which was founded in Dallas, Texas in the year 1995. It mainly aimed at offshore development, i.e. catering to the US clients by incorporating development centres in India which would highly be cost efficient. In the year 2013, Infovision established 200-seater centre of excellence in Texas for Fortune 200 companies. Growing year-on-year, in 2014, Infovision built dedicated practices for Mobility, BI, Big Data, Analytics, DevOps, Cloud Enablement and IoT. The year 2015 is marked by the inauguration of Infovision Labs which is Infovision's state of the art offshore development centre in Pune. Subsequently, one more offshore development centre was established in Hyderabad in 2017 followed by one in Chennai in the year 2019.

Infovision Labs has a sister concern named Byteriderz which was established to deal mainly with the domain of Society Management and Enterprise Resource Planning. The society management software named EzeeServe and ERP software 'Prism' are expanding horizontally and are much in demand among the customers.



Awards and Achievements

Organisation Structure and Governance Model

Infovision Labs has a collaborative, multi-tiered, performance driven organisation Structure. Though hierarchical, it has an open-door policy wherein each and every employee can contribute in the decision-making. Promotions and appraisals are purely subject to performance. Hence, each employee strives to work better and they work in harmony thus increasing the productivity and thus leading to effective outcomes. There are online as well as offline discussion forums to facilitate brainstorming activities which play a major role in productive outcomes. Also, there are separate group of employees dedicated to IVL and Byteriderz. However, they work in tandem to achieve the business goals.



This structure mainly ensures effective management of the workforce and removes any glitches in the delivery of work as we go up the hierarchy.

The Operational Level has the following responsibilities in IVL:

- Progress and Status Update
- Issues and Problem Resolution
- Detail Planning
- Change Management

The Tactical Level Workforce is involved in:

- Demand Management
- Service Delivery Governance
- Forecast and Planning
- Project and Initiative Alignment

The Strategic level/Top Level Management is involved in:

- Overall Service Management governance and policies
- Relationship Management
- Long-term Planning
- Performance Management
- Executive Direction
- Executive Business Interface



Business Model and Revenue Generation

The company currently has a revenue of 20-25 Million USD. The major revenue generating projects with the company are Verizon, Avaya and PrimeroEdge. The revenue is generated majorly from IT services to these big clients along with staffing solutions for the inhouse tech development companies.

The two revenue models are:

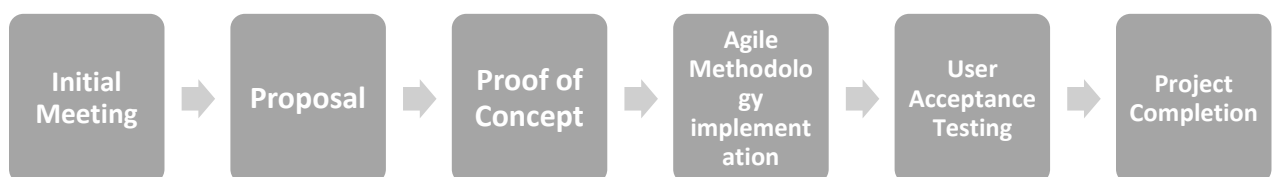
- Time and Material
- Fixed Cost

The time and material projects are continuous, ongoing projects. In this case, a quote is presented to the clients which comprises of the bills of the workforce involved in that project (except the enabler team).

In case of fixed cost projects, the client pays 50% advanced and the rest 50% after the completion of the project. 15-20% of the revenue generated goes to the enabler team which consists of sales, marketing, finance domains etc.

The main business comes from expansion of existing projects. Also, some clients are tapped by the top management. The sales team also taps the potential clients from the industry and the market.

The process of how a project is actually initiated in IVL is as shown below:



In response to the request for proposal, an initial meeting is held to understand the clients' requirements. A proposal is made by IVL which describes in depth of how a project is going to be commenced. The proof of concept demonstrates the feasibility and how that product or system can be deployed practically. In the Agile Methodology, there is one by one development and testing of the modules in the project. In short, the project is broken into several stages and

there is constant collaboration with stakeholders to ensure continuous improvement and iteration at every stage. The client then tests the software/system before moving the software application to the production environment. If the client finds the work satisfactory, then the project is delivered successfully.

The niche products like Prism (ERP Software) and EzeeServe (Society Management Software) are also significantly contributing to the revenue of IVL. Due to the high horizontal integration, especially in EzeeServe, it is highly suitable for large housing societies. Thus, it becomes easy to tap this market mainly because of less competitors and hence this very well contributes financially to IVL.

Again, providing marketing solutions has also been a unique tool for IVL in terms of generating revenue for the company. IVL provides cost-effective marketing solutions to budding companies which have not yet started their inhouse marketing. This is because these companies mainly focus on developing their respective products/services in their early stage and hence they need assistance to market their products. In such situations, IVL extends their marketing services to such firms.

It is very important to ensure proper employee base for companies to enhance productivity. Hence, IVL also provides staffing solutions to firms.

Thus, revenue generation for IVL is not only from IT services and solutions but it comes from all these basket of activities and thus IVL has diversified their offerings thus generating many sources of revenue generation. Although major share of profit comes from IT services and solutions.

Customer Profiling and Market Segmentation

The company basically provides IT services to the clients in the form of Software Development, Testing/Validation, IoT, ERP Solutions, marketing services UI/UX to name a few.

The manufacturing sector forms a major clientele of Infovision Labs. The manufacturing industry though growing rapidly is quite devoid in terms of technological advancement. Hence, to streamline their processes through the use of systems like ERP, Infovision Labs provides them with the necessary systems. Also, it becomes extremely important for the manufacturing industry to deliver their products with superior quality and less time to stay competitive in the market. To achieve this, the industries need technologies like IoT, Robotic Automation, ERP etc. Hence, IVL understood the need to venture in this sector to provide state of the art systems and software which are of utmost importance.

Talking about market segmentation, IVL has segmented the market geographically. Offshore development centres offering services to the US clientele has resulted in cost optimisation. In addition to this, manufacturing industry clients are tapped in the Indian market in a view of providing automation which is the need of the hour. However, when we look at the market situation during the outbreak of COVID -19, most of the industries are experiencing a slight deterioration in businesses (especially businesses in the US). Hence, IVL is now targeting the middle-east in view of business expansion.

There are many startups who need to reach out to people to get ahead in their businesses. Also, there are companies who have done a good amount of work and now need to showcase that in the market. In these scenarios, in addition to the IT services, IVL provides marketing services to such clients. The marketing as a service may involve website development, SEO Optimization, content creation, social media marketing etc depending on the client's requirements.

Competitive Scenario

In this competitive arena of software service providers, IVL has a number of competitors.: When we look at the mentioned companies, the companies are more or less the same in the offerings to its customers i.e. Software services and products and geographical location. Some of them are:

- Harbinger Systems
- GS Labs
- Synerzip
- Extentia

Harbinger Systems – Harbinger Systems is a company providing outsourced software technology services. The global headquarters and development centres are located in Pune, India while it has offices in Redmond, WA and Fremont, CA. Harbinger Systems is a part of Harbinger Group, which was established in 1990. Harbinger Systems offers services in areas like Mobile App Development, Enterprise Product Development and Testing, eLearning, Cloud, Open source technologies and Consumer Internet Applications. Its customers are software product companies (ISVs), hi-tech startups in Silicon Valley, healthcare startups, Fortune 100 product companies in the US and companies in Europe, Africa and Asia. The number of employees is around 500.

GS Labs – This is a company founded in the year 2003. *GS Lab* is a leading software product engineering & development company providing technology solutions & services to enterprises, startups & technology companies. The company specialises in Digital Transformation, Cloud Infrastructure, Streaming Media, Analytics, Identity Management and Security, Connected Things, AI and Automation, and Data Science.

Synerzip – Even though Synerzip is a US based company, it has its development centre in Pune and thus is a competitor to IVL in terms of services offered and the size of the organisation. The number of employees is around 600. The company offers services in areas like Mobile Apps, DevOps, Full-Stack, Development Partner, Pilot Engagement, QA Testing, QA Automation, Artificial Intelligence, Machine Learning, Big Data, DevOps, and UX.

Extentia - Extentia's solutions are in the space of mobile, cloud, and design. Focused on enterprise mobility, cloud computing, and user experiences, Extentia strives to accomplish and surpass their customers' business goals. The number of employees is around 600 and it was

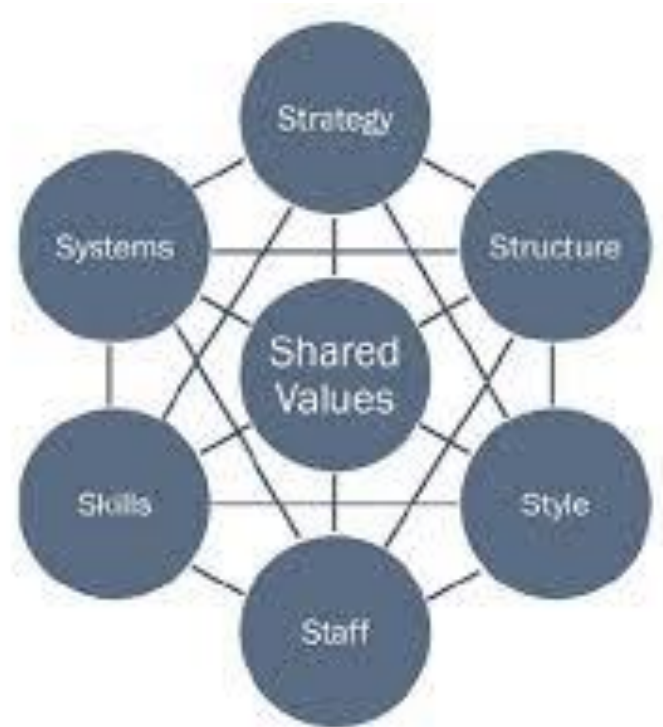
founded in the year 1998. The company specialises in Open Source Development, Mobile Application Development, Augmented Reality, Big Data, Cloud Computing, Enterprise Mobility, Usability and Design, Salesforce, and SAP.

Only a few companies are mentioned here. However, there are numerous companies in this vast industry which are providing similar services or can equip themselves to provide the required IT services or products. Hence to stay relevant in this ever growing and dynamic industry, every company needs to innovate in their offerings.

Areas of differentiation from competitors

IVL is also differentiating itself from its competitors by venturing into the emerging domains like AI, ML and IoT. They also provide marketing as a service externally which is a unique feature for a software company. They have a separate team catering to SEO/SEM, content writing, Graphic designers, branding, social media etc. They have also ventured into developing a society management system under the name of EzeeServe, which is a niche domain. They also have a separate service for ERP called the Prism. Prism and EzeeServe are the products of IVL's sister concern – Byteriderz. These have definitely served as major factors in the growth story of IVL along with the expertise in the service offerings to their clients. In addition to this, IVL also provides staffing solutions to the companies which have in house software development projects.

7 -S Framework Analysis



The McKinsey 7S Model analyses firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

Structure

- Two-way communication within the organisation
- Role clarity in the tasks to be undertaken
- Collaborative, multi-tiered organisation structure

Strategy

- Capturing the niche clientele like manufacturing sector which really needs transformation through use of IT and Software
- Cost Optimization through offshore development
- Targeting the small and medium industries as well along with big organisation for services like marketing, staffing solutions etc.

Systems

- Advanced systems to ensure streamlining of processes within the organisation
- Systems like ERP (ProductivV) are well implemented within the organisation

Staff

- Highly passionate individuals coming together and working collaboratively to complete the tasks
- Employer branding is undertaken which helps to attract and retain quality employees, who are crucial to the success and growth of the business

Skills

- The technical competencies considering backend engineering are Java, MySQL, MongoDB, NodeJS
- Frontend Engineering technical competencies are AngularJS, git, QuerySurge
- IVL also has technical competencies in domains like blockchain, testing, web content management, DevOps and Mobility

Style

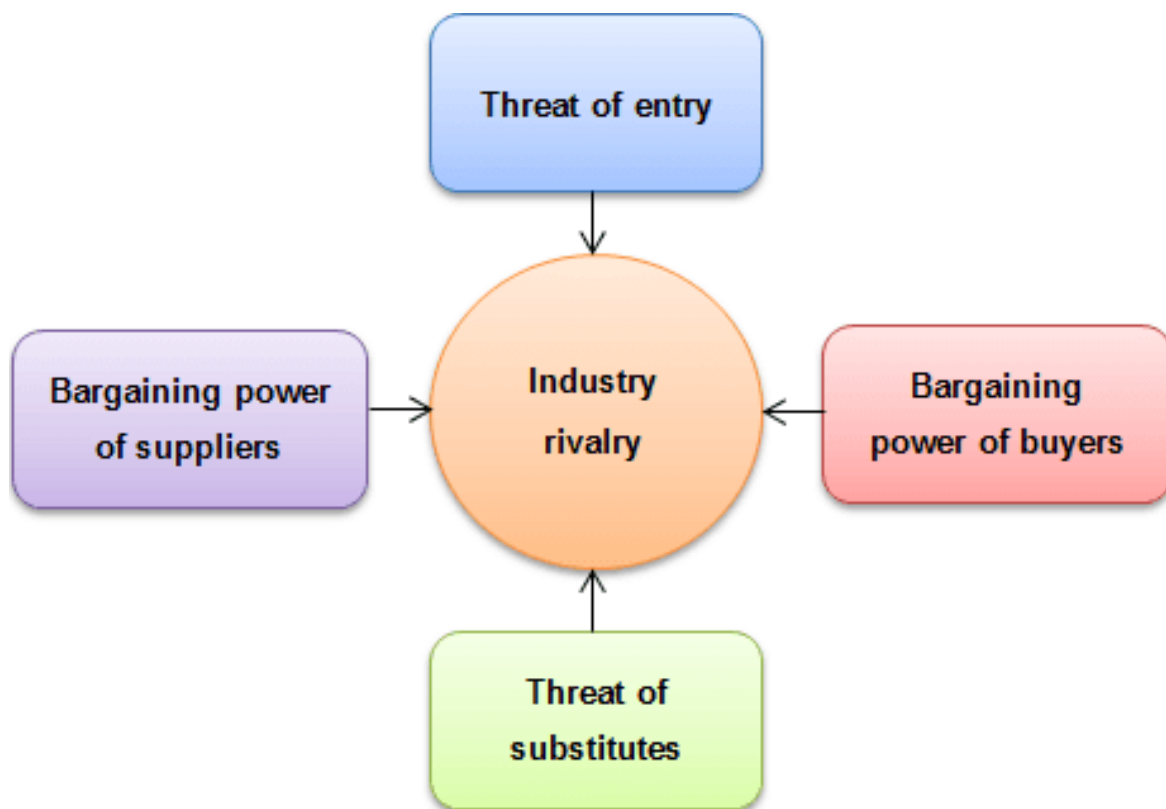
- The leadership has been inspirational and transformational. It has been building networks. There has been co-ordination for competitiveness by removing bureaucracy and providing autonomy to the managers.

Shared Values

- Continuously strive to understand business challenges by changing the competitive landscape and understanding how cutting-edge technology can help position our client to the forefront of the competition
- Commitment to quality, professional service, value and customer satisfaction are the team's top priorities. Listening to customer's requirements, providing the right solution, giving unbiased business propositions are some of the key characteristics of the team.

Porter's Five Force Model

The Porter's Five Forces Framework helps us to understand and analyse what kind competition businesses face. This in turn helps us understand the attractiveness of the business and how profitable it is or it can be. This also helps the organisation to shape the strategies in order to remain competitive and thus to improve potential profit.



Industry Rivalry

There are a huge number of IT companies and they are constantly growing due to the surge in digitization. Technology firms are aggressive in terms of their rate of innovation and their marketing campaigns. Hence there is a strong industry rivalry. There is also a high diversity of the firms. Due to many incentives given to technology startups, they are creating innovative products. Thus, this remains as a priority issue in strategic decision making.

Bargaining Power of Buyers

IVL needs to satisfy their clients, who significantly determine the company's performance. As there are a large number of competitors or companies providing similar services, the cost of switching is moderate to high. However, as IVL also caters to a specific industry like the

manufacturing industry, there are not many who satisfy these clients' needs. Thus, IVL has been leveraging this opportunity to maintain their stronghold. Also, IVL has a wide variety of offerings apart from conventional IT services. Thus, overall, we can say that the bargaining power of the buyers is moderate. However, there are chances that bargaining powers of the buyers will be high if the pace of innovation of the company is slows down.

Bargaining Power of Suppliers

Some moderately sized suppliers like computer hardware components can change their pricing, which ripples to a potential adjustment in the company's prices. However, there are also large number of suppliers which makes the switching cost for the organisation very low. Thus, the bargaining power of the suppliers is low to medium.

Threats of Substitutes

Software companies are always under the threat of Substitutes. This industry is categorized by dynamism. Hence, innovation is the key element to remain relevant. There is a high possibility that our customers might shift if we fail to innovate and identify their needs which the competitors might realise and implement. Thus, there is a medium to high threat of substitutes for IVL. The strategies need to be implemented accordingly which leaves scope for innovation and adaptation. Also, catering to niche or specific segment can be one way of diminishing the threat of substitutes. To excel in our offerings, it is very essential to progress the company in all aspects like proper employee selection, precise management, etc.

Threat of New Entrants

The high cost of developing the brand of a technology business weakens the effects of new entrants on companies like IVL. However, the moderate cost of developing such a business presents considerable chance for new entrants to find success in competing in the computer hardware and software market. Thus, there is a moderate threat of new entrants. Also, one of the reasons is the conducive environment to startups, government policies etc. Also, large number of engineering graduates come out every year and they can easily setup a start-up company. However, the question is how many of those startups really sustain in this competitive market.

SWOT Analysis



Strengths:

IVL has not only restricted their offerings to IT solutions, but with it they provide marketing solutions, staffing solutions, etc. Thus, there is a variety in offerings and thus the client base is also not restricted.

IVL also has extensive training programs for the new joiners. Also, employees are given trainings and courses in the new technologies throughout their employment. Open door policies and an open work culture enhances the creativity and productivity of employees at all levels.

IVL being an offshore development centre has a strong clientele in the US. However, due to effective marketing strategies and quality offerings, it has successfully formed an Indian client base too.

Weakness:

IT industry remains relevant if it can sustain in the dynamic environment and it has the ability and infrastructure to adopt new technologies. However, IVL is still not able to keep the pace with the current technologies in Machine Learning, Artificial Intelligence etc. The main reason for this would be these technologies though popular are still emerging in India and there is limited amount of expertise already present in those domains.

However, IVL is trying to overcome this weakness by providing training to the employees as well as recruiting people who have taken formal education in these technologies or are having some experience in these domains.

Opportunities:

IVL has expanded from a mere team of 5 to a team of 700+ individuals. It still has the infrastructure to accommodate a greater number of employees. Thus, this will also increase the capacity to handle more and varied projects. IVL has a sister concern Byteriderz, however it has scope to plan strategic alliances and partnerships to expand their business.

In addition to these, constantly revamping the technologies to basically cater to the changing needs of the market is a big opportunity to gain a competitive edge.

Threats:

With a little experience and general know-how, it is possible for companies to start their inhouse IT department. For e.g., if a company is a manufacturing company, with a little investment and knowledge, it can setup its own IT service department for automation, ERP etc. This poses a direct threat for the existing companies providing IT services to non-IT industry. One way to prevent this is to provide an ultimate, effective and quality solution and differentiate on this basis.

The other threat for IVL, and overall the IT industry is that the services provided are not necessarily unique, as in, ERP systems can be developed by any IT service company. Hence the goal is to create and develop as many as unique features in your product/service as possible.

Project Work

Methodology

Started the internship on 27th April 2020 (Work from Home Basis). Went through an induction program aimed at getting myself acquainted to the company's practices, regulations, services and products.

An overview was given of the company by Geeta Garud – Head Marketing and Corporate Communication, along with an introduction of Prism, an ERP Software and EzeeServe which is a Housing Management Software.

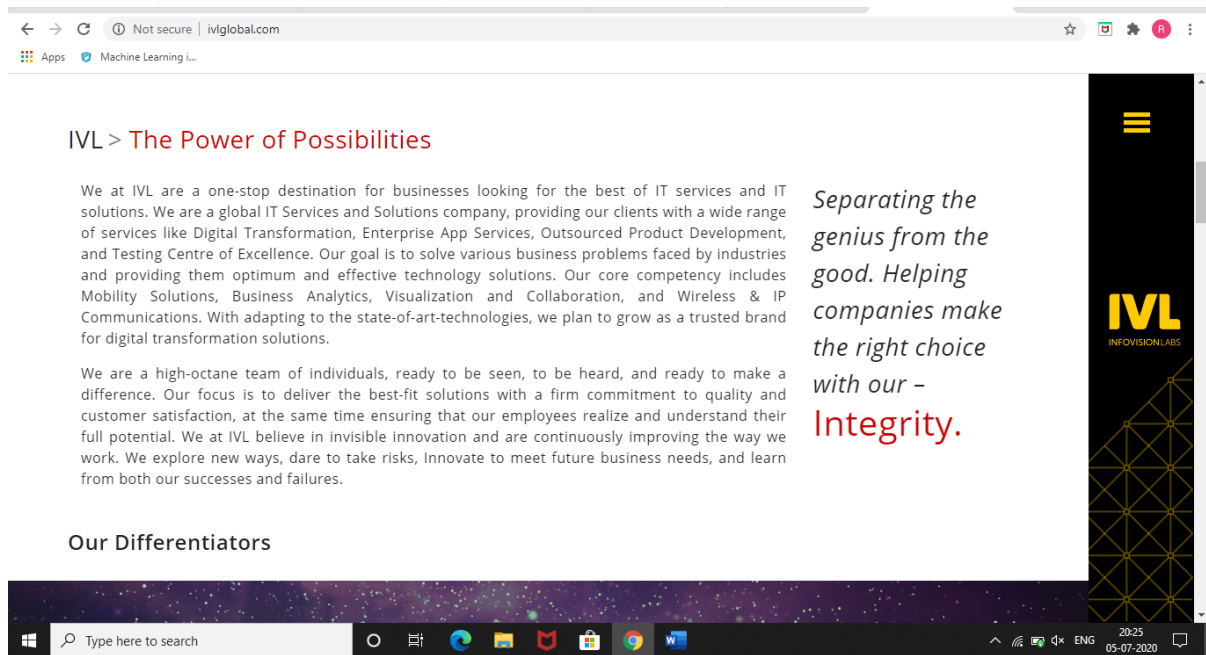
The first task was to submit an extensive report on the aspects covering employer branding, internal branding, social media analysis of competitors etc. Thus, submitted a report which aimed at my understanding of the company's services, systems etc.

Did a competitive analysis of IVL's competitors namely – Harbinger, Extentia, Synerzip and GS Labs and also submitted a report of the same (The report mainly aimed at analysis of the competitors web presence – Websites and Social Media)

I was then assigned a mentor- Akshay Kale, who introduced me to Prism ERP software in depth. Studied the features, technicalities, other competitor ERP systems. Prepared a Sales Pitch Presentation for Prism under his guidance. The teachings and concepts of subjects like basics of marketing (differentiation, competitive advantage, etc.) presentation skills (how to get the attention of audience, how to use numbers, statistics, facts to highlight) were put use while preparing the sales pitch.

Detailed feedback for the sales pitch PPT was given to me from the seniors in the organisation like the Senior Business Analyst and made the required modifications in the PPT.

The new website for IVL was launched on 11th May 2020. I was given the task to write the content for the website for homepage. I also reviewed the content of the website for the other heads and also suggested necessary changes.



The next task was to prepare a corporate communications document which can be used by newly joined employees or interns to get acquainted with IVL. This report contained a detailed information about the growth story, culture, economic policies, achievements, revenue streams, clients, competitors, organization structure, market segmentation and customer profiling etc.



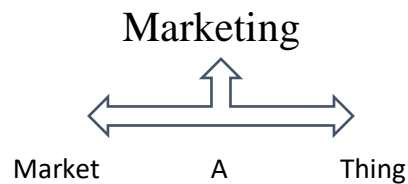
Software **solutions** company

Headquartered

Our goal is to solve various business problems faced by industries and **provide** them

Sample of content review for website

Learnings from the Summer Internship Program



Market-A-Thing. This is the most simplistic and useful definition I have formulated within a few months of my summer internship.

So, what is market? To do things that cause people to know about (something) and want to buy (something). This is the aspect we generally focus more on, while the ‘thing’ is often missed out.

Thing – An object that is not alive in the way people and plants are.

So, in my opinion, when we put life into our product/service, a brand is created. The idea is to humanize it. But we may wonder how do we humanize a product/service which is highly technical? Here is a classic example of how a windmill company has brought their product to life using this advertisement.

https://www.youtube.com/watch?v=2mTLO2F_ERY

In this way, brands are actually able to establish a relationship. In this immensely competitive environment, this proves to be highly effective. Digital Marketing and Social Media marketing are effective mediums these days to establish these relationships.

When we dig into the statistics, we get some interesting figures:

- Most B2B buyers do research before they buy. Around 55% of them look for the information on the different social media
- Social Media is gaining extreme importance for tech companies too, with almost 76% B2B tech companies using social media to drive results. This is more than blogging, organic search and paid search
- Statista findings have shown that marketers have found LinkedIn to be the most effective social media platform for B2B. 66 percent of them believed it to be effective with 30% finding Facebook to be effective
- There is rising popularity for Instagram even for B2B tech companies. Almost 67% of the marketers plan to boost their organic usage in the next year. However, Instagram remains more relevant for B2C (72%) than B2B (57%)

- YouTube is gaining importance for B2B marketers as well. 56% of marketers rated YouTube as important to their overall success. This puts it fourth, behind print in third, LinkedIn in second, with email first. But video is on the rise. 77% of marketers said they were planning to grow their reliance on video

Also, it becomes important to know that the content on the social media platforms need to be different to make effective use of them. The graphics, content, infographics, tone, form of advertisement etc. has to be defined beforehand to make the presence on the social media relevant. When we talk of Facebook, video content is the most influential. Facebook Ads is a tool we can use for FB marketing. Videos and Infographics are the most effective form of communication of FB. In case of Twitter, intelligent and brainy quotes, polls, tweets etc seem to work. Hashtags (#) is a key tool on Twitter. These tags allow us to reach a wider audience than just the followers by getting involved in existing conversations. LinkedIn is way more professional wherein informal or casual content might not work. LinkedIn can be widely used for product testimonials, product portfolios, etc. Other way to have a good presence on LinkedIn is through joining LinkedIn groups where you can meet people from the same industry or with similar interests, ask and answers questions, and engage in conversations. Posing a question to the group can get a conversation flowing. It's a great way to showcase your industry expertise.

With a high demand for software development, the competition in this industry is fierce. It's becoming tougher and tougher to attract the target audience and stand out amongst a vast number of competitors. Hence, competitor analysis gives an edge to the organization to step-up their marketing game. Competitor analysis not only aims at copying what the competitors are doing (though that can be a part of it), but it actually helps us to formulate business strategies that improve upon your competitor's. We can pick up the things which the competitors are doing best and can also leverage on their weaknesses to build a strong presence.

To begin with, I identified who the actual competitors of IVL are. I have identified a few competitors depending on the company size and the services offered. There are so many IT services companies on the same level that it might be very difficult to study each of them at this level. So, I have chosen the below companies to evaluate them on some aspects.

- Harbinger group
- GS Labs
- Synerzip
- Extentia

When we look at the mentioned companies, the companies are more or less the same in the offerings to its customers. I analysed the social media platforms majorly of the competitors. The comparison was done on this basis and I gave a few suggestions which can be used to make the online presence better.

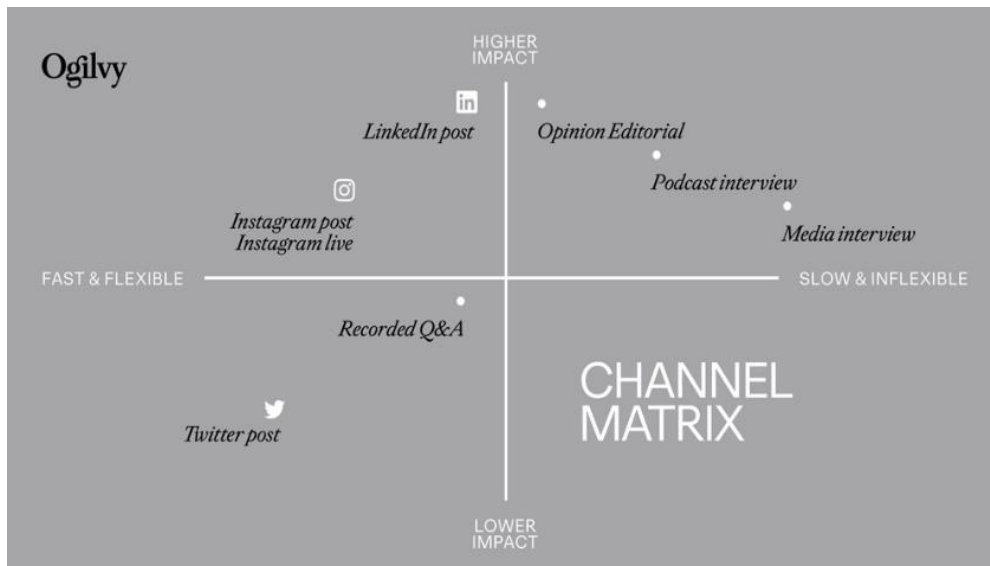
When we look at the Harbinger group, we see an extensive use of LinkedIn wherein they post engaging content especially in the light of this crisis. They have effectively gelled their three counterparts i.e. Harbinger Systems Pvt. Ltd, Harbinger Interactive Learning Pvt. Ltd and Harbinger Knowledge Products Pvt. Ltd. to generate a lot of content on their LinkedIn page. The page is also equipped with demos of their products like Plato. Also, it is interesting to see that they have an Instagram Page which is quite different than their LinkedIn page. The content is informal in nature which is very suitable for Instagram wherein they post updates of their activities. Also, the Facebook page is equipped with video content which is extremely dominant to increase the visibility and the traffic. A clear demarcation in the content to be posted on the different platforms is efficiently leveraged by this company. However, we also notice that less stress is given on the posts related to job openings on the LinkedIn page.

Company website also plays a significant role from the marketing aspect. Easy to browse pages with well-written information is of utmost importance. When we look at the LinkedIn page of GS labs, the content is effectively portrayed in the form of stories and interactive content. This greatly helps in connecting the potential customer to the company. There is an interesting page on FB named 'life at GS Lab', however, its content is more or less similar to LinkedIn. This can be leveraged by posting some informal, fun content to actually depict the work culture of the company.

We can see that the Synerzip LinkedIn doesn't seem to be very active as we can see there is quite a gap between two posts. The frequency of posting should be maintained such that it does not bother the audience, however, it should be enough to drive traffic to the page. However, the website hosts interesting blogs which is quite dominant in the website design.

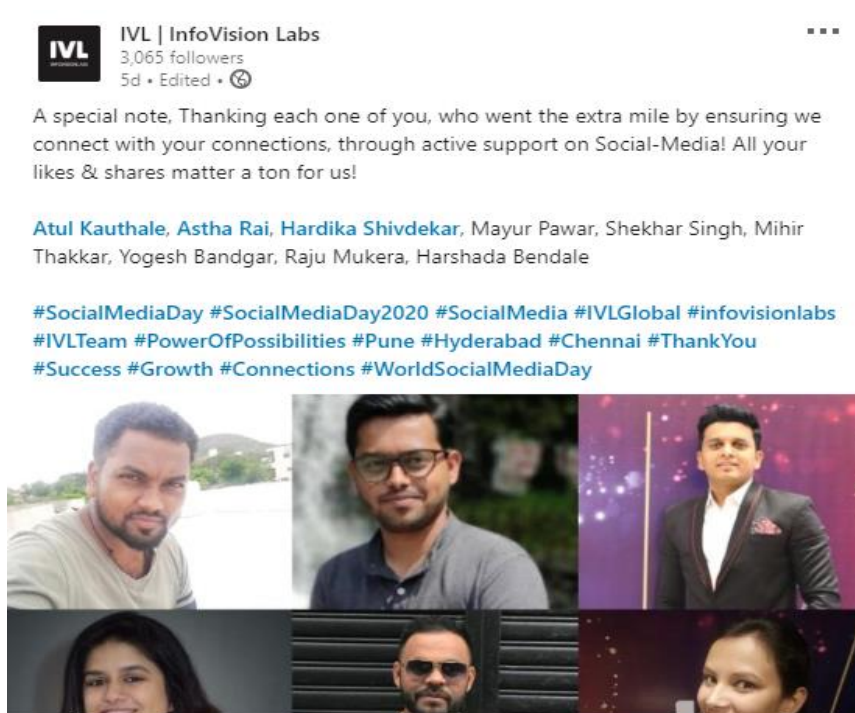
Also, it is very important to gauge the activities happening on these social platforms. We can then know what type of companies or customers are visiting our website or pages so that we can have a focussed marketing strategy like email marketing thereafter. This also ensures that we know the traffic we are getting and then devise our next strategy accordingly.

When we go for marketing on these platforms, we need to look at the cost aspect as well. I found something interesting published by Ogilvy.



According to me, brands grow inside out and hence it becomes extremely essential to help the employees make a powerful connection with the brand which they sell to the customers. A Harvard Business Review states that when people care about and believe in the brand, they're motivated to work harder and their loyalty to the company increases. Employees are unified and inspired by a common sense of purpose and identity. How do we achieve this process of identification with the brand within the company itself?

So, IVL is active in employer and internal branding through mainly the social media platforms. Also, internal discussions and an open work culture is conducive to internal branding.



One practice IVL employs for employee branding

Some of the sample slides for sales pitch PPT.



- MANUFACTURERS ARE #1 BUYERS AND USERS OF ERP SYSTEMS
- ERP REDUCES OPERATIONAL COSTS BY 23%
- ERP REDUCES ADMINISTRATION COSTS BY 22%
- MODERN ERP SYSTEMS INCREASE ON TIME DELIVERIES BY 24%
- TOP 3 BENEFITS USERS GAIN FROM ERP SOFTWARE
 - 1) REDUCED PROCESS TIME
 - 2) INCREASED COLLABORATION
 - 3) CENTRALIZED ENTERPRISE DATA

NUMBERS DON'T LIE!



Understanding the Modules

- **Order & Sales** - Process of generating leads/enquiries, creating quotations & then converting them into sales orders. Post production processes like proforma invoices, sales invoices and amendments etc. Involves coordination between sales and accounting teams.
- **Procurement** - Streamlining the entire life cycle of purchase process which involves, coordinating with different suppliers/vendors, sharing RFQs, quotations, price negotiation & finalization.
- **Production** - Focuses on manufacturing goods, ensuring its quality also aiming at maximizing the utilization of manpower and minimizing the use of Resources to the optimum Level. Involves the processes like BOM creation, stock planning, productions issues etc.
- **Inventory** - Managing the materials In & Out, to/from your premises or warehouses, tracking the deliveries, interdepartmental issues, asset management etc.
- **Subcontracting** - Outsourcing some of your job works to third party vendors. Involves processes like contract issue & receipts.
- **Accounting** - Configuration of ledgers, record financial transactions such as, receipts, payments, journals etc. Extraction of accounts & GST reports.

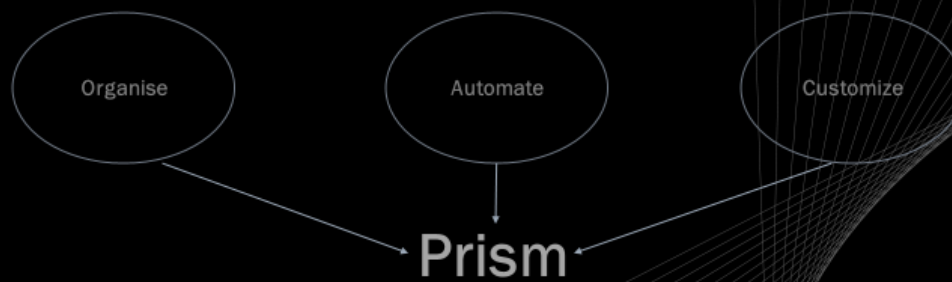
Features	Description
Application architecture	Single tier proprietary architecture
Development environment and database management	Tally development language (TDL) without separate DBMS
User Interface	Text only. User can work on single window at a time
Cost of ownership	Heavy upfront license cost and AMC for Tally Server
User profile	Doesn't operate on standard SOP
Upgrades	No regular upgrades in terms of features & user experience
Speed & Data Handling	Slows down with transactions volume, size and number of users
Third party integration	Limited
Customization	Limited
Cloud installation	Only Tally server
Security	Very basic role-based access
Resources	Need skilled people

LIMITATIONS OF TALLY

Prism Vs Tally

FEATURES	PRISM	Tally
Automated Workflows	✓	X
Multilevel Approval Workflow	✓	X
Dynamic Controls	✓	X
Custom Prints	✓	Limited
Multi Company	✓	✓
Multi Branches	✓	✓
Third Party Integration	✓	Limited
Data Import	✓	Limited
Multi Window Software	✓	X
Alerts & Notifications	✓	X
Dashboard (Customizable)	✓	X
Reports (Customizable)	✓	X
Report Extraction	✓	✓

Want a big impact?



Manage your business better with Prism ERP

Suggestions

- By studying the social media and digital presence, I analysed the content to be posted on different media handles. I suggested how we can separate out the content for Instagram, LinkedIn, Facebook
- I presented a few creatives for separate platforms and suggested a few video tutorials for LinkedIn



IVL | InfoVision Labs

3,065 followers

2w •



We at IVL have been hiring during the lockdown. Our talent acquisition team successfully onboarded 125+ employees, virtually. Read More:

<https://bit.ly/2YSs10L>

#IVLGlobal #powerofpossibilities #IVLCareers #IVLHiring #JobSeekers
#Opportunity #growwithus #jobopenings #itjobs #itindustry #itservices
#contactus #recruitment #jobs #helpinghands #Engineer #applynow #careers
#JobSearch #JobHunt #NowHiring #jobopportunity #hiringnow #Pune
#Hyderabad #Chennai #COVID19 #Lockdown



- I also suggested a few campaigns to be launched on Instagram to engage the audience better



- I also presented the team with a detailed database of prospective clients for society management software which consisted of high-end societies in and around Pune
- Also, researched about the new and relatively small manufacturing firms who can be potential clients for the ERP system.