INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

MBA- FT (2020-22)

SUMMER INTERNSHIP REPORT

FINAL REPORT

Winjit

SUBMITTED TO: Prof. Nityesh Bhatt

SUBMITTED BY: Heet Gandhi

ROLL NO.: 201118

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Report Details

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Date of report: *12th July, 2020*

Purpose of report: *To provide information regarding the analysis done of the Product Marketing and Research during the summer internship.*

Prepared for: *Institute of Management, Nirma University*

Submitted to: *Prof. Nityesh Bhatt*

ACKNOWLEDGEMENT

To start with, I would like to thank **Corporate Relations Cell, Institute of Management, Nirma University** for granting permission to pursue internship from **Winjit Technologies**. I also owe my sincere thanks to Prof. **Nityesh Bhatt**, Faculty Mentor, who has been a constant support during the internship period.

Continuing on the same line, I would like to extend my gratitude to the Winjit Technologies for allowing me to pursue this internship. For a Marketing student, Winjit Technologies offers the ideal internship opportunity. For me, it opened up a whole new world of ideation, market research, b2b business development, etc. I count myself fortunate to have been given this chance. This internship has helped me prepare for a career in marketing and has taught me a lot. As a result, I'd want to express my gratitude to **Mr. Dhananjay Pote**, the HR Executive of Winjit Technologies, for offering me with this work-from-home opportunity during this worldwide epidemic.

I'd want to express my gratitude to my mentor, **Mr. Abhay Malpure**, Vice President of Winjit Technologies, for taking me under his supervision and guiding me despite his hectic schedule. I would not have learned as much or received as much exposure if it hadn't been for him.

EXECUTIVE SUMMARY

This report includes a chronology of the company's values and services, providing interns with a unique opportunity to learn and grow across numerous domains and initiatives. I've participated in Market Segmentation, Market Research, Personalized B2B Research, B2B Sales, Business Development Approach, Data Management, and Content Pitching thus far in my internship. These domains will likewise be my primary focus for the remainder of my term, unless I am assigned to another project. Working here focuses on acquiring hands-on experience and expanding my own understanding of the industry. The internship isn't focused on meeting a certain goal; rather, it gives me the opportunity to learn.

PART A: PROFILE OF THE ORGANIZATION

ABOUT WINJIT TECHNOLOGIES:

Winjit is one of India's leading technology provider with over a decade of experience in innovating engineering solutions across industries. Founded in 2004, by two technology enthusiasts, Abhijit Junagade and Ashwin Kandoi. Over the years, both worked around the clock to build strategic solutions that made a difference in a wide range of AI and automation platforms for businesses. With a track record of successful clients, Winjit sublimed the outreach by establishing a presence at an international level, including the United States, United Kingdom, Australia, South Africa, and Singapore.

Winjit is a multi-award-winning technology solutions company with more than a decade of expertise providing cutting-edge technology solutions for businesses all over the world. The team of specialists can assist you in improving the efficiency of your company processes. When you talk about Winjit Technologies as a technology firm, you'll learn what so many other worldwide organizations and businesses have already understood and unravelled the experience of trust and assurance. Winjit's commitment to provide a first-class client experience, paired with a technological innovation centre, has aided in the company's growth as a preferred choice for software application development.

The vast range of services encompasses a variety of technological fields. Winjit uses technology to improve corporate processes and affect people's lifestyles. Its technological capabilities include anything from conceiving, optimizing, and building traditional corporate software systems to studying wearable technology applications. They are the most trusted name in enterprise mobile app development and software development, offering tailored solutions to fit the demands of their clients. Winjit creates and executes cutting-edge technology into practical business solutions for its customers.

VISION:

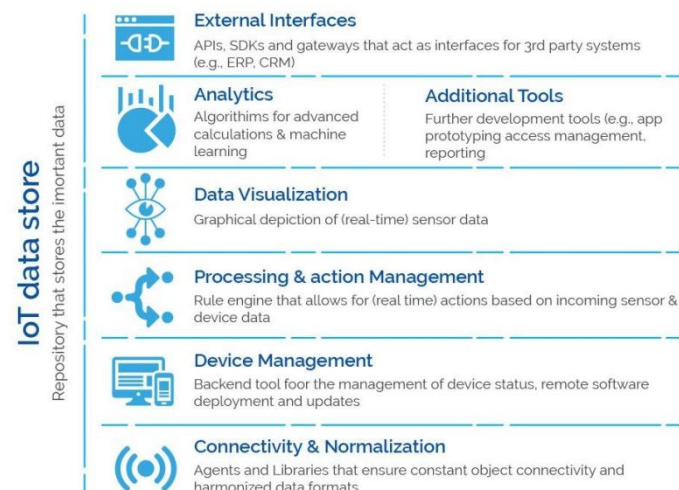To be the best-in-class global technology solution provider with commitment to excellence.

MISSION:

Delivering high quality, efficient on time solutions to customers through innovation and deploying best minds and leveraging technology.For achieving profitable growth and creating value for all stakeholders.

SERVICES:

1. Internet of things

Winjit recognizes how difficult it may be to discover the right IoT solution, which is why it performs extensive research, conducts in-depth study of your industry and the devices linked with it, and extracts data for additional analysis. Winjit assists in the development of pipeline solutions for SCADA and PLC systems, Smart Buildings, industries with smart devices, and sound agricultural solutions.

IoT solutions assist in the creation of a database depending on how the user utilized the device or system. A large amount of data, on the other hand, may be studied further to better a firm and its available channels.

2. Artificial Intelligence & Machine Learning

Machine Learning solutions are made to process data and extract useful information. All solutions are created and built to successfully use particular algorithms connected with modern data mining methods that aid in the efficient operation of your business operations.

Data Validation & Clean-up

We offer solutions and platforms that provide real-time data validation. Processes that help to remove data that isn't useful versus that data that has the potential to unlock additional insights over the products or services offering. The procedure undergoes normalization and cleansing of different types of data and subsets of data. Additionally, incoming streams of data are analyzed and validated prior to further processing.

Compression Techniques

Through large data streams, Winjit has developed its unique software algorithms that provide real-time compression through patterns of data that is processed, providing an optimized solution specifically for data management cost.

Smart Security

For securing network infrastructure solutions are designed to stand impenetrable and vigilant against uncommon pattern anomalies that could be potential to be raised as a flag/ alert. Now users can stay ahead of the game, and know when a strange upturn pattern occurs within your line of business.

Prediction & Forecasting Techniques

Winjit team of developers and engineers have innovated and created statistical models coupled with advanced software tools to assist and enhance machine learning processes. Winjit has also implemented multiple predictions and forecasts models that find its applications in the areas of the commodity market, insurance, and retail banking.

3. Product Engineering

Winjit takes deliberate steps to deploy and implement empowering approaches in the design and development of a one-of-a-kind product. Winjit not only creates your product, but it also researches its market, trends, and specialty. All of our products are created and built using open-source software, allowing consumers to adapt them to their own needs. Winjit creates amazing solutions by incorporating some of the most cutting-edge technological trends available in the industry.

4. Fintech

From getting to know your customers to offering multiple plugs to the Enterprise Service Bus, we deliver comprehensive and customized solutions at every point of the client experience.

Finance and accounting departments are critical for all organizations, no matter how big or small. Taxation, tax preparation, and filing on behalf of business accounts, bookkeeping, payroll services, accounts receivable, and accounts payable are some of the most significant accounting operations.

The solutions provide opportunities to reduce corporate running costs and improve statistical analytics.

5. Blockchain

The 3Ds – democratization, decentralization, and distribution of computing power and resources – have emerged in modern technology. The Distributed Ledger Tecgnology (DLT) and Blockchain have enabled the implementation of - 'Automation of Trust' across divergent and distinct business processes, assisting in the validation of transactions with the appropriate degree of proprietary data sharing.

6. Winjit Design Studio

Designing meaningful and innovative user experiences that establish a connection

- Facilitating design sprints to swiftly connect your team around a common vision...
- Facilitating design workshops to address industry-wide difficulties or problems unique to your domain...
- Rapid prototyping is the process of turning your ideas into prototypes and testing them in real-world settings...
- Data, insights, and a business matrix are used to analyze the quality of the user experience...
- Front-end development aids in the resolution of difficulties by providing appropriate solutions tailored to your specific requirements...

PRODUCTS:

IoTSense

To make it more complete, IoTSense adds real-time analytics, rule-based actions, and M2M communication. Comprehensive IoT solutions may be created for your specific needs using technologies like edge level Machine Learning and APIs for 3rd party integration.

- Smart Features- IoTSense's smart and unique features allow data to be collected from any sensor (new or old) and pushed to any cloud provider.
- Security- IoTSense is one of the most secure IoT systems, with three layers of protection.

- Scalable Framework- IoTSense is really scalable because to its hardware-agnostic, OS-agnostic software platform and open API design.

PredictSense

PredictSense is an AutoML-powered end-to-end Machine Learning platform for creating AI-powered analytical solutions. Accelerate machine intelligence to fuel the next technology revolution. PredictSense helps companies quickly monetize their key data infrastructure and technology investments by developing AI-powered advanced analytical solutions.

Offerings:

- AutoML
- ML Project Management
- Explainable AI
- MLOps
- Click and Code
- Automated Model

60% Faster Development	40% Lower cost	100+ Algorithms	10x Better Performance

VisionSense

A Real-time computer vision and advanced image processing solution that leverages advanced models of convolutional neural networks. The top application of the product has been in building management, identity verification, fraud detection, Manufacturing and Quality Control.

The VisionSense's Optical Character Recognition Technology is an integration of Artificial Intelligence (AI) and Robotic Process Automation (RPA).

KonnectSense

Winjit's KonnectSense solution provides an abstraction layer for multiple DLT protocols, allowing for the use of numerous public and private blockchain systems for their underlying strength. KonnectSense's trademark is a general framework for customising smart contracts regardless of blockchain platform, as well as its ability to connect with stored procedures and other workflow processes found in traditional business systems.

Offerings:

- Creating Serverless based Network Solutions
- Identity Management
- Decentralized Marketplace
- Digital and Virtual tokenization of Assets
- Provenance and Traceability Process
- Contract and Document Management

Software Solutions

- Enterprise Mobility: One of the most competitive platforms for technologies to base themselves on is mobility.
- Web Platform Solutions: Winjit provides all users with a comprehensive schematic plan that is backed up by a unique platform that makes use of tools, technologies, and a secure server.

- DevOps: Winjit creates one-of-a-kind development software for small, medium, and big businesses, as well as corporations, that strategically emphasizes communication and fosters meaningful cooperation between product management and operations.

Wablo

WhatsApp Based Loan Origination" is a WhatsApp-based solution that helps to complete the entire cycle of document verification and processing to approval through WhatsApp. With the help of this, documents can be scanned and data can be transferred to the database of banks through OCR.

COMPETITORS:

- Mobiloitte
- Algoworks
- LetsGoMo
- Addon Solutions Pvt. Ltd.
- EfroTech
- OpenXcell
- Aress Software
- Space-O Technologies

Etc…

CUSTOMER BASE:

The Businesses/Companies that have a part or all of their operations and applications, directly or indirectly related to the Automation Technology or Software needs.

The prior countries are:

- India
- United States
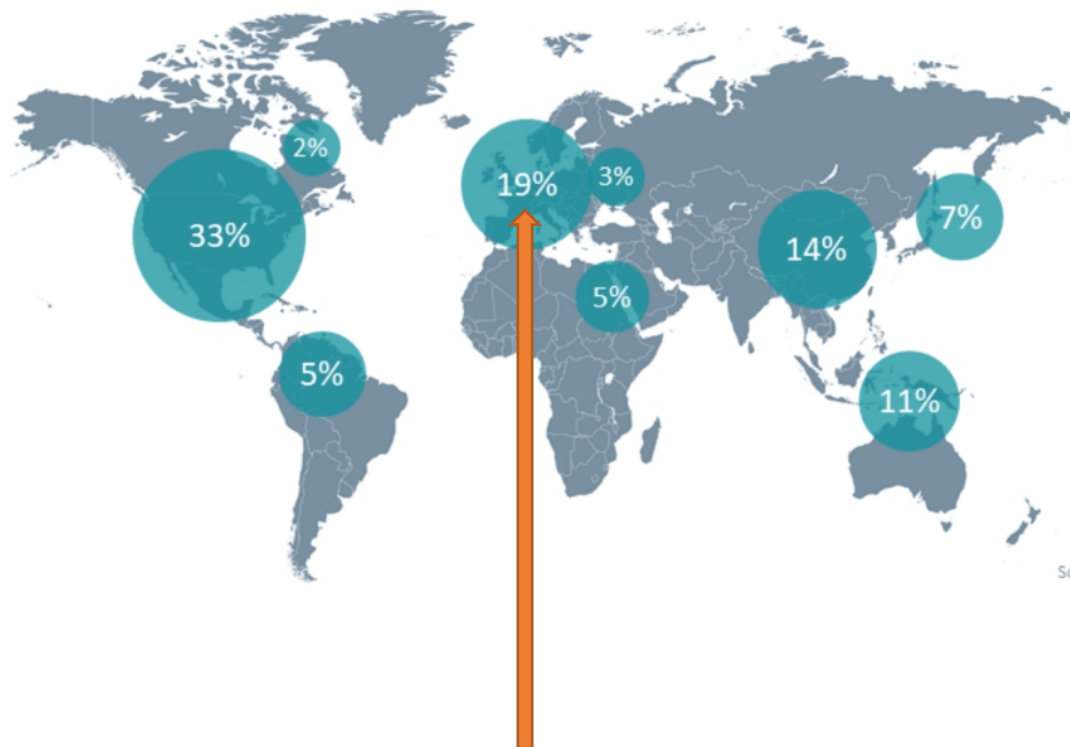- United Kingdom
- South Africa
- Singapore

PART B: PROJECT WORK

INDUSTRY ANALYSIS:

Almost everything we do nowadays involves some form of technology. Technology is all around us, from our smartphones to powerful computers and complex engineering equipment. Many of the developments highlighted in this study contribute to the industry's size. Economies, professions, and personal lives are becoming increasingly digital, linked, and automated—a trend that is only expected to accelerate in light of recent events. The computer platform has grown considerably more solid, with access to technology no longer restricted to certain locations or activities. As a result, more resources are being directed into innovative solutions, boosting prospects for both IT experts and IT channel companies.

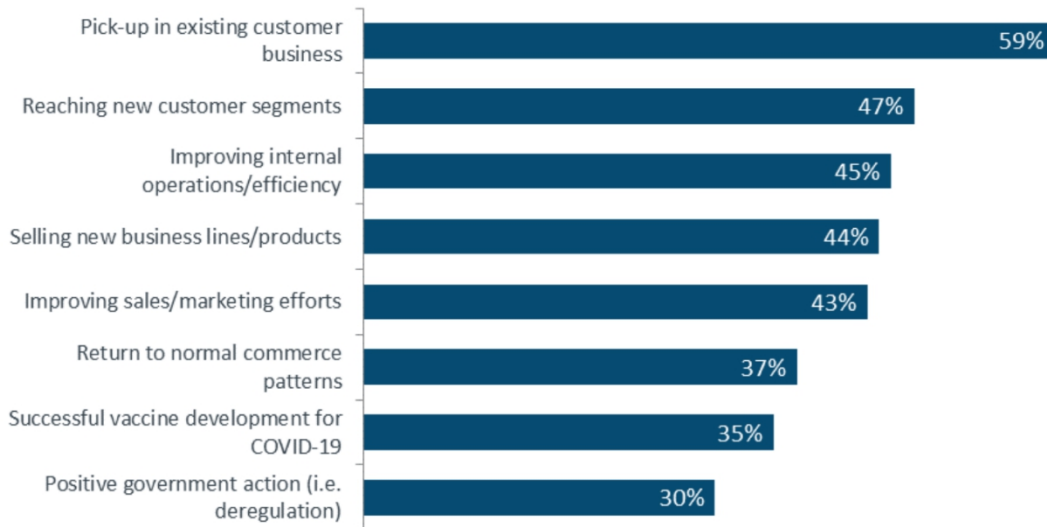
The Global Technology Industry: $5.0 Trillion
Estimated 2021 spending at constant currency | Encompasses hardware, software, services and telecommunications
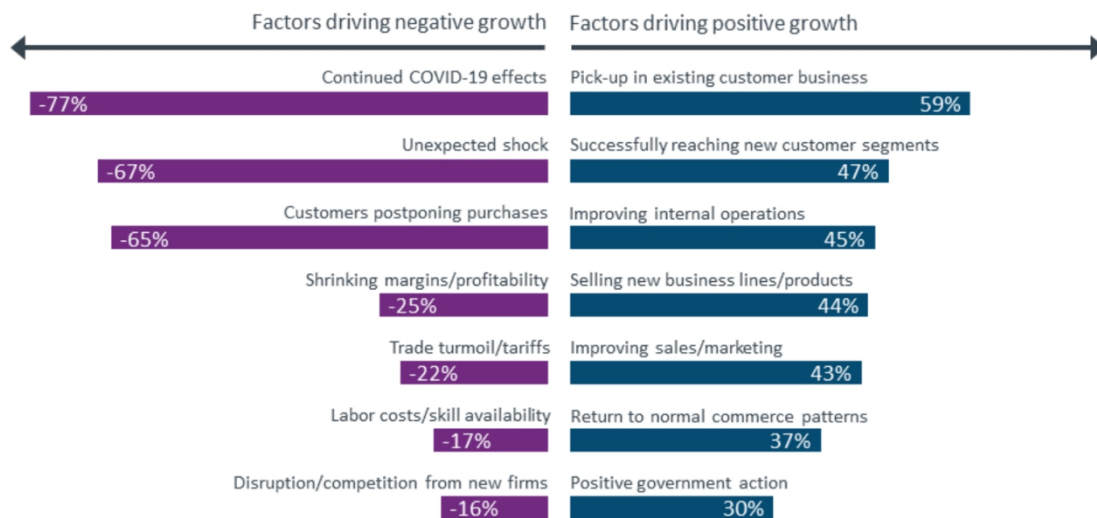
Source: IDC

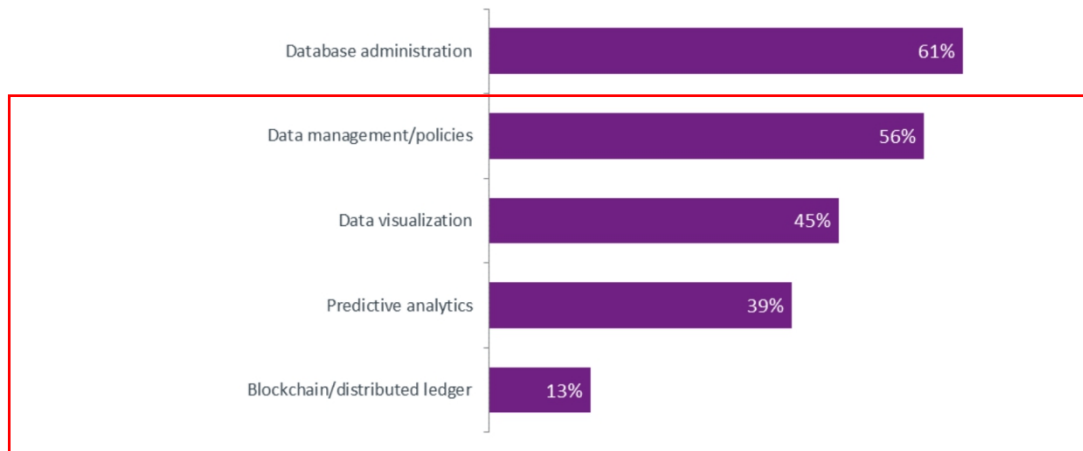**MARKET!**

Factors Driving Positive Growth in 2021

Factor	Percentage
Pick-up in existing customer business	59%
Reaching new customer segments	47%
Improving internal operations/efficiency	45%
Selling new business lines/products	44%
Improving sales/marketing efforts	43%
Return to normal commerce patterns	37%
Successful vaccine development for COVID-19	35%
Positive government action (i.e. deregulation)	30%

Factors that Could Impact 2021 Growth

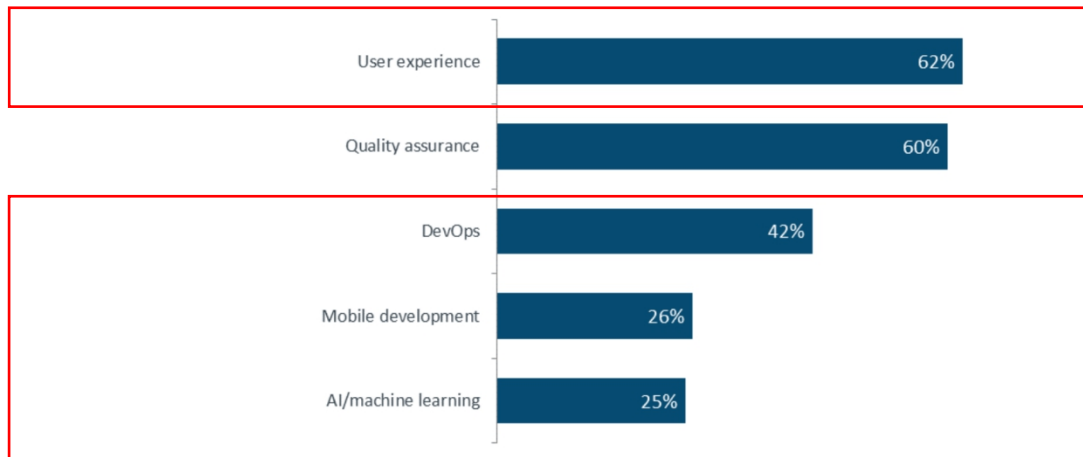| Factors driving negative growth		Factors driving positive growth	
Continued COVID-19 effects	-77%	Pick-up in existing customer business	59%
Unexpected shock	-67%	Successfully reaching new customer segments	47%
Customers postponing purchases	-65%	Improving internal operations	45%
Shrinking margins/profitability	-25%	Selling new business lines/products	44%
Trade turmoil/tariffs	-22%	Improving sales/marketing	43%
Labor costs/skill availability	-17%	Return to normal commerce patterns	37%
Disruption/competition from new firms	-16%	Positive government action	30%

However, the issue remains: how quickly is technology progressing?

Statistics that indicate how quickly technology has advanced throughout time have shown breakthrough innovations in all areas of life. Experts believe there will be more to come. There are about 1.35 million IT startups in the globe. In the last two years, the world has created 90% of its Big Data.

Critical Areas Within Data

Area	Percentage
Database administration	61%
Data management/policies	56%
Data visualization	45%
Predictive analytics	39%
Blockchain/distributed ledger	13%

Critical Areas Within Software Development

Area	Percentage
User experience	62%
Quality assurance	60%
DevOps	42%
Mobile development	26%
AI/machine learning	25%

AI is one of the most sought-after technical advances pioneering technological progress throughout the world, according to technology statistics and data.

In 2024, the worldwide market for machine learning is anticipated to reach $20.83 billion: Machine learning is now one of the most popular and successful sub-functions of AI, according to tech growth statistics. The fact that the market is increasing in value should come as no surprise. It is anticipated to increase at a CAGR of 44.06 % from $1.58 billion in 2017 to $20.83 billion in 2024.

Only 37% of businesses have implemented artificial intelligence (AI) in their operations globally. Despite the fact that the amount isn't quite high enough, it's still a substantial improvement over what we saw in 2015. (about 270% increase).

Artificial intelligence and machine learning, according to 71% of CEOs, are game-changers for businesses: The world is starting to realize that AI-powered robots and automation might be the future of employment. Some people, though, are more prepared than others. Those who do not plan ahead of time may be left behind when the changes begin to take effect.

According to 61 percent of market participants, AI is the most important component of any company's data strategy: Data strategy is a collection of well-informed judgments made from a position of insight (after a thorough examination of available data) about how to effectively drive a company forward. AI's role is to analyse the available data and provide insights about current faults and areas that need to be improved.
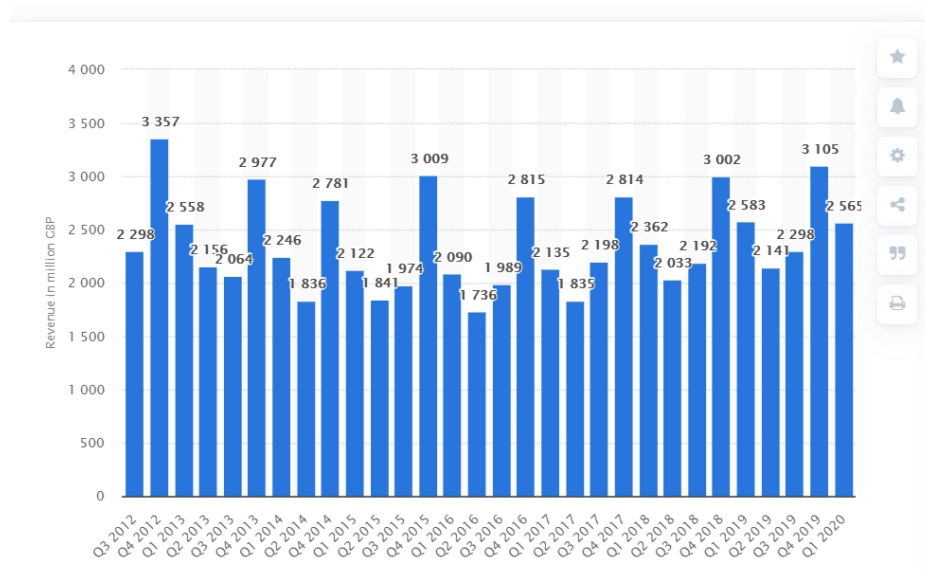
The market for artificial intelligence will be valued more than $15 trillion: AI technology is improving, and the sector is expanding at a rapid pace. Its efficiency is admired by both businesses and people. Demand will logically continue to increase in the future years. It will be worth $15 trillion or more by 2030.

5	4th	£151bn	$13.2bn	$585bn
cities among Europe's top 20 cities for tech investment	most innovative place in the world Global Innovation Index 2019	digital technology turnover in 2019	raised for tech startups in 2019	is the value of the UK tech startup and scale up ecosystem

Technology companies are at the core of the UK economy, helping to make cities more environmentally friendly and supporting the financial, health, industrial, and mobility sectors. With hundreds of digital start-ups and a strong entrepreneurial culture, the UK boasts one of the world's largest technological ecosystems. Digital, healthcare, transportation, creative, entertainment, financial services, cyber security, agriculture, and communications are all fueled by technology in the United Kingdom.

TECH EXPERTIZE RANK: UK is #7

Revenue in Information Technology (IT) in the United Kingdom (UK) from 2012 to 2020:

The Information Technology (IT) segment of the Technical Consumer Goods business produced roughly 2.565 billion British pounds in revenue in the first quarter of 2020. This is down 0.7% from the first quarter of 2019. The fourth quarter of each year is typically the most profitable, with revenue topping three billion British pounds for the first time since Q4 2012.

The number of software publishing companies in the UK has increased. In the UK, there are 2,665 software publishing companies as of 2019.

The adoption of data science and machine learning technologies in research and development is the quickest across corporate departments, with about 71% of R&D respondents claiming to have used data science and machine learning in their work as of 2019.
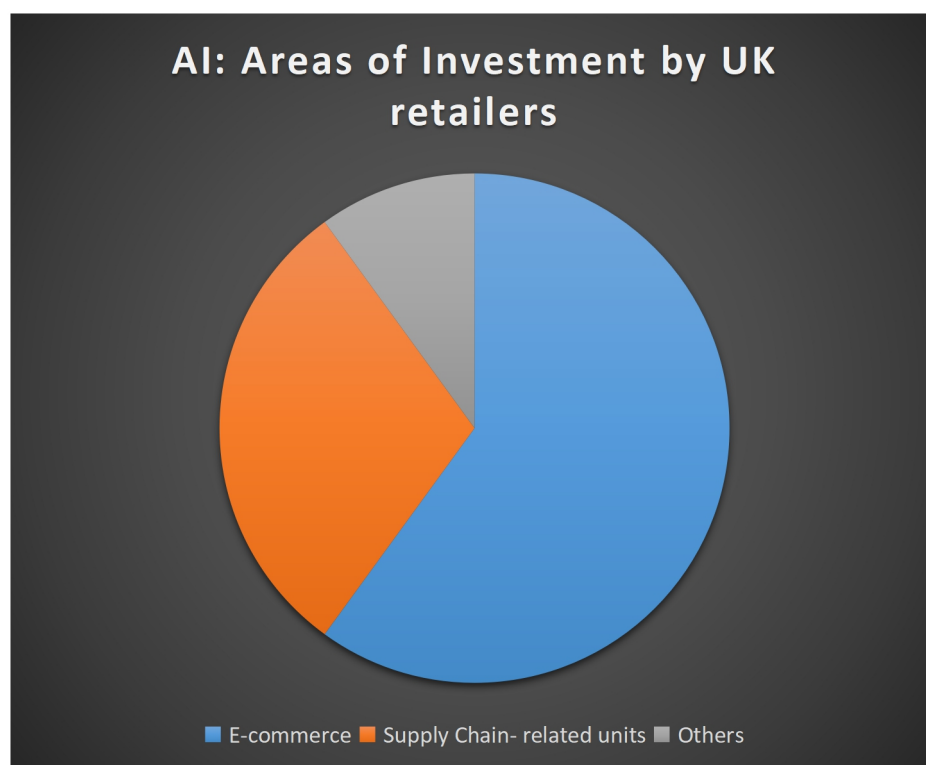
Artificial Intelligence: Retailers' Use Cases in the U.K. 2019:

Retailers in the United Kingdom are eventually employing Artificial Intelligence (AI) technology to assist with data and analytics. AI was also widely used in e-commerce, with 83% of merchants using it, and 77% of UK retailers using AI in customer support, such as chatbots. Only half of the UK merchants polled in this study have

implemented AI in their supply chains. As of 2019, 57% of retailers benefited from AI in the field of warehouse stock management, but fewer than half of retailers have embraced warehousing robots and logistics.
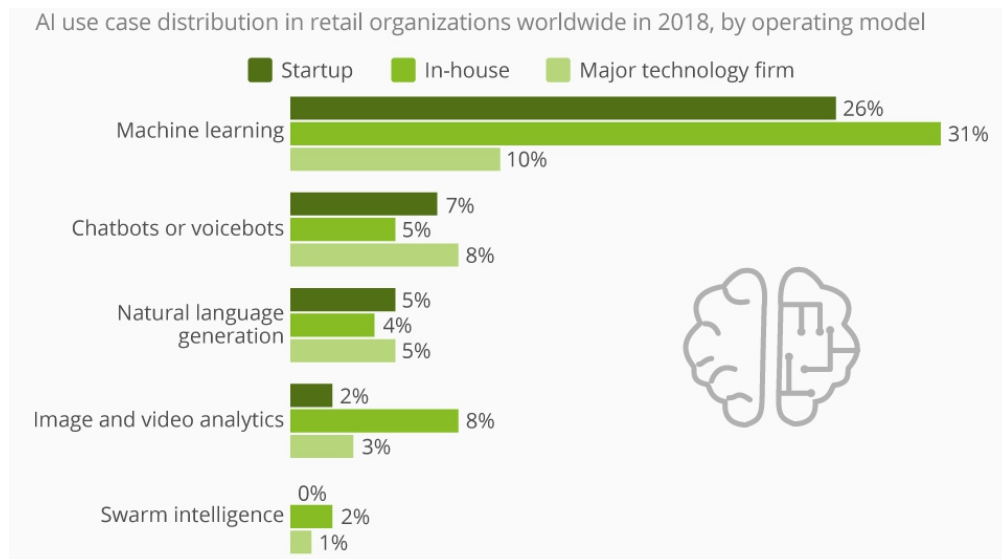
Artificial Intelligence (AI) is one of the areas where UK merchants are planning to invest in 2019:

When it comes to implementing Artificial Intelligence (AI) technology in their businesses, the UK's top retailers have their priorities straight. According to 60% of respondents to the study, the top AI-related sector retailers planned to invest in was e-commerce. Stock management and warehouse robotics rated low in the supply chain, with fewer than 30% of retailers expecting to invest in AI technology across these divisions.
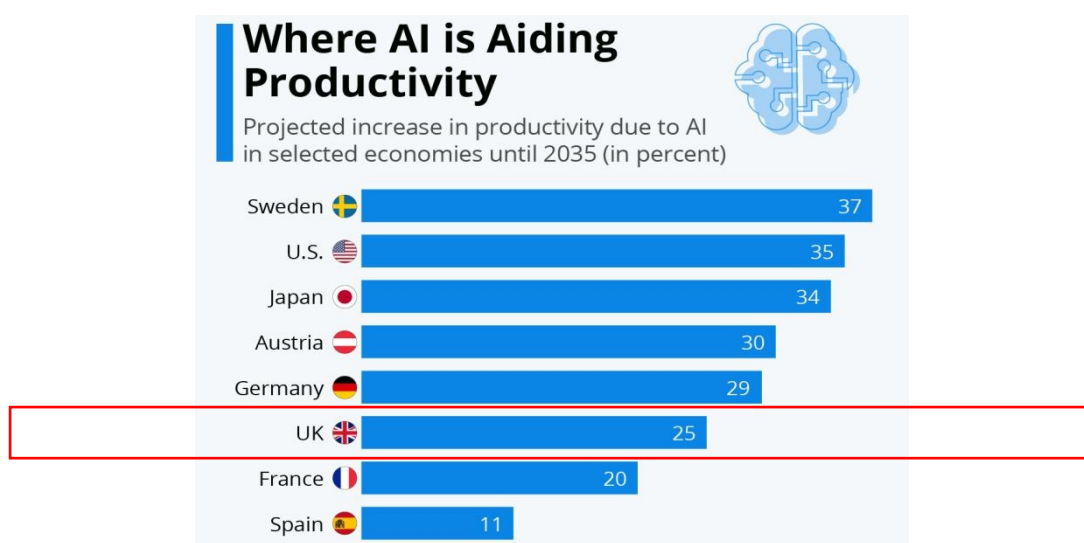

Artificial intelligence (AI) is a broad word that refers to a wide range of automated technology. Machine learning is the process of developing a system that can take new information from a user and analyse it based on prior data it has received, making judgments and performing actions without being explicitly programmed to do so. The vast majority of AI use cases are for customer-facing initiatives, with only a small percentage devoted to operations. As a result, other forms of artificial intelligence,

such as natural language generation and picture and video analytics, aren't quite ready for widespread commercial usage. In general, artificial intelligence in the retail industry is still in its infancy. Furthermore, retailers are gaining a better understanding of the gaps in their AI development. In 2017, more than eight out of ten retailers said they have the data tools and processes in place to apply AI across their business. Within a year, the percentage had decreased to 55%.

AI use case distribution in retail organizations worldwide in 2018, by operating model

United Kingdom seems to be one of the top countries where AI is most likely to be developed in order to increase the productivity, within the future years.

Where AI is Aiding Productivity

Projected increase in productivity due to AI in selected economies until 2035 (in percent)

WORK METHODOLOGY:

Under Mr. Abhay Malpure's guidance, who is currently the Vice President of the company as well as leads the South African Business Unit, my work profile lies somewhere between technical as well as marketing concerns.

Because this is a research effort, the resources are mostly from secondary sources. The information gathered is quantitative as well as qualitative in character. There are two types of jobs that have been assigned: Targeted market research and the generation of business leads. My job entails learning about certain technologies and products by looking at their basic values. That is, what are their requirements, what technology is employed, what applications are available, and so on. And, after I've grasped them, I'll need to work on a B2B project for a certain geographic section (United Kingdom).

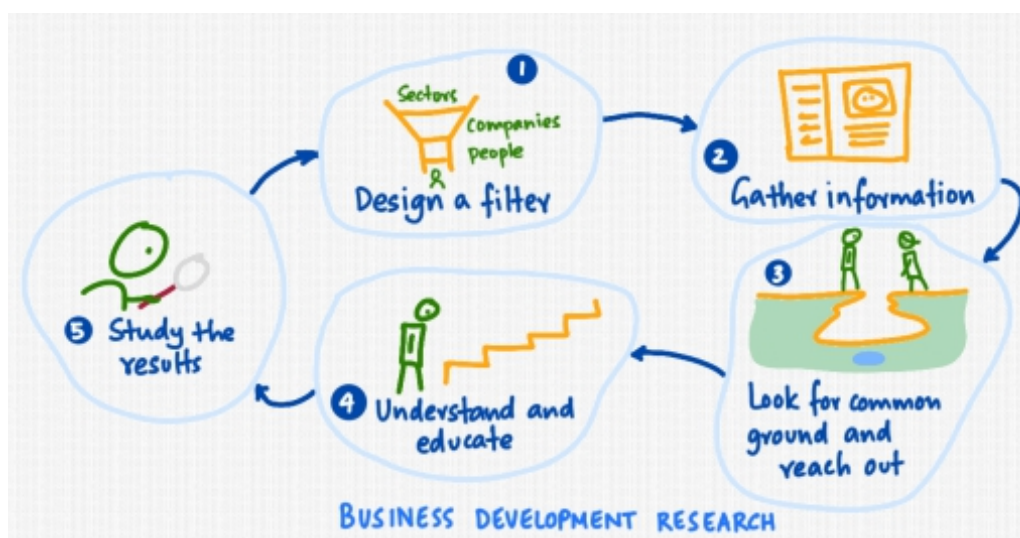I need to come up with answers to the following questions:

- How much is the competition?
- What is the scope regarding a particular product or a service?
- Which sectors are needed to be targeted for a particular product/service/technology?
- How to find the appropriate business leads that may be in need of our products/services?
- Where to find those business leads and how to identify their appropriateness?
- What important factors should be kept in mind while searching and identifying them?

During the Business Leads search, I must research the firms, confirm their eligibility, and contact them with the pitched material via any available communication medium. As a result, create new business prospects and face them with the prospect of setting up a meeting with the company's upper management, which will eventually convert them into our clients. In addition, targeting different job ads based on the software or IT service required might result in probable lead conversion.

I was given the chance to learn about and contribute to new initiatives in a variety of disciplines. This assists in becoming familiar with the whole organization's operations and process flow. So far, I've been offered tasks across fields where I could demonstrate some competence while also gaining the opportunity to expand my capabilities. Specific products and technologies were allocated to me; I had to understand them, their demand, their target business sectors and then, I have to approach the eligible leads with the different communication platforms.

How shall I find target businesses?

Considering that the product (VisionSense) consists of AI and RPA oriented OCR tech and scans, analyzes, fills, stores and processes documents and their data, I will target the businesses that needs document-processing in high amounts and real-time data management and creating analytical visuals out of it. As a result, I shall target businesses of Logistics, Courier, Insurance, Healthcare, etc. industries.

Similarly, considering PredictSense, the main functioning of the product is to provide advanced ML operations and insights. So, I shall target Businesses with ERP-requirements, Analytical requirements, Project Management requirements, etc. For example, Insurance, Banking, Stocks, Transportation, e-commerce, etc.

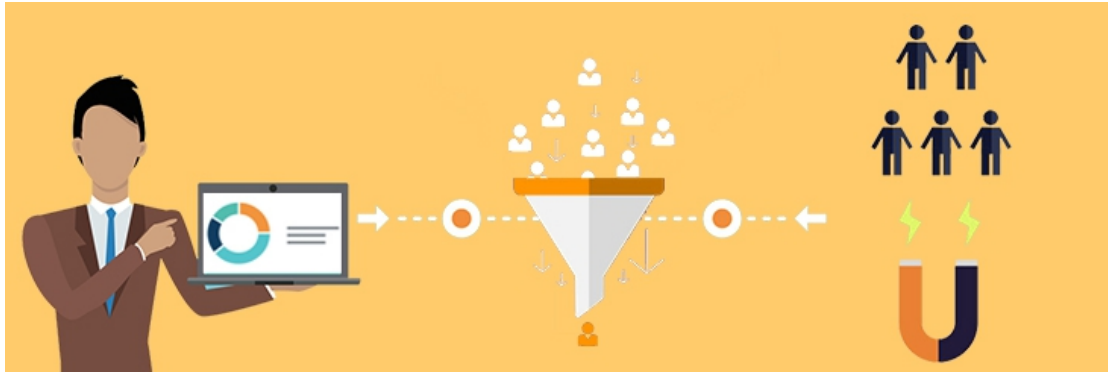**How does lead generation works?**

1. Find every company in the target sector (example Supply Chain).
2. Narrow by the geographic area you sell to (United Kingdom).
3. Be precise about the size of the company (2 to 500 employees).
4. Checkout their services and financial information.
5. Verify if whether they are already using any similar products or services?
6. Check their websites and find their communication preference/e-mail id.
7. Shortlisting (from the company description or website).
8. Create the pitching content according to their required technological requirements, as been observed by their profiles.

- Contact them.

ELSE,

- Click 'View all employees on linked-in'.
- Narrow by keyword 'Chief' to find the correct designated person to be communicated with.
- In-mail all of those guys to ask for a meeting to present your doors.
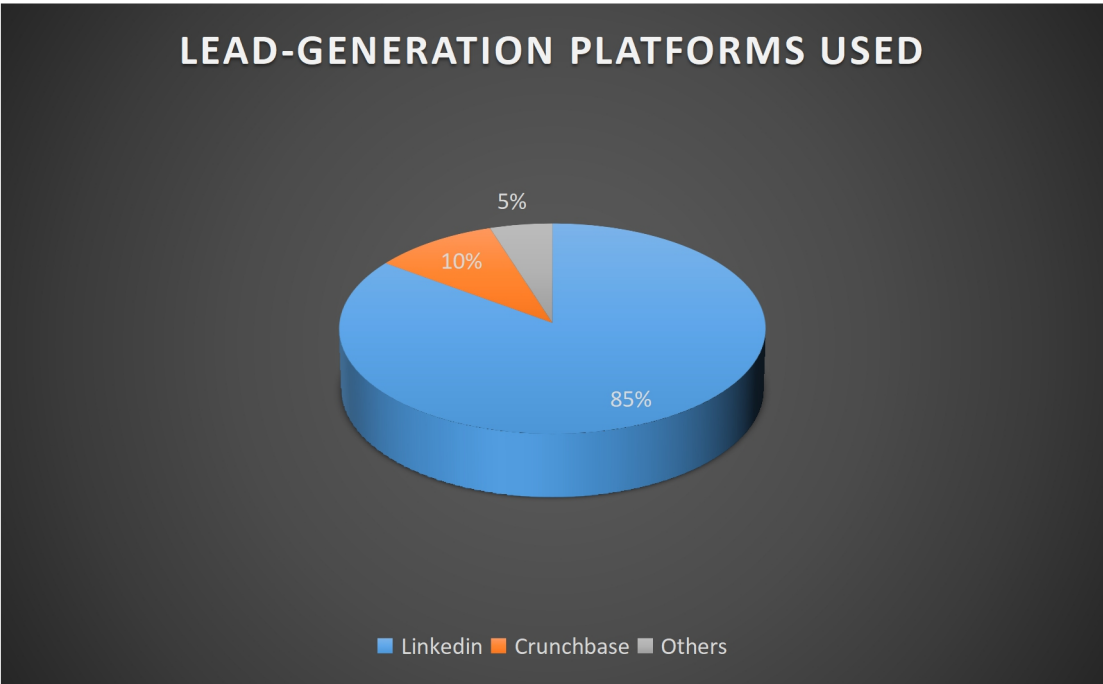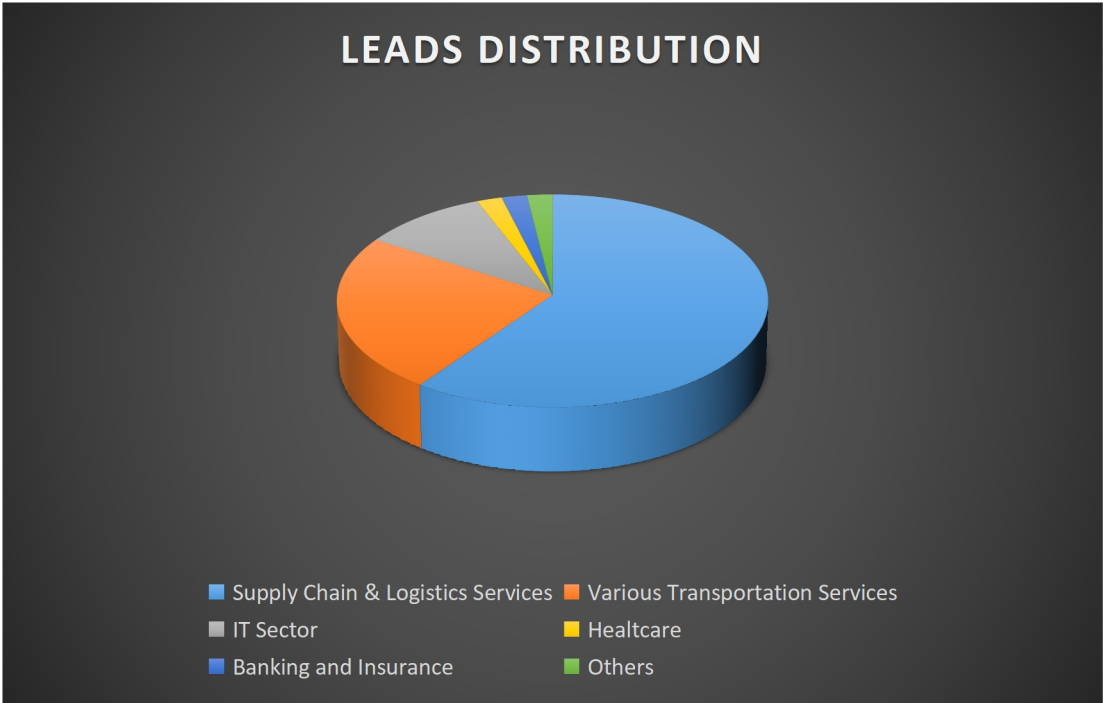
- ✓ Maintain their details in an Excel Sheet.

The prior tasks can be elaborated as:

- Learn about the company's products and services.
- Understanding the features and scope of the products and services.
- Gaining insights about the market in United Kingdom.
- Targeting the market segments as per the product's specifications.
- Finding businesses as per the market segments.
- Finding appropriate business leads using advanced filters in Linkedin and other B2B platforms.
- Verifying the appropriateness of those business.
- Converting them into leads.
- Checking the profiles and websites of those business leads and verifying their eligibility for the services/products.
- Finding job posts for the technical services on Linkedin, Indeed, Technojobs, etc.
- Maintaining the data sheet regarding all the necessary information.
- Creating content pitch for approaching them via any communication mode.
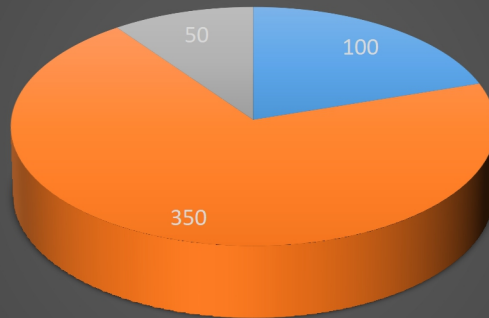- Communicating them via e-mail, or any other possible services.

The market/businesses that were targeted based on the analysis:

- Supply Chain Services, Courier Services, Freight Services, Local Delivery, E-Commerce
- Manufacturing and Retail
- Healthcare
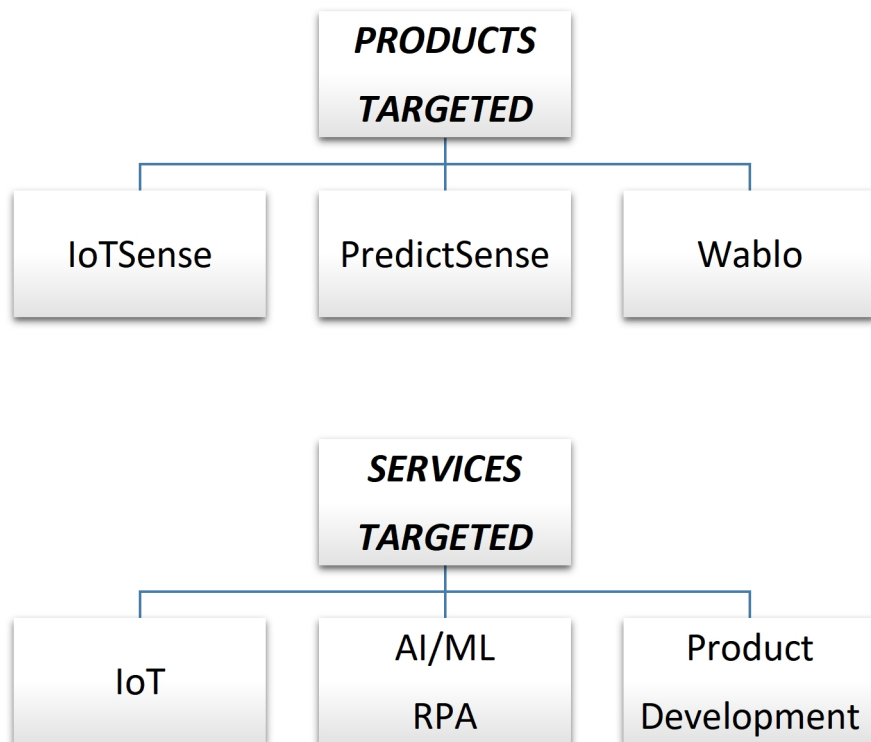- Insurance and Banking
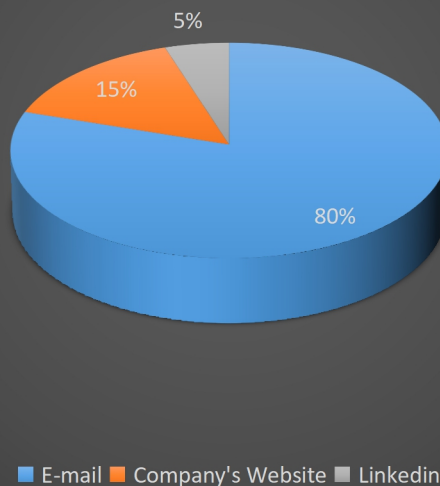- IT companies

WORK INSIGHTS:

Total businesses analyzed = 500+

- 100
- 350
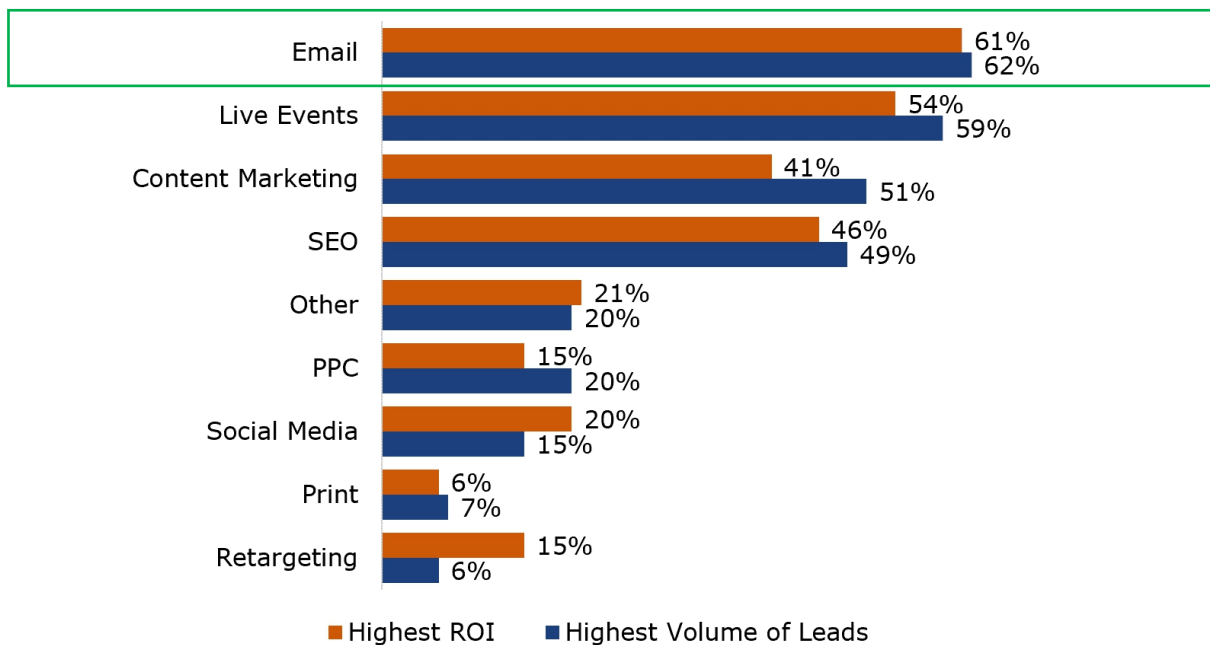- 50

■ Leads conversion ■ Already using similar product ■ Inappropriate profiles

PRODUCTS TARGETED

IoTSense	PredictSense	Wablo

SERVICES TARGETED

IoT	AI/ML RPA	Product Development

Medium of Communication used

E-mail: 80%
Company's Website: 15%
Linkedin: 5%

- ■ E-mail ■ Company's Website ■ Linkedin

B2B Marketing Channel Effectiveness

Channel	Highest ROI	Highest Volume of Leads
Email	61%	62%
Live Events	54%	59%
Content Marketing	41%	51%
SEO	46%	49%
Other	21%	20%
PPC	15%	20%
Social Media	20%	15%
Print	6%	7%
Retargeting	15%	6%

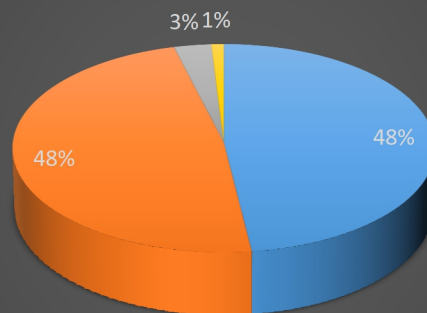- ■ Highest ROI ■ Highest Volume of Leads

Total Job Posts Analyzed= 500+

20%

80%

■ Reliable job profiles ■ Not Reliable

Job Posts Platforms Distribution
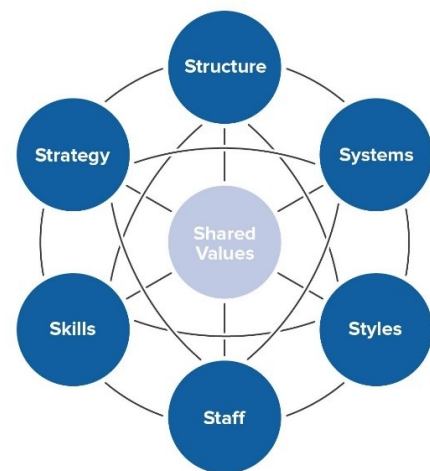
3% 1%

48%

48%

■ Linkedin ■ Indeed ■ Technojobs ■ Others

MCKINSEY 7S MODEL- WINJIT TECHNOLOGIES:

STRATEGY

Product differentiation is the business approach used by Winjit. The firm creates high technological goods and services that it offers at a premium price. Furthermore, Winjit's current business strategy focuses on advanced emerging technologies, mergers and acquisitions, and the exploration of commercial possibilities connected to such technologies.

STRUCTURE

Winjit has a divided organizational structure. The firm is separated into several divisions, each of which is organized as a distinct Set that performs its own specialized functions. The new structure enables the company to expand its diversification strategy beyond software development to include scaling, design, implementation, consulting, and other services.

SYSTEMS

Employee recruitment and selection systems, team development and orientation systems, transaction processing systems, customer relationship management systems, business intelligence systems, knowledge management systems, and other systems are used in Winjit's operations. To promote innovation and enhance the business's flexibility, Winjit has strived to reduce bureaucracy at all levels and simplify organizational structures.

SHARED VALUES

Winjit's fundamental principles are developed and conveyed in order to foster a creative and supportive organizational structure that allows workers to perform at their best while also increasing their motivation and loyalty to the company. Creativity, Honesty, Transparency, Accountability, Trust, Quality, and Heritage are just a few of Winjit's key values.

STYLE

Winjit's leadership style is participative. Winjit is able to engage and involve its workers in decision-making processes and managerial choices by using a participatory leadership style. This also allows the leadership to connect with employees and other managerial groups on a frequent basis in order to detect and resolve any possible problems, as well as get input on strategic strategies and operations. Winjit facilitates internal collaboration and cooperation among workers, systems, teams, and departments thanks to its friendly and encouraging company culture.

STAFF

Winjit employs a significant number of people in both its domestic and international activities. Employees for various job types and positions are employed both inside and externally, depending on the amount of urgency and competence necessary. Winjit has a well-defined strategy for detecting future organizational capability and capacity needs. The business's human resource function has a systematic procedure for identifying future vacancies or skill gaps that involves all other divisions.

SKILLS

Winjit's personnel is impressive, with excellent talents and capabilities. All workers are hired based on their credentials and merit. Winjit takes pride in employing the best experts and nurturing them further to help them achieve their goals. Winjit has specified duties and job positions, and employs and teaches people according to their skill levels. The organization guarantees that all work criteria are satisfied and that employees have the necessary skills to execute their tasks in accordance with the organization's values and culture, as well as its business goals and strategy.

PORTER'S MODEL

5 FORCES ANALYSIS- WINJIT TECHNOLOGIES:

The 5 forces in Winjit's external or industrial environment can be concluded as:

1. **Competitive rivalry or competition** – *Strong* Force
2. **Bargaining power of buyers** – *Weak* Force
3. **Bargaining power of suppliers** – *Weak* Force
4. **Threat of substitutes or substitution** – *Strong* Force
5. **Threat of new entrants or new entry** – *Moderate* Force

Conclusion:

As per the Porter's 5 Forces analysis of Winjit Technologies's business, Competitive Rivalry/ Competition and Threat of Substitution exerts a strong force on the company. The company was established in 2004 and today, is achieving heights of success but yet, with the emerging technologies, the companies are evolving themselves just like Winjit. The products and services offered by Winjit are also offered today by several other companies.

Whereas, the bargaining power of buyers and the bargaining power of suppliers are minimally significant external factors in the IT industry.

Considering the Threats of new entrants, the threat is moderate as the new entrants may not provide direct competition into the market using the similar scaled advanced technologies and frameworks but they can act as a hurdle into the small segments of the market as well as they are mostly the ones who brings utmost innovation and changed products into the market.

On the basis of the analysis, it can be concluded that Winjit Technologies needs to keep their rate of success 'constant' in order to thrive through the market like it is doing since years, and atleast, not let it get downgraded.

TECHNOLOGY ANALYSIS:

"AI IN SUPPLY CHAIN BUSINESS"

Because AI can complement current processes and capabilities, companies that effectively incorporate AI into their supply chains may improve operational efficiency, make better choices, and generate more value at the enterprise level. Artificial intelligence (AI) can give a platform for better demand, logistics, transportation, and supplier management, making essential tasks more predictive and useful than ever before. However, there are still obstacles to overcome before these benefits may be realized. Enterprise Resource Planning (ERP) systems, such as System Application Product (SAP), and E-Procure systems, are two of the most widely utilized procurement technologies today. While these systems offer some flexibility and solutions, their main flaw is their lack of portability and the requirement to build a customized edition for any supply chain business that wants to utilize them.

Human purchasers can benefit from advanced technology, particularly AI, which is an upgrade on intelligent systems, in locating suppliers, searching for goods, and preparing purchase orders. Because AI provides a faster and more efficient way of searching for data, uses improved algorithms for faster computations, provides a unique set of data computations, and provides a faster adaptability window with data transfer from one system to the other, AI overcomes the transferability problem with current systems.

"AI IN PROJECT MANAGEMENT"

Artificial Intelligence procedures are built on the foundation of data science. Existing Data Science applications are mainly highly broad and historical in character - Data Science approaches (such as data preparation, exploration, and analysis) have been utilized in project management. With so much information available, regulating and managing private and invasive data, in particular, is a significant problem. In the discipline of project management, this data has been analyzed in two ways: the first is social network analysis, and the second is text analysis.

To properly rely on artificial intelligence in project management, you'll need a comprehensive project management system that includes:

1. Strong AI Predictive Tools, with known confidence levels at various time frames (less confident failure prediction early on, but increasing predictive confidence as time passes), as well as Transparent and robust AI algorithms, trained on known, relevant data. Knowledgeable use of validated AI to use cases that have been confirmed to be consistent with the AI, and Recognition of AI's limits as a result of missing data (external ecosystem data).

2. Project reviews that are effective and meaningful are conducted on a regular basis, with AI predictions used to concentrate and enhance the depth of project reviews and diagnosis.

3. Decisive action is led by the earliest diagnosis derived through the now-increased frequent project review processes, not by a defensive response to what the AI is stating.

4. Independent review of the project's improved performance as a result of the diagnosis and treatment.

"EXPLAINABLE AI IN BUSINESS INTELLIGENCE"

The activities of a XAI, also known as transparent AI or Explainable AI, may be easily understood and evaluated by humans. A social right to explanation can be implemented using XAI. As a result, XAI is expected to provide transparency and compliance by providing an auditable record that includes all elements and relationships associated with a particular prediction. This helps a company to fulfil compliance standards while also removing concerns that the company is concealing information or is unaware of how a machine influences the outcome of a key decision, as well as proving algorithmic judgments are fair and ethical.

"AI-POWERED CHATBOTS"

In procurement, AI-powered Chabots (A chatbot, sometimes known as a talkbot, is a computer software that conducts a conversation using auditory or written techniques) may be very useful. According to Smith (2016), the influence of Chabots on procurement will be significant since their usage will eliminate many of the dull, regular aspects of the work, leaving just the exciting strategic aspects that humans are uniquely able to handle. Low-value transactions and paperwork will be handled by bots, which will include submitting orders, pursuing orders, and dealing with bills and payments.

"AI AND OCR FOR INTELLIGENT DOCUMENT AND DATA PROCESSING"

Optical Character Recognition (OCR) is an acronym for optical character recognition. Recognizing pictures of machine printed text by transforming recognized data into machine-encoded text from a scanned document or photo is a common method. This technique is frequently used to transform vast amounts of data from pictures to a format that can be electronically altered and searched. Enterprises may utilize IDP to analyse the data they've collected in order to acquire insights, take actions, forecast next steps, and make better business decisions based on those insights. Because IDP functionality varies, make sure to inquire about it with your IDP vendor. Intelligent Document Processing (IDP) is a next-generation technology for extracting data from unstructured and complicated documents. With the aid of several AI technologies and machine learning, IDP can manage document complexity and variance better than previous solutions. When multiple parties, structures, and software systems are involved, a uniform, clear, and overlap-free standard for document classification will make it easy to move documents and data. Given this, artificial intelligence-based document categorization, information extraction (IE), and predictive analytics are all viable options (AI). In all economies, retail, manufacturing, and transportation account for a significant portion of economic activity and income. However, due to a lack of widely accepted standards, organizing, delivering, and monitoring life cycle-comprehensive building documentation remains difficult. It is critical to gather information in the correct location, format, and degree of detail, and, most importantly, the correct information. There are few clear standards for methodologies, tools, and structures in general. In reality, there isn't a single firm in the world that doesn't have data, but rather one that has too much of it being gathered and displayed.
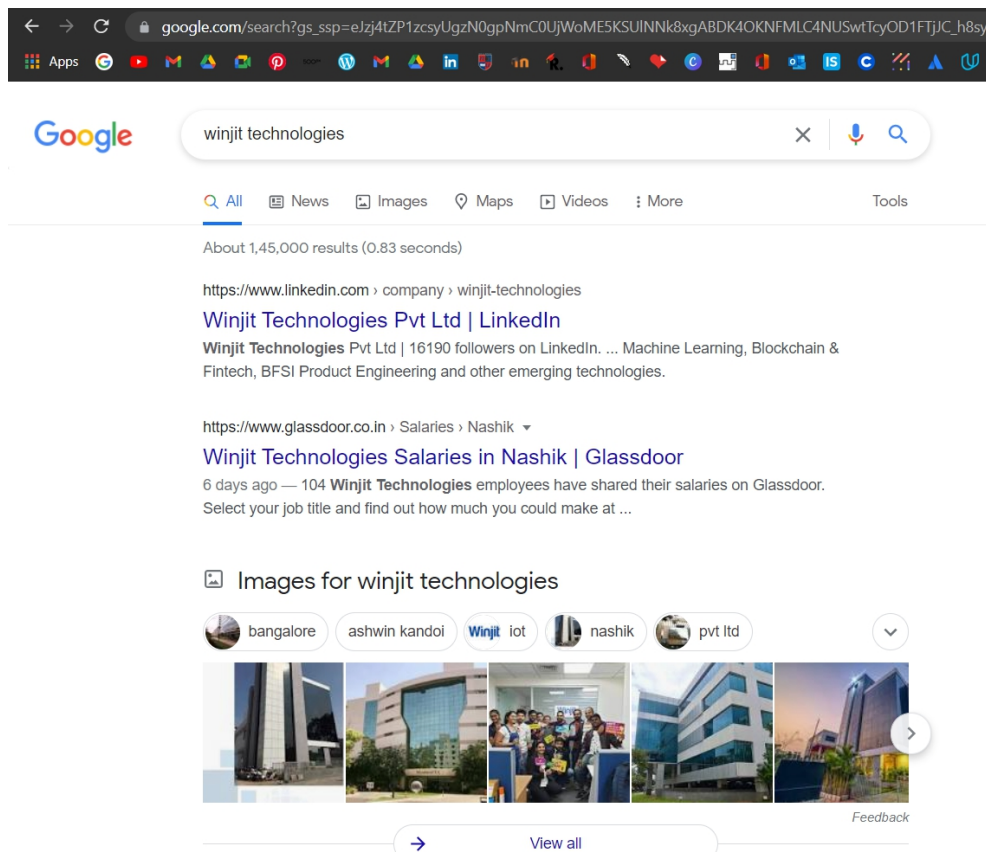
It is used by large and midsize businesses in a variety of sectors and process types. As these businesses engage in managing their huge amounts of unstructured data, it stands to save money and increase accuracy.

MY SUGGESTIONS TO WINJIT:

1. I am a single intern working on this particular project or if there are any other interns working on the similar project, I'm not aware about them and thus, interacting with new learners and their insights helps improving performance as well as knowledge which was not experienced by me.

2. Winjit needs to work on it's website's metadata and SEO content, as the design and data displayed are utterly amazing but the core issue is:

"When I search Winjit Technologies on Google, there is not a single result available on top or the whole first page that shows the company's own site."

3. Winjit possesses a huge variety of products and services, of which not everything is explained in brief on their site. They should definitely add more of their interesting content.

PART C: LEARNINGS FROM SIP PROJECT

It is an honour for me to be a part of such a great company, and with them, I got to learn many skills and know many things that I didn't knew before in such a efficient manner.

The skills/tools/knowledge, I got to learned can be stated as:

- Linkedin
- Indeed
- Microsoft Office 365
- E-mail Marketing
- Content Pitching
- Professional/Corporate Communication
- Intelligent/Advanced Filter Searching
- Website Analysis
- Technical Analysis
- Technologies: Artificial Intelligence & Machine Learning, Internet of Things, BlockChain, Product Engineering, etc.
- Product Marketing
- B2B lead generation
- Skype
- Presentational Skills
- Target Research
- Segments Research
- Winjit's corporate values
- IT Products values
- UK market insights
- Global market insights

INSIGHTS ABOUT THE CAREER PATH, I'D LIKE TO CHOOSE:

I am pursuing MBA with a majors in Marketing and Minors in Information Management. Also, I completed my graduation in engineering with a specialization in Information Technology.

So, I want to make my future career into the IT industry only. With my Marketing, Technical, Managerial and many other skills, I find myself reliable of aiming to becoming a Product Manager.

I would love to direct a product towards a successful path, have a senior as well as leadership-oriented position where I would collaborate and work together with the Technical, Marketing as well as User Experience teams.

I have been gaining knowledge regarding the Product Management, Agile Development, UX, Marketing Strategies, and Technical Innovations by doing reputed and examined certifications, google searches and youtube.

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INTERNSHIP CERTIFICATE:

Winjit

Ref no: 01/2021/01

Date: 30/06/2021

To Whomsoever It May Be Concern

This is to certify that **Mr. Heet Gandhi** was working as an Intern in Sales for SA region in **Winjit Technologies Pvt. Ltd. Nashik** from **24th April 2021 to 30th June 2021**.

He was found to be sincere and hardworking during the project.

For **Winjit Technologies Pvt. Ltd.**

Yash Wagh
Vice President – Human Capital

Winjit Technologies Pvt. Ltd.

CIN : U72900MH2004PTC146532

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DECLARATION

I, Heet Gandhi, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, the institute.

Signature :

Name : Heet Gandhi

Roll No. : 201118

Batch : MBA – FT (2020-22)

Date : 12th July, 2021