Corporative Educational Report

Road Mapping Strategy for a Software Company

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The report submitted in partial fulfillment of the requirements for cooperative educations, faculty of business administrations

Academic semester 2/2019

Siam University

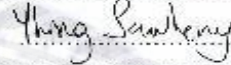**Title:** Road Mapping Strategy for a Software Company

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.
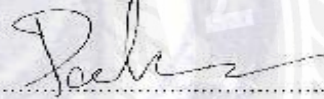
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Project Title: Road Mapping Strategy for a Software Company

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Degree: Bachelor of Business Administration

Major: Marketing **Credits:** 6

Faculty: IBBA Academic year: 2019/2

Abstract

The cooperative report entitled "Road Mapping Strategy for a Software Development company has the goal to study", investigate, examine the strategies that are implemented to create a product mapping into selling the final product. There is a huge potential market for software's that are based on sound product strategy, realistic and fully supported by key product stakeholders. I had the opportunity to get a glimpse of IT world which is very vague for my understanding until and unless I was an IT graduate. Objective of my study includes: (1) To study importance of road mapping strategies to achieve the organizational goal, (2) To be familiar with the corporate culture of the organization. (3) To study need and importance of strategies implemented. With the company Nextgen with is based in Nepal, I was assigned to work as under the supervision of sales and marketing, in the department of sales and marketing which occurred during the period of 3 February to 24 March, 2020. Main responsibilities were to learn about the software, to come up with different road mapping strategies, assist in the management of marketing, assist in performing marketing analysis, research and evaluate competitive analysis, research market trends, formulate short term strategies to contribute in product road mapping, assist superiors in completion of their work. I have also come to realize that the theories learnt in classroom do not always get implied as it states. The practical environment is subject to other external factors as well while complementing the theories. Upon completion of the internship, it is found that the problem I faced as an intern was resolved by means of self- learning and understanding the core of the problems and then via the guidance of supervisor, solving them. In this matter, I am able to learn more about social and communication skill and work ethics which are very important for future career development and profession.

Keywords: Product road mapping, product strategies

Acknowledgement

The internship report has been prepared to fulfill the requirements of bachelors in business administrations (BBA) as specified by the faculty of management, Siam university. This report would be incomplete without the mention of the people who made it possible. I would like to extend my sincere thanks and gratitude to Nextgen Solutions for having given me the opportunity to undertake my internship program for February 3, 2020 to March 24, 2020 at their office space. Unfortunately, due to the epidemic spread of the deadly corona virus COVID -19 worldwide, we were not able to complete our internships.

I would also like to take the opportunity to thank and express my deep sense of gratitude to Mr. Abhishek Shrestha, Chairman of Nextgen Solutions Pvt. Ltd. and Jasma Shakya, Head of sales and marketing who in spite of busy schedule has cooperated with me throughout the internship phase. I am utilizing this chance to express my most profound appreciation toward the colleagues who took significant time to listen, guide and keep me on the right track by permitting me to complete my tenure as their regarded association. I am very blessed to have such wonderful personalities and experts who took me on board as an intern.

Along with this, an express of gratitude to Asst. Prof. Maruj Limpawattana and Mr Chanatip Suksai for providing their assistance for the successful administrations, coordinator and supervision of the whole co-op program. I am also grateful to Kathmandu College of Management and Siam University for providing a wonderful platform for us to get a best BBA degree. I also express my gratitude to my supervisor Ms. Laling Lama for their guidance throughout the internship report.

Thank you,

Prabin Shakya

Table of Contents

The impact of COVID-19 (corona virus)

The global COVID-19 pandemic has affected lives all across the world and so has mine, the lockdown has affected internship because we cannot leave our home but new ways such as work from home are temporary solutions to keep the company running. Although there are many things that are affecting by these epidemics, here are some to talk about the effect in mine internship phase:

- the work ethics of the organizations.
- office environment.
- communications gaps (sometimes due to load shedding)
- completions of the internship.
- learning opportunity.
- with almost entire country shut down the work from home temporary solutions are not effective.

The innovative ideas or future will answer this question as people and businesses react to this situation finding new innovative ways to rise above these challenging times. The bubble of imaginary world that humans have created just got busted in which people in power, money, attitude are not worth values rather those are the means of transmission for the disease. This is changing people's experiences, modern marketing such digital payment, online products ordering is now coming in handy enhancing user experience.

The epidemic impact of the deadly disease COVID-19 or corona virus has led ourselves to house arrest maintaining social distance in fear of not getting contaminated. This has led us human to fear everything and anything that we see, hear or touch, meaning that the deadly virus could be present anywhere and everywhere. In order to not get contaminated with this disease we all need to protect ourselves and people around us by following the expert's advices. Some of the advices are wearing gloves and face marks, washing our hand for 20 seconds properly in an interval of time, keeping our surroundings clean or sanitized, staying at home not going out until it's very important. Many humans have lost their lives due to this worldwide spread of this deadly COVID-19 pandemic making human race vulnerable.

Chapter 1: Introduction

1.1 Company Profile

Nextgen Solutions Pvt. Ltd was established in September 2017 to steer customers through the next generation of business innovation powered by technology with state-of-the-art business automation, system development and consultation services. It focuses on new way of business, thereby combining IT innovations and adoption while leveraging an organization's current assets.

Nextgen is located at Pulchowk, Lalitpur. It is evolving into a Global IT Company, ensuring that the solutions being delivered include best practice in IT with the chosen area of technology.

Company Details:

Govt. Registration No.	**174872/074/075**
Company Registered Date:	**10/09/2017**
VAT / PAN No.	**606886970**
Type of Business:	**IT Solution Provider, System Integrator, Hardware & Software, IT Consultancy, Service and Support center.**
Chairman	**Mr. Abhishek Shrestha**
No. of Staffs	**13**

Mission and Vision

To build upon a reputation of being one of the most innovative IT solution and service provider. Their main mission is providing high quality system development services, professional consulting and development outsourcing that would improve our customers' operations.

Services

Nextgen Solution's objective is to create fast and reliable applications for short terms, satisfying the needs and the requirement of the client. Company achieves this through long -term experience and team work in the process of designing, developing and testing the software. Their effort is oriented towards the creation of qualitative solutions which can be used easily and intuitively by experts in different spheres and not only by IT specialists. The technologies, being implemented by us for the development of software secure flexibility and possibilities for future development of the applications.

- **Software Services:**

    Their software development processes, combined with excellent infrastructure have significantly increased the "on-time and on-budget" delivery of software in the offshore mode. Their strong team of software professionals empowers the application development capability at Nextgen Solutions. Their applications developed range from Web-stores, online service retailing to enterprise information systems. They have experienced I.T. Consultants for Project analysis, formulation and concept planning, right up to project management and installation. The company develops customized Software that is completely based on user's requirements.

- **Networking Services:**

    Nextgen Solutions can network users computers together by peer-to peer or using a server-based network and connect users to the Internet. The company provides a secure domain name, locate an Internet service provider, and configure user network for T1-T3, Dialup, DSL, Cable or connection sharing. The company can establish remote access setups, which will help an employee, stay in touch with the workplace, irrespective of the geographical location.

- **Consulting Services:**

    Consulting is the integrated part of their services with expertise in custom programming, client-server database design and implementation, and web development. They specialize in designing and

implementing cost-effective, creative information solutions to complex business problems. They provide services to finance institutions, health care sector, government sector and manufacturing environment. Their vast pool of technically qualified and managerial manpower are well supported by their excellent infrastructure and knowledge management facilities to deliver their client time bound, qualitative and cost-effective solution meeting the global standards.

- **Quality Assurance & Testing**

    All the software solutions developed undergo following cycle of testing:

Requirements Analysis: Testing begins in the requirements phase of the software development life cycle.

- Design Analysis: During the design phase, testers work with developers in determining what aspects of a design are testable and under what parameter those tests work.
- Test Planning: Test Strategy, Test Plan(s), and Test Bed creation.
- Test Development: Test Procedures, Test Scenarios, and Test Cases & Test Scripts to use in testing software.
- Test Execution: Testers execute the software based on the plans and tests and report any errors found to the development team.
- Test Reporting: Once testing is completed; testers generate metrics and make final reports on their test effort and whether or not the software tested is ready for release.
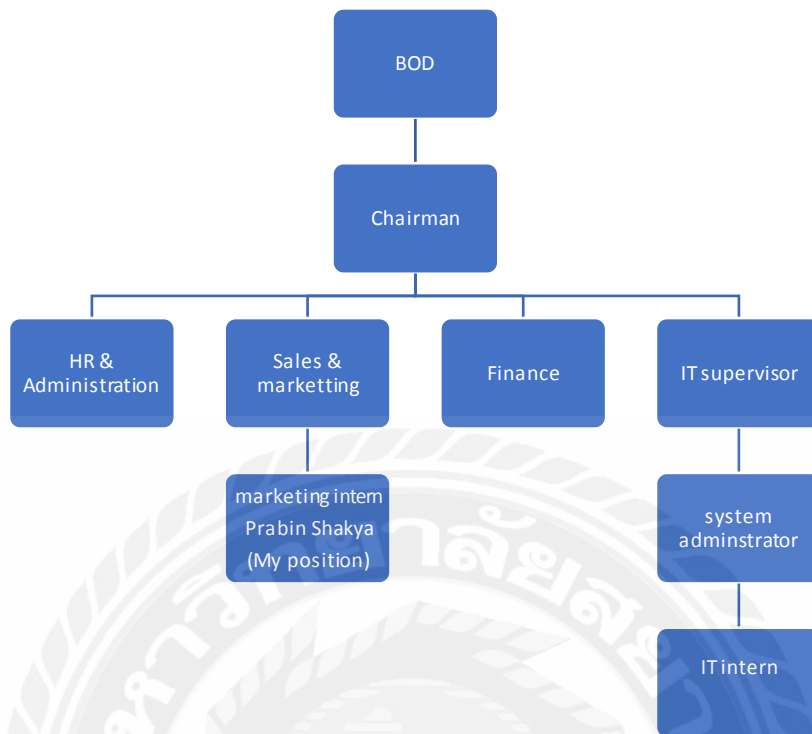
1.2 Organizational Structure

fig: Hierarchy of the company

I worked under the supervision of sales & marketing department as shown in the above diagram.

1.3 Intentions to join this company

The intention to join this company was to get an insight in the field of IT as it is one of the fastest growing potential market because the world is moving at a fast rate in terms of digitalization. In this era of speed and technologically advance world I wanted to see if I can get a knowledge about software and strategies they use to stand out from the crowd in the long run. In this highly competitive world, you need to carefully select long term career planning strategies that will help in shaping your abilities, knowledge and skill, so I choose to go for the field of IT because I see its potential are very high and can cater to the needs and satisfaction of the customers through digital platform.

1.4 Objectives of the study

The objectives of my internship are enlisted below:

General objectives:

1. To study importance of road mapping strategies to achieve the organizational goal
2. To be familiar with the corporate culture of the organization.
3. To study need and importance of strategies implemented.

Specific objective

The specific objective to do an internship and chose the certain organization was the interest carried by an interne and gain experience for future, to work in the related field and contribute a small portion towards the industry for development.
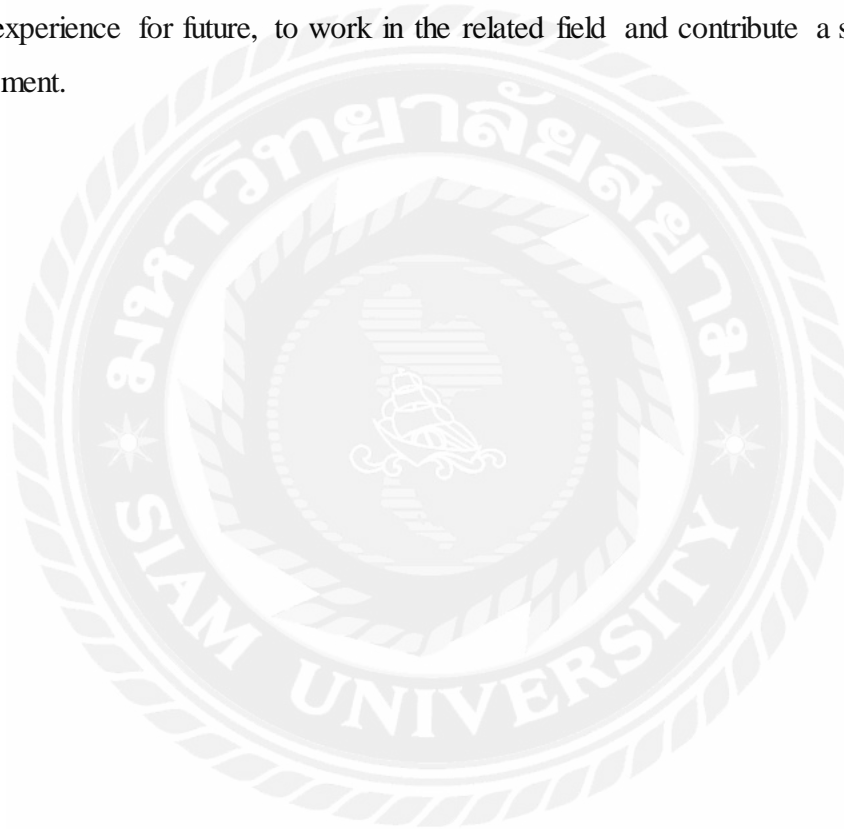
Chapter 2: Internship Activities

2.1 Job description and responsibility

As I was hired as a marketing intern under the supervision of sales and marketing department my job description and responsibilities are enlisted below: -

Job description:

- The internee should be able to move at a fast-paced with the team and cope up with the responsibilities. Internee should be able to handle any work pressure and work load completing them in the given time frame.

Job Responsibilities

- Learn about the software.
- Come up with different road mapping strategies.
- Assist in the management of marketing.
- Assist in performing marketing analysis.
- Research and evaluate competitive analysis.
- Research market trends
- Formulate short term strategies to contribute in product road mapping.
- Assist superiors in completion of their work.

2.2 Contributions of the students in detail

Everyone faces problems in internship regarding their status in the organization as an internee. Although creating a status for yourself is a bit challenging in beginning it is not impossible. Here is a detail about small contribution from my side to superior: -

- Product development for betterment of the missing puzzle

  I was given a demo version to understand learn and know the key feature or USP of the product. During the time I spent on the software running as an intern and a customer I found many missing puzzles in the demo version and in the main software application as well, such as, the terms and

conditions which would normally be in the bottom of every website containing the legal terms and conditions between the party and the end user were not found.

- The support systems were manually handled

Once I had finished my training of software, they asked me to be a support system person in which I had to answer the quarries of customers but the system was not customed with offline messaging. I ran through the feature of twak. to which was used as the support system in the webpage and what I did was customized few messages so when we are offline the customer gets an automated reply from the system itself which was not incorporated before in the support system.

- Creating awareness

One of the software was not making good sales and I asked them for the for the list of organizations the sales team had visited before, after that I took the opportunity to see where our system is lacking or our sales team is lacking to have effective sales. What I found out was that the organizations that have been approached were using similar software which was available before our software was developed. Another thing was the security of the data since the software information could be accessed by the software owner and the admin user, but unfortunately, I had to stop my research as the global COVID-19 epidemics spread and lock down was declared in our country.

Chapter 3: Identification of Problems Encountering during the internship

3.1 Problems faced during internship

In the tenure of my internship, there were many challenges that I faced as an intern during the first few weeks. The problems are enlisted below: -

1. Overload of information

    The information regarding different technical jargons used by IT professionals, the people that I need to reach out to, and other things about the company came at such velocity the before I could grasp the information it flew over the head.

2. Understanding the office culture

    During my first days of internship, I was facing socializing struggles. Trying to know the organization culture was quite a challenge for me initially because of communication gap. There must be a communication on how the organizations culture is? otherwise it is just be an assumption like me assuming that during work hour no one talks like in our academic classrooms as I observed in the company. s

3. Lack of communication

    Probably every human being face thing kind of communication gap which could be misleading, this could happen in day-to-day life or at office. Many questions which get stuck in the head but I could not ask because your supervisor or colleagues are busy and I never asked.

4. Different course background

    Being a student of management background, it is hard for me to know about jargons used by IT professional.

5. Work burden

    As an intern, being new to the company for a brief period, although the work was being handed over to me, it was not well appreciated in the early days as I expected it to be.

6. Era of technology

Due to this era of speed like smartphone, I too was expected to perform at task quickly, I felt like an old model cell phone in era of smartphone.

7. Work pressure

It's difficult to work when you are given responsibilities which you have least knowledge about.

3.2 Problem solving with examples

The above enlisted problems during the internship were solved in different manner. the solutions are mentioned below: -

1. The first problem I faced during my intern period was understanding the office culture. In order to solve this problem, I felt that it was best to know the people working in the office gaining a glimpse of their view point. For this, I tried meeting every individual over coffee breaks or post/pre office hours. This way, I was able to know different perspective from different people, which gave me a better understanding of how the office worked.

   For instance, during office I noticed that all the employees keep pin drop silence and we focused on their work so during break time I talked with employee getting to know them personally and about their view point on their superiors.

2. The second problem as followed by first, is lack of communications, first few days when I started my internship, I noticed that everyone is busy doing their own work like a robot with pin drop silence so I thought it was a crime to talk during office hours.

   For instance, when I talked to each individual during the break time, I found that the coding or work they do are very important and need to be done on time, this is the reason behind their silence during office hours.

Chapter 4: Learning Process

4.1 Things learned during the internship

As a student of marketing background, I had to learn many new things which was like a crash course for me in IT field. I used demo version of a software which was given to me in order to learn about the software's basic features so that when I go to the market, I could sell the product efficiently. IT is a vague topic to cover in short time and it's never ending because every once in a while, people are coming up with new innovations so it's impossible to completely learn the course. During my internship period, I learned many new things about various software's that are relatively new to my knowledge which are as follows;

- NPG which stands for National Payment Gateway, it is a merchant service provider that facilitates the electronic payment for online transactions that have become increasingly popular due to widespread of the internet-based shopping and online banking.
- Zimbra Mail Solution which is an open source messaging and collaboration solution which include complete email, address book, calendar, file sharing and tasks, and can be accessed from Zimbra web client, MS Outlook, Mozilla Thunderbird and other standard based email clients and mobile devices.
- Mailchimp is a messaging platform thought which mass messaging could be done and it has may other features as well.
- Twak.to is a messaging system which is used for support system for your software through which the support messages could be modified when the support is offline. (5) social and communicational skills.
- (6) Personality.

The road-mapping is a crucial and critical process through which company can make or break their company, to make a successful road-mapping according to what I observed are:

- Testing the product thoroughly before testing in the market to make sure there are no bugs
- instead of selling the product to individual company, make a contract agreement with the companies and work in quotas system will be more beneficial.
- customization to the software as per the customers need, some organizations do not use all the feature the software has to offer so they want thing that make them work at their convenience.
- Campaigns are a great way to sell the product with the right customer, at right place, at right time.

4.2 Details of the related learning process and new knowledge received

The internship, as a whole was very challenging as being of different course background. It helped me stretch my limitations to shape myself in any possible given situation. First of all, I had to learn about the company itself like what it does? what kind of software do they sell? the services provided by the company and so on.

NPG which stands for National Payment Gateway, it is a merchant service provider that facilitates the electronic payment for online transactions that have become increasingly popular due to widespread of the internet-based shopping and online banking. NPG consists of a defined group of institutions and a set of instruments and procedures, used to facilitate the circulation of money within the country and internationally. It is a multifunctional solution based on custom configuration of multiple unified engines that provide a range of funds transfer/collection services covering all of country's economic sectors, from P2P and individual remittance transfers to government and large corporate institutions payments.

Zimbra mail solution which is an open source messaging and collaboration solution which include complete email, address book, calendar, file sharing and tasks, and can be accessed from Zimbra web client, MS Outlook, Mozilla Thunderbird and other standard based email clients and mobile devices. It is suited for large deployment as the architecture allows easy scalability (both horizontal and vertical). Zimbra can be easily scaled out in an easy manner that allows the user base to grow from 1000 to 1,000,000 without any changes in the architecture.

Mailchimp is an automation platform and email marketing service. Mailchimp has paid services through with it was sending 10 billion emails per month on behalf of its users. Mailchimp is the best popular tool for organizations to manager their customer- facing email activities. Mailchimp include technology to record and track customer leads; the ability to purchase domains and build sites, ad retargeting on Facebook and Instagram, social media management. It also has offer business intelligence that leverages on new moves into the artificial intelligence to provide recommendations to users on how and when to market to whom.

Twak.to is a customer support for software with plenty of features-it is fast, reliable and scalable. It's free to operate this system into the website. Twak.to is very efficient as we can monitor every single call in a day and how many calls have be missed. This can really impact the business because people want a very good support system which is available 24/7 to answer their queries. Twak.to also allows to customize the messages that need to be sent to the customer whenever the support person is offline so that none of the customers feel discouraged.

I was also able to learn the social and communication skill. There is a lot of difference between the college life and the life of and employee. when we began to work, we need to accept many things. The first thing that is needed is social skills which can make us successful in the workplace. During the internship, I worked with other colleagues, and turn to know how the industry actually works. I also learnt to adjust myself in the office environment. There is a certain way to interact to people in the job. Be it an open-office culture, there is still a pattern that people follow to communicate. These things were also learnt.

Personality plays a vital role in the organization, person must be with right mind, right attitude, right persona to create an impact in the organizations. It's like branding or presenting yourself in the market.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

The exposure of working as an intern in a software company were fascinating and helped me mold myself as I leap myself into my journey of professionalism. It was very challenging for me to merge myself into the field of IT and it still is but I get to know a gist of IT field which is a plus point in my experience.

The employees were very supportive being with me as a guidance and helping hand creating a friendly environment so that I learn and adapt to the work culture easily after I had individually talked with the employees over office break or after office. Each individual helped me grow professionally and individually.

There are many things that could be learned from these internships but depends on person to person, as in my case I learned quite as few things such as, 1. the demand of the software are high and growing with even more advancement. 2. it's difficult for a management student to work in the field of It unless you are an IT graduate. 3. don't hesitate to ask questions to clear your doubts.
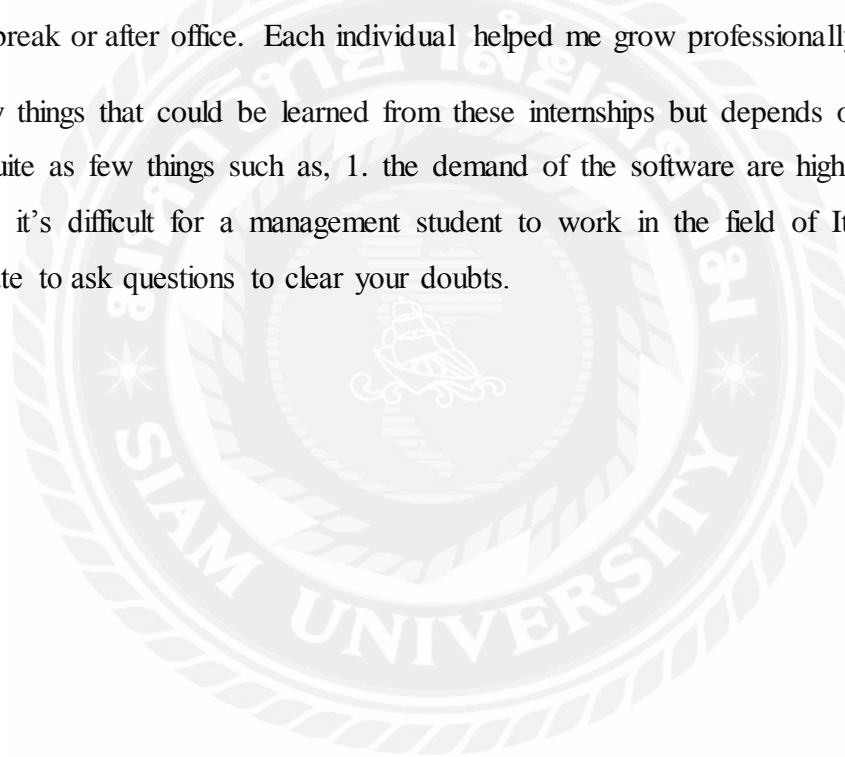
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Special Interest: