



ANATOMY OF SOFTWARE HOUSE

CHAPTER 4



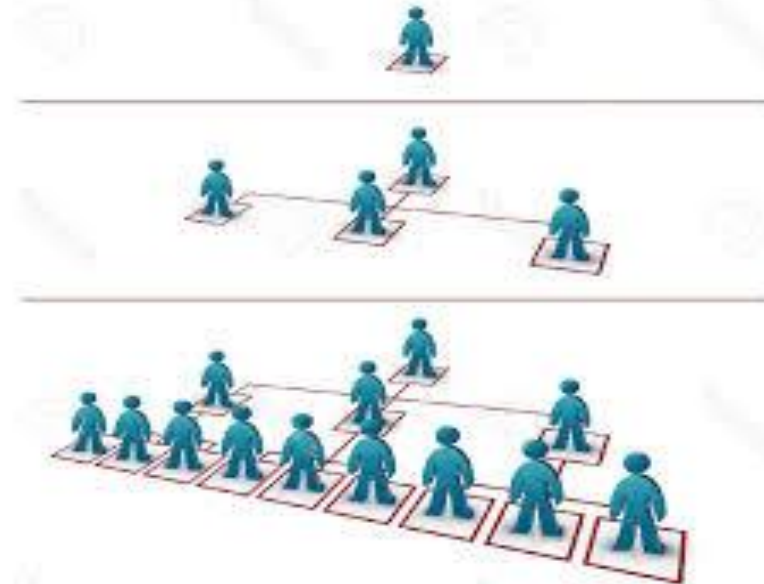
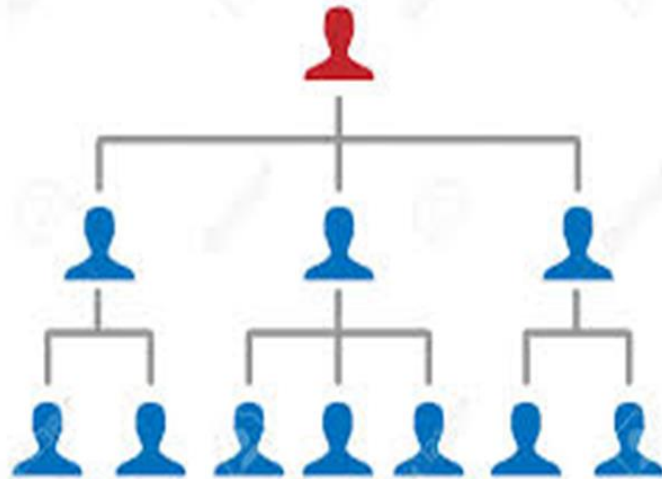
CONTENTS

- Anatomy
- Software house
- Anatomy of a typical software house
- Example

ANATOMY

- Anatomy is study of
 - Structure
 - Organization
 - Internal working
 - Hierarchy chart

ANATOMY MAY LOOK LIKE



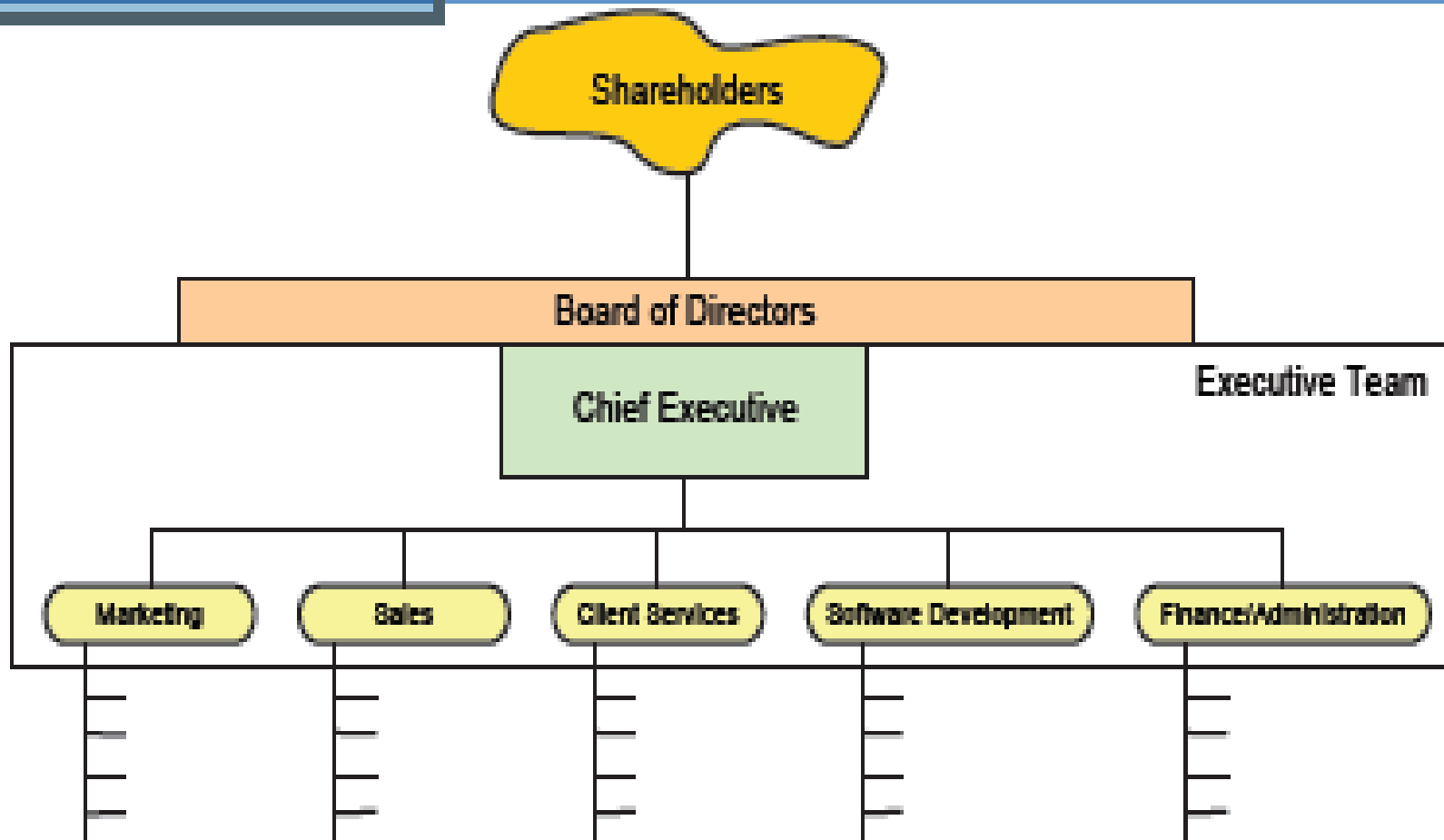
OR LIKE THIS... THERE ARE TEAMS OUT THERE!



SOFTWARE HOUSE

“A software house is a company that is mainly interested in developing and distributing software products”

ANATOMY OF A SOFTWARE HOUSE



SHAREHOLDERS

- Owners of the company
- Elect the board of directors
- Vote on issues
- Same for private and public companies

BOARD OF DIRECTORS

- Represent shareholders interests
- governing the organization by establishing broad policies and setting out strategic objectives
- selecting, appointing, supporting and reviewing the performance of the chief executive Officer
- terminating the chief executive Officer

BOARD OF DIRECTORS

- Ensure the availability of adequate financial resources
- Approve annual budgets
- Accountable to the stakeholders for the organization's performance
- Set the salaries, compensation and benefits of senior management

CHIEF EXECUTIVE OFFICER

- Appointed by the board of directors
- Communicate, on behalf of the company, with shareholders, government entities, and the public
- Lead the development of the company's short- and long-term strategy
- Create and implement the company or organization's vision and mission
- Evaluate the work of other executive leaders within the company.

EXECUTIVE TEAM

- Vp & c- level officers
- Managed by CEO
- In charge of day to day functional areas
- manage strategy, budget etc
- Manage the Group's business as a whole
- Have extensive authorities within their individual areas of **responsibility** and have the duty to develop the company's operations in line with the targets set by the Board of Directors and the CEO.

MARKETING

- Create awareness of and develop the brand you're marketing
- Communicate with target audiences and build and develop customer relationships
- Help with marketing plans, advertising and campaigns
- Conduct market research, for example using customer questionnaires and focus groups
- Organize and attend events such as conferences, seminars and exhibitions

SALES

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, social media
- Set up meetings with potential clients and listen to their wishes and concerns

SALES

- Prepare and deliver appropriate presentations on products/ services
- Create frequent reviews and reports with sales and financial data
- Ensure the availability of stock for sales
- Negotiate/close deals and handle complaints or objections

CLIENT SERVICES

- Develop and maintain existing client relationships.
- Interact and correspond with prospective clients.
- Develop and execute yearly formal business plan for assigned territory.
- Identify services and products which can create issues for clients.
- Direct development of client customized solutions.
- Negotiate with client for efficient services. Ensure services are priced correctly for client expansion opportunities

SOFTWARE DEVELOPMENT

- Develop, manage and prepare best software development team.
- Guide, coach and mentor software development engineers.
- Provide project management and technical leadership for every aspect of software.
- Prepare lifecycle for different projects inclusive of research, design, development, evaluation, testing along with delivery.

SOFTWARE DEVELOPMENT

- Establish and stimulate software development standards and processes along with best practices for delivery of scalable and high quality software.
- Perform closely with Engineers, Developers and Product Management throughout organization to influence product development assisting or improving products.

FINANCE AND ADMIN

- Overall responsibility for all aspects of financial management and control.
- Effective financial reporting in a timely, accurate, relevant and informative manner.
- General administration duties.

LET'S FOCUS ANATOMY OF BESPOKE APPLICATION DEVELOPMENT SECTION

