CAP100M

Programme Orientation

Lecture # 2

IT Based Companies

Product Based Software Company

- Businesses working on their own products and deliver them to end-users, which can be both businesses and individual customers.

- Invest time and money into developing the out-of-the-box solutions which they can later configure and implement on the client's side.

- Creates software which can be later used by other companies to solve different business problems.

- Product-based companies are driven by a plan to introduce products that have good market value and satisfy a wide range of customers.

- List 1 - https://www.interviewbit.com/blog/product-based-companies-in-india/

- List 2 (Worlds Top Product based companies 2022) - https://userguiding.com/blog/biggest-tech-companies/

Why Product based Company

- The dealing with new tech stacks is extremely high as the world is changing each day and you need to continue to update your self. So a perfect fit for technology enthusiast.

- Scope to explore domains other than the coding world. Get hands-on experience on different business methodologies and analyze customer mindset.

- Will get to understand the market status and strategize better. In the future, if you want to go for entrepreneurship yourself, nothing can stop you.

- Importance will be given to your code quality and efficiency. This will cause your knowledge and learning graph to go up.

- Products are not client-specific here, so is the investment in the companies, so they pick better people with better ability and give you better pay rates to ensure employee satisfaction.

- Developers are urged to share their thoughts and have an active role in shaping the product.

- Extensive learning opportunities in a product-based company.

Salary Growth Product Based Companies

Company	Software Engineer		Senior Software Engineer	
Salaries (in LPA)	Start	End	Start	End
Google	4.5	38	9	41
Adobe	7.4	13.5	6.85	18
Cisco	4.8	28.3	6.95	29.5
Intel	6.9	29	7.1	26.2
Microsoft	3.6	26	22.3	42.8
Juniper	3.6	23	13	51.6
Amazon	10.3	28	15.7	40.7
Goldman Sachs	2.4	9.56	6.8	25.3

Service Based Software Company

- Companies which work directly for businesses and provide them with a wide range of services.

- A service-based company is a company that provides services for software products. They provide Software as a service(SaaS) to the client.

- They make software as per the requirement of the client. Sometimes they will not provide justifications for rejection or selection.

- Very inflexible timings, you have to complete the fixed hours (8–9 hrs.) in the office before leaving.

- They train the candidates on the technology as per the requirement. They are generally mass recruiters

- Ref 1 - https://www.interviewbit.com/blog/difference-between-product-and-service-based-company/

- Ref 2- https://medium.com/dsc-dypcoe/why-product-based-company-50bc2a5c3c73

- Ref 3 - https://savvycomsoftware.com/software-development-services/

- List of product and service based companies India - https://www.interviewbit.com/blog/product-based-companies-in-india/

Product Based VS Service Based
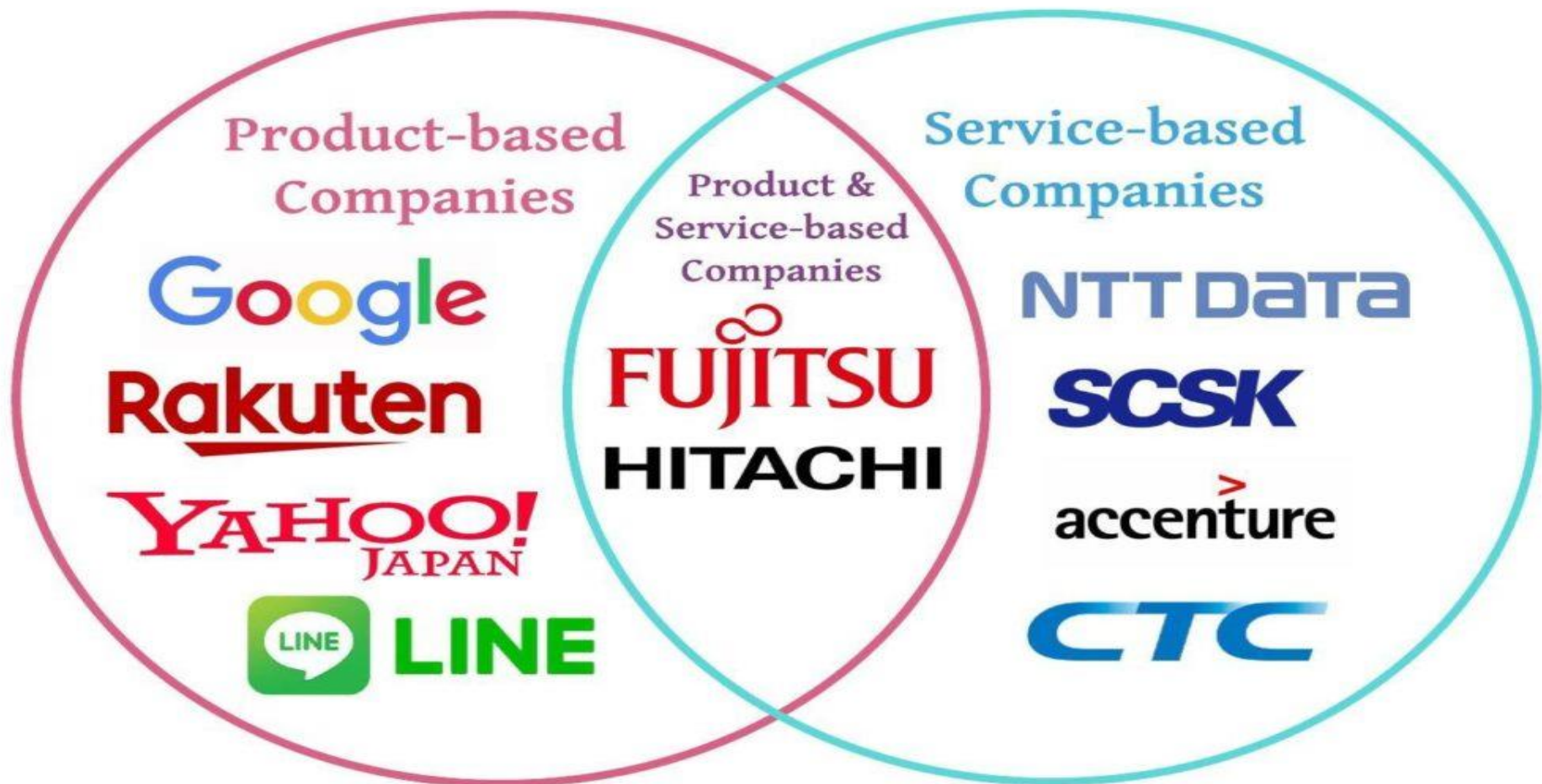
Product Based VS Service Based

Examples of Product-based and Service-based IT Companies in Japan

Product-based Companies: Google, Rakuten, YAHOO! JAPAN, LINE

Product & Service-based Companies: FUJITSU, HITACHI

Service-based Companies: NTT DATA, SCSK, accenture, CTC

Product Based VS Service Based

- Ref 1 – https://www.geeksforgeeks.org/difference-between-a-product-based-company-and-service-based-company/

- Ref 2 - https://www.interviewbit.com/blog/difference-between-product-and-service-based-company/

- Ref 3 - https://keydifferences.com/difference-between-product-based-and-service-based-companies.html

Product Based VS Service Based

Service Based VS Product Based

Service Based	Product Based
• Easy to crack and interview	• Hard to crack and interview
• Company that offer services	• Company that sell products
• Learning curve is average	• Learning curve is higher
• Less hike and salary	• High hike and salary
• Strict working hours	• Flexible working hours
• Lesser job security	• Greater job security
• Job opportunities are more	• Job opportunities are less

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Types of Service Based Companies

1. **IT Services** are mainly divided into Hardware and Software. The services included are –

- Mobile App Development

- Website Development

- Cloud Computing

- Data Storage and Synchronization

- Cyber Security

- Analytics and Database

- Artificial Intelligence

- Internet of Things (IoT)

- Offline Marketing Support

- Ref 1 - https://www.indeed.com/career-advice/career-development/examples-of-it-services

- Ref 2 - https://www.designrush.com/agency/it-services/trends/types-of-it-services

- Ref 3 -

FAANG to MAMMA Companies

- FAANG is an acronym used to describe some of the most prominent companies in the tech sector. Originally the acronym was FANG for Facebook, **Amazon** (NASDAQ:AMZN), **Netflix** (NASDAQ:NFLX), and Google. In 2017, investors started including **Apple** (NASDAQ:AAPL) in the group, turning the acronym into FAANG.

- Facebook is now **Meta Platforms** (NASDAQ:META) and Google is now **Alphabet** (NASDAQ:GOOGL) (NASDAQ:GOOG) -- the acronym stuck. But with Netflix falling out of favor with investors and the strength of another tech giant, **Microsoft** (NASDAQ:MSFT), some have started talking about a similar group of acronymic stocks -- MAMAA -- meaning Meta, Apple, Microsoft, Amazon, and Alphabet.

- Ref 1 - https://www.fool.com/investing/stock-market/market-sectors/information-technology/faang-stocks/

FAANG to MAMMA Companies

Questions???