

# **Professional Practices**

**“Anatomy of a  
Software House”**

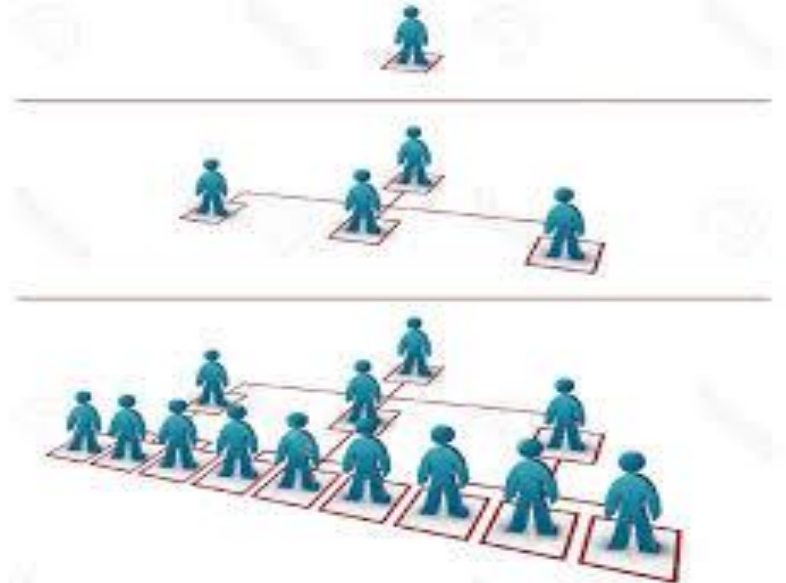
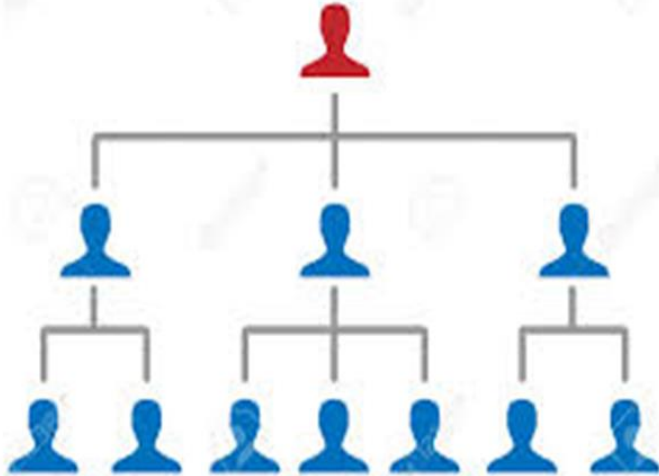
# Contents

- 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



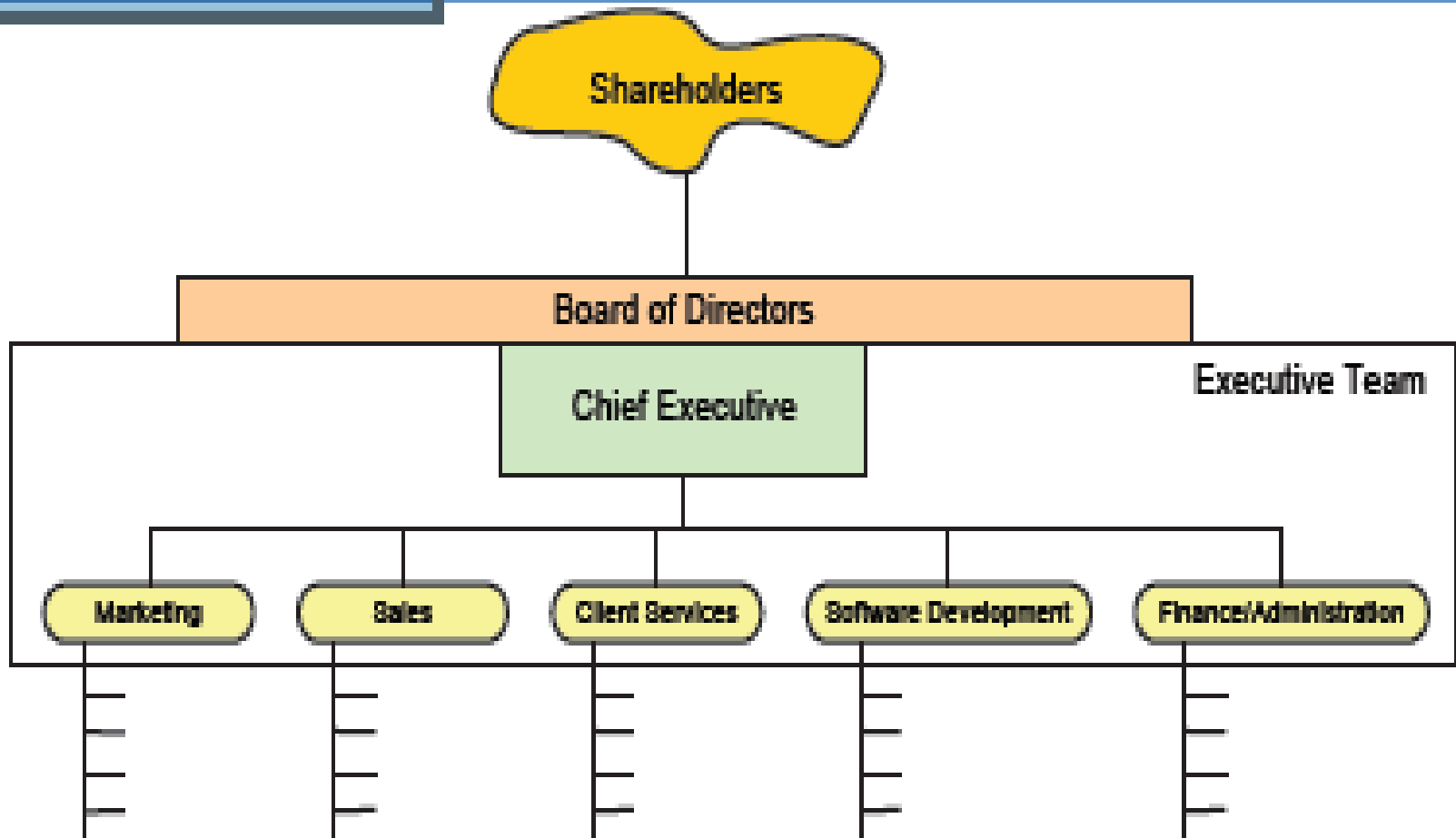
Or like this... There are teams out there!



# Software House

**“A software house is a company that primarily provides software products. These companies may specialize in business or consumer software or software-as-a-service (SaaS) products. The common definition is that the company 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
- Meet regularly to coordinate 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, direct marketing and campaigns

# Marketing

- Support the marketing manager in delivering agreed activities
- Organize and attend events such as conferences, seminars, receptions and exhibitions
- Source and secure sponsorship
- Conduct market research, for example using customer questionnaires and focus groups

# Sales

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and 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.
- Identify, develop and maintain relations with potential clients to drive billed revenue for attaining set revenue targets.
- Develop and execute yearly formal business plan for assigned territory.

# Client Services

- Identify decision makers
- Identify services and products to meet client issues.
- Direct development of client customized solutions.
- Negotiate with client for efficient services delivery at profitable fees.
- 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

- Supervise **architecture** plus lead efforts to develop **technical roadmap** of all projects.
- 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.

# MindMill Software Ltd.(Established 1993) An Indian Software House

BESPOKE APPLICATION DEVELOPMENT

BANKING AND ERP PRODUCTS

INVOICE MATCHING SERVICES

LIBRARY AND DOCUMENT MANAGEMENT SOLUTIONS

INSTITUTE MANAGEMNT SYSTEMS

CONSULTING SERVICES

MANAGED CLINET SERVICES

# Let's focus anatomy of bespoke application development section

