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BrAINWARS 2024

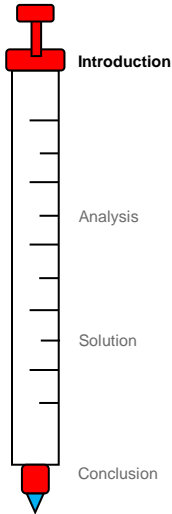
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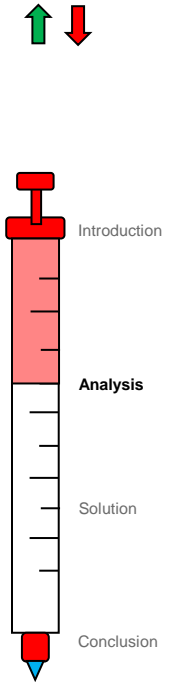
ZenSoft: From Stellar Reputation to Navigating New Challenges

Situation	Question	Solution	Conclusion
<ul style="list-style-type: none">Declining profits, rising costs, and slow growth challenge ZenSoft's market position and operational efficiency.Dominance of cloud-based rivals like GenTech and SoftGen exacerbates ZenSoft's struggle with outdated technology and missed opportunities	" How can ZenSoft not only stay ahead of the competition but also achieve profitability amidst industry challenges?	<ul style="list-style-type: none">Modernize Technology InfrastructureCost OptimizationEnhance Time-to-MarketEnvironmental ResponsibilityFocus on Innovation and Speed	" Analyzing Expenditure: Assessing ZenSoft's Profitability Potential in Comparison to Competitors

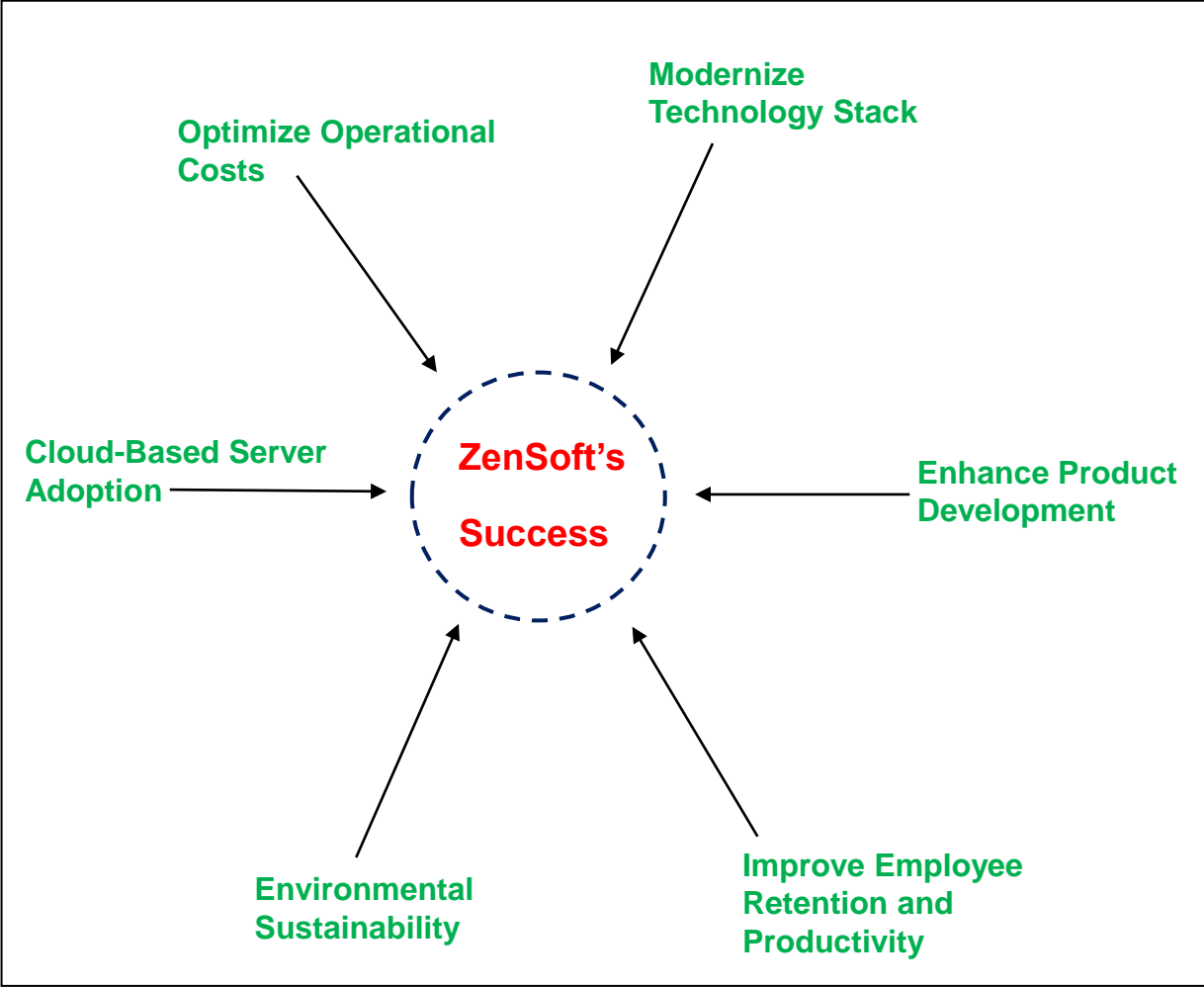


Comparative Analysis: Evaluating the Positives and Negatives of Zensoft in the Competitive Market Landscape

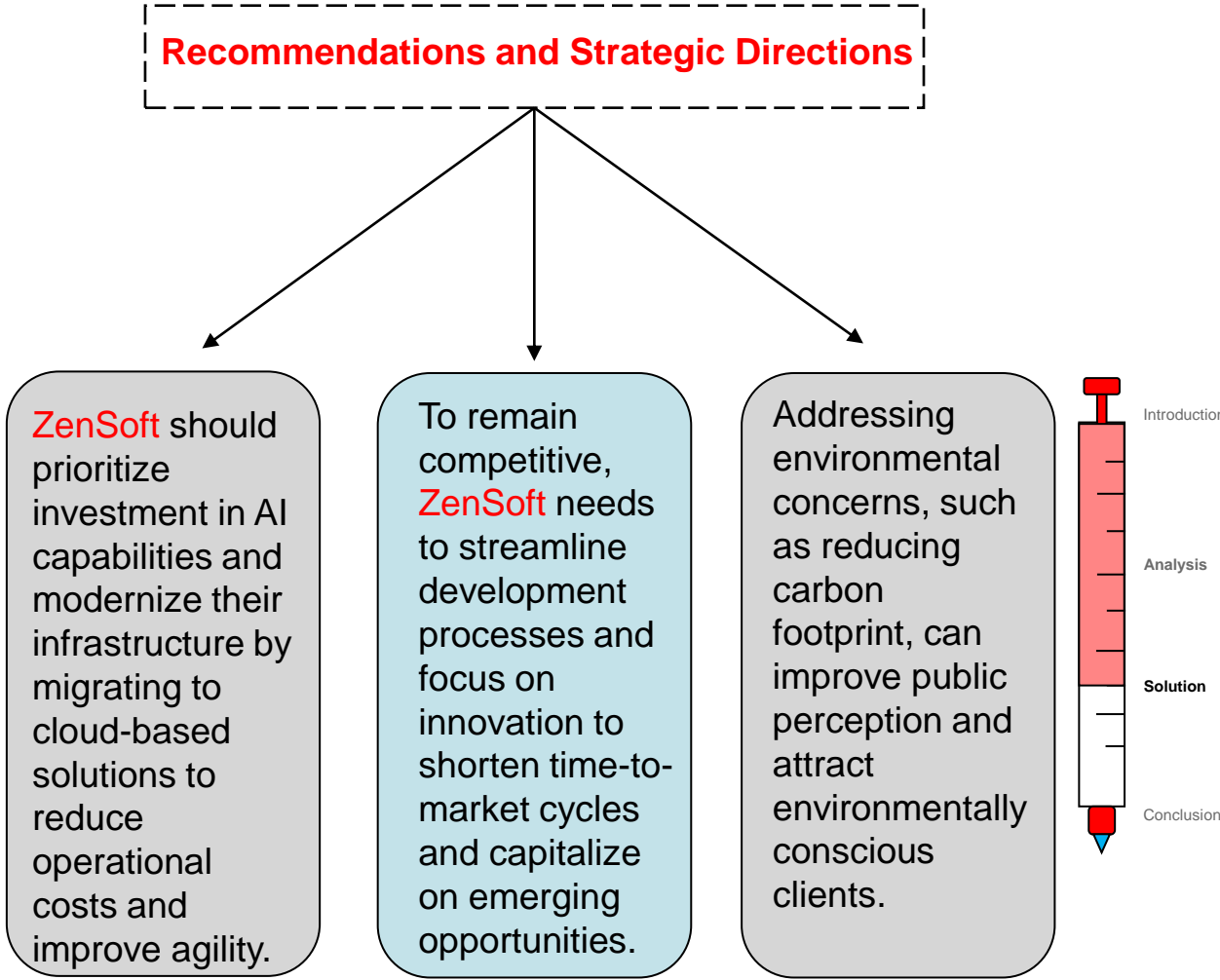
Multiple drivers impacting ZenSoft		SoftGen	GenTech	TechDesk
<div>High Operational ,rental cost and low storage</div> <div>Aging Technology Stack</div> <div>High Development Cost</div> <div>Market Shift towards new technology</div> <div>New product development</div> <div>Employee centric policies</div>	Competitive Analysis	<div>Cloud based servers</div> <div>Connectivity issues</div> <div>Application development cost</div> <div>More Storage</div>	<div>Cloud based technology</div> <div>Faster application development cycles</div> <div>New products per year</div> <div>Application development cost</div>	<div>High Operational and rental cost</div> <div>New products per year</div> <div>Outdated Tech & Low Productivity</div> <div>High carbon footprint</div>



ZenSoft : Cracking the Code of Profit Potential



The key lies in adopting a holistic approach that is centered around both users and employees. This approach will ensure a smooth transition through these challenging times and help **Zensoft** maintain its standing in the industry.



Transitioning to new technology presents numerous advantages; however, we can leverage our competitors' shortcomings to our advantage. For instance, while **TechDesk** faces backlash for its **carbon footprint**, we can capitalize on environmentally friendly strategies to garner positive attention and free marketing.

ZenSoft: Crafting a Success Story Amidst Industry Shifts

Analyzing ZenSoft's cost data and benchmarking it against the leading competitor in that segment

Cost-cutting measure	Before	After
Migration to Cloud Servers	\$30 million (\$2.5 million/month)	\$20 million (\$1.6 million/month)
Storage	125 GB /month	150 GB /month
Application Development Cost	\$500,000 (annual)	\$400,000 (annual)
Rental expenses (annually)	\$2.4 million	0

IT staff management Approx (\$1million) annually

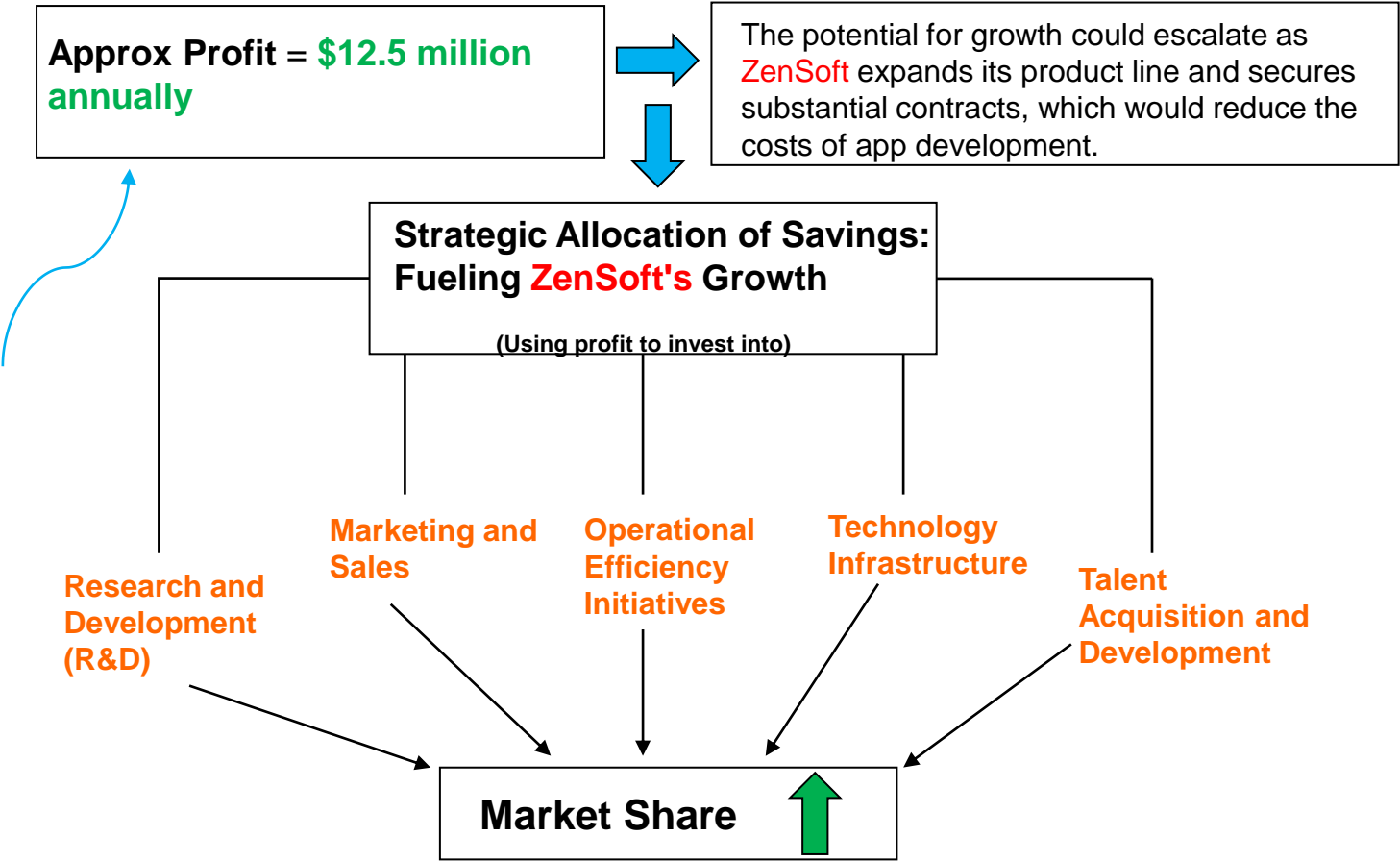
Why ZenSoft should not save the \$1 million staff cost?

It's important to consider the implications of shifting to cloud-based servers on ZenSoft's employee-centric policies and the roles of IT staff handling physical servers. While transitioning to cloud-based infrastructure may reduce the need for on-premises IT staff, it doesn't necessarily mean eliminating all IT roles.

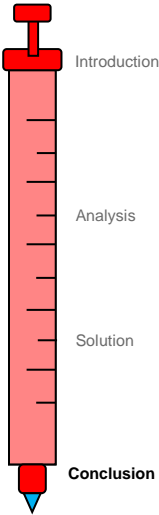
Instead, ZenSoft can consider retraining or reallocating IT staff to roles that align with cloud-based operations. Additionally, the company can prioritize employee welfare by offering training programs, upskilling opportunities, and career advancement paths within the organization.

Approx Profit = \$12.5 million annually

The potential for growth could escalate as ZenSoft expands its product line and secures substantial contracts, which would reduce the costs of app development.



In conclusion, our analysis has identified key areas contributing to our current performance and profitability challenges. By learning from our competitors' strategies and successes, we have gained valuable insights into potential solutions. As we move forward, it is crucial that we address these issues, adapt new strategies, and continually monitor the progress. Let's leverage these insights to drive ZenSoft's growth and profitability, ensuring our competitive position in the market





THANK YOU!