

Report
on
Future Of Tech Students In Digital World
GE102

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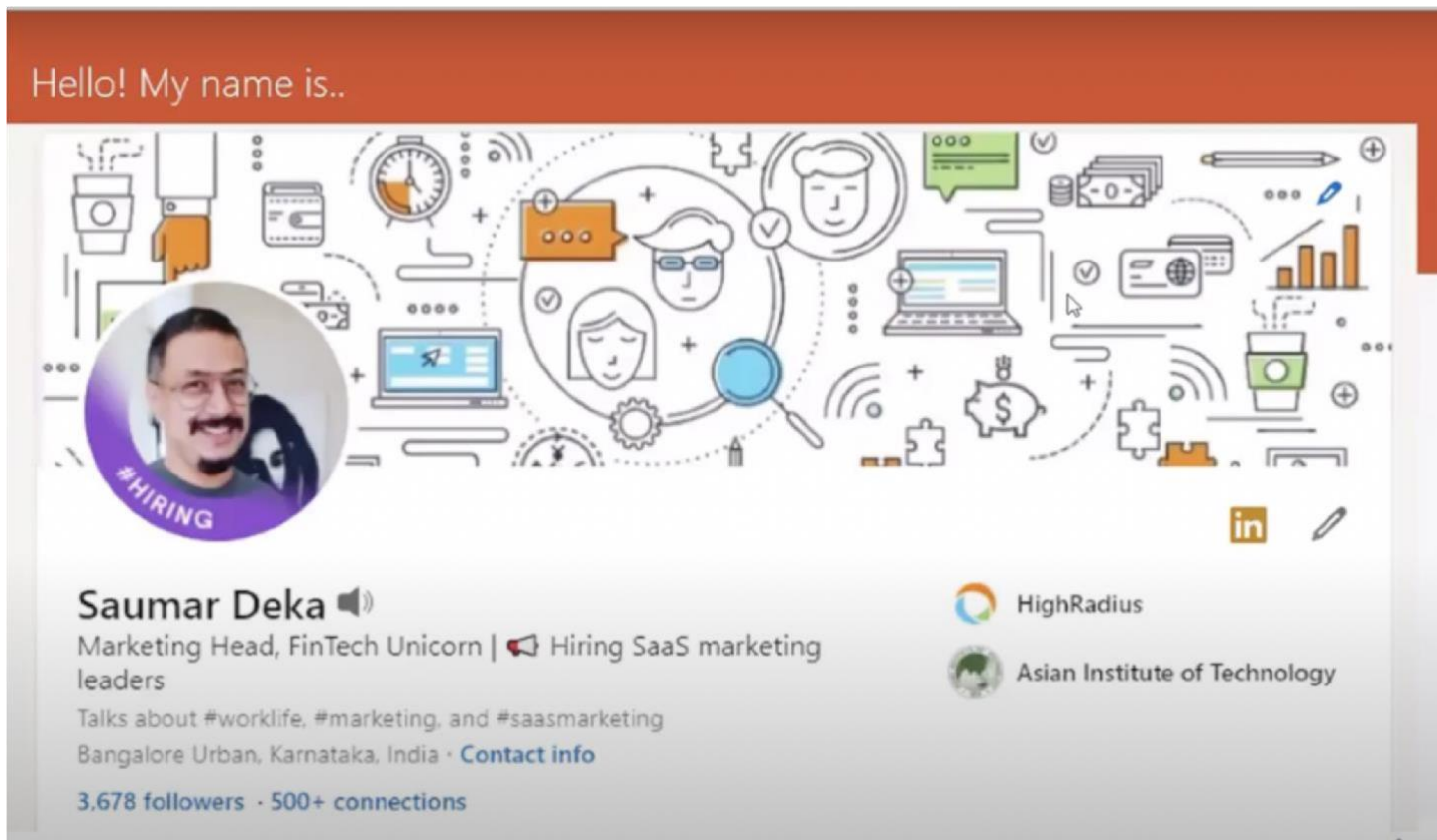


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1) Introduction :

On 30 Oct , we got an opportunity to attend a webinar hosted by Chitkara University on the topic future for tech students in the digital world . Saumar Deka was the host of the webinar.



He is the marketing head of fintech Hiring SaaS company. His branch is in Bangalore . He had also worked as software engineer for 2 years from 2005 to 2007. Then he pursued his MBA in digital marketing . Currently he is working as a professional speaker and his teaching and experience helped us a lot in widening our knowledge.

2) Details of the webinar :

2.1) What is SAAS:

The webinar started simply with meaning and everything regarding SAAS. So SAAS means software as a service, which allows access to software a subscription basis using external servers. SAAS allows each user to access programs via the Internet, instead of having to install the software on the user's computer. In this webbased model, software vendors host and maintain the servers, databases, and the code that makes up an application. 13-Feb-2020



2.2) India's SAAS Landscape:

In the past six years, SaaS has grown into a global business and Indian SAAS companies have simultaneously grown as mainstream players. India could be on the cusp of unlocking a \$1 trillion opportunity for SaaS companies, creating nearly half a million new jobs by 2030. SAAS salaries are 30% more than traditional IT industries and they are making it tougher for traditional IT services firms to find the right talent.

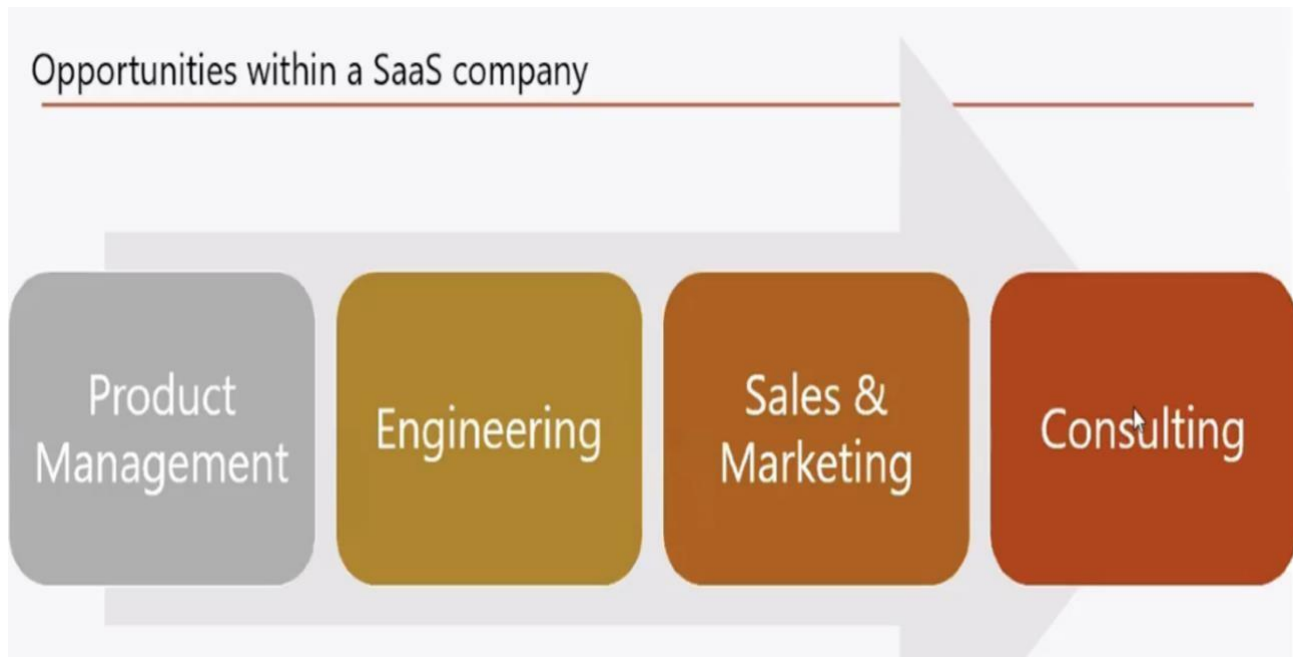




2.3) Opportunities Within SAAS :

SAAS are mainly for those who love technology. All those products used on laptops are SAAS. Within SAAS you can perform following things :

1. **Product Management :** In this , company are asked to design any application regarding it and have to manage the same. For ex : zoom.
2. **Engineering :** Product management and engineering are interrelated with each other. In this one has to design layout , interface and buttons of software built under product management.
3. **Sales and marketing in SAAS :** SAAS marketing is a type of marketing in which businesses sell their products in cloud-based applications with regular updates and added functionality.
4. **Consulting :** Consulting simply means explaining and giving advise to customers. In other words it means working with customers to make them successful.



3) Conclusion :

He ended the meeting by recommending to pursue your future in the field you like , instead of looking for scope and earning of the field.

I want to thank my mentors , my subject teachers , and the very intellectual host of this webinar . It helped me gain a lot of knowledge about the SAAS. He cleared all our doubts through a question and answer session followed by a presentation. It was indeed a golden opportunity provided to us to attend such a successful meeting.