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Assignment 2 (Product based vs Service based Companies, Literature Survey)

**Product based (vs) Service based Companies.**

The software and IT industry is split in to two categories i.e Product based and service based companies.

Product Based:

A company or an organization whose primary focus is on building/offering a product to the potential market is categorized as a product-based company.

Product based companies usually build a product based on the market research/analysis and by understanding the need of a solution in the form of a product.

The products developed cater multiple clients or customers and are not specific to a single client.

The product-based companies constantly focus on developing new products and thus increase their customer database.

Driven by innovation.

Few examples of Product-based companies are- Google, Pega Systems, Samsung, Intuit.

Service Based:

A company or an organization whose primary focus is providing/offering services to a clientele is categorized as a service-based company.

They basically offer services like IT services, consulting, outsourcing and system integration to name a few.

Service-based companies help implement, maintain, manage and support a product built by a product-based company to different clients.

Driven by processes.

Few examples of Service-based companies are- Infosys, Cognizant technologies, TCS.

**LITERATURE SURVEY:**

The method that has been more widely used for

different analysis in the field of software engineering

is Systematic Literature Review (SLR). “A systematic

literature review is a means of evaluating and

interpreting all available research relevant to a

particular research question, topic area, or

phenomenon of interest. Systematic reviews aim to

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In order to perform a comprehensive and thorough analysis of an existing research about a given topic, a systematic approach should be undertaken and existing methodologies should be reviewed in such a way which will result in solid basis for the rest of the research. One of the methods and approaches to perform such analysis is Literature Survey.

The major reason to perform literature survey is to summarize the existing evidence concerning a treatment or technology.

Literature survey can also be used to identify any gaps in the current research in order to suggest areas of further investigation in order to appropriately position new research activities. It is a means of evaluating and interpreting all available research relevant to a particular research question, topic area or phenomenon of interest.