

MARKETING OF SOFTWARE SOLUTIONS

UNIT I: Solutions Marketing - Software Solution, Product based Software Solutions, Services based Software Solutions.

UNIT II: IT solutions marketing vis-à-vis marketing other products/services – the key differentiators, Key Concepts of IT solutions.

UNIT III: Planning and Research before initiating a sales cycle, Understanding of buyer business, Diagnosis before selling, Developing Strategic alignment with buyers, Understanding the Customer and the Pain Points, Determining product requirements, Defining solution roadmap and strategy.

UNIT IV: Strategies for handling Request for Proposals, Account Planning and Management, Customer Relationship Management vis-à-vis Partner Relationship Management – Key to successful long term relationship building

UNIT V: Management of Software Solutions - Investment and Budgeting for IT solutions, Resource Management, Project and Quality Management, Performance Management and Benchmarking, Implementation and Maintenance of IT solutions.

TEXT BOOKS:

- Royce, Software Project Management, Pearson Education
- Huges Bob, Software Project Management, Tata McGraw Hill

Reference Books:

Kelkar, S.A., Software Project Management, PHI

Kishor Swapna, Software Requirements & Destinations, Tata McGraw Hill
