DEFINE. MARKET. SOFTWARE. INTEGRATION. TODAY.

written by Manoj Khanna | February 8, 2003

In the far competing market today we are crowded by thousands of small and medium sized companies. Things are pretty tough with the investment-hungry-crowds scattered around the various networks of business circles. The software industry is tighter than ever. The so-called-high-technology professionals are lying down low, accepting the challenge. The market today is not driven by mere h-o-o-p-l-a-h-s-a-n-d-u-h-s-a-n-d-a-h-s-o-f-t-e-c-h-n-o-l-o-g-y. Its driven by t-h-e-f-a-c-t-s. The reality is bitter than what it was couple of years ago. Things have changed. People have become more sane in accepting and knowing technology. They have become more realistic in knowing what's that which stands in their way in knowing the exact implementation of a certain technology. And most of all concerns about high ROI and low TCO.

The famous Game Theory, and its benefits are reaping its benefit. Today its not the ideal market, and neither are the wants and likes of the industry at large ideal. The best way to envisage success in this not-so-eventful-market is play safe and in teams. A team is far better than actually producing a result on your own. No body is perfect and similarly no company is perfect in providing a sure shot all the way solution for a complete enterprise-solution-hungry corporation.

Where does it then entails us to? Not so very far. Rather close to our neighbors and allies. Looking beyond the impossible is not the call of the hour. Rather looking at the obvious is something more productive and profit reaping. Web services, content management, workflow, billing and accounting management, combined with a complete customer care, what does it tells you? A-v-e-r-y-c-o-m-p-l-i-c-a-t-e-d-s-y-s-t-e-m-i-n-

t-h-e-w-a-y. Not really. Rather its the most simple model if we look at the different scenarios and also when we combine the different providers into it.

To get the maximum power for a high ROI and low TCO the services have to be combined at an effective price and with an effective strategy. And looking for a maximum functionality is t-h-e-d-e-m-a-n-d-o-f-t-h-e-h-o-u-r.

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