



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

MARKETING STRATEGY OF HCL INFORMATION SYSTEM

Vivek kumar
student
Galgotias university

EXECUTIVE SUMMARY

INFORMATION TECHNOLOGY

In business too, computers and information systems occupy a special place. How do such complex information systems come into existence? The components that make up systems may actually be other's. This process essentially what systems development is all about? maller systems; that is, systems may be made up of levels of systems, or subsystems. Organizations consist of many business systems, each having the features of the general system. The purposes of information systems are to process input, maintain files of data about the organization, and produce information, reports, and other output. An Information System can be defined as a subsystem of the business.

Categories of Information Systems

Systems analysts develop different types of information systems to meet a variety of business needs.

INDIAN IT SOFTWARE AND SERVICES INDUSTRY

India's own competitive advantage in the software business is well-known: cost-effectiveness, world-class quality, high reliability, and rapid delivery, all of it powered by state-of-the-art technologies.

IT Software & Services Industry in India grows by 63% in 2009-2010: NASSCOM Report

- NASSCOM Survey puts Indian software industry at Rs 24,350 crore during 2009-2010
- Software exports gross USD 4 billion
- Domestic Software market fetches Rs 7,200 crore

The IT software and services industry in India grossed an annual revenue of Rs 24,350 crore (US\$ 5.7 billion) during 2009-2010, according to the annual industry survey released on 3 July 2010, by the National Association

of Software and Service Companies (NASSCOM), the apex body of software, dotcom and IT services industry in India.

HCL Infosystems was founded in 1976. With a legacy of over two decades in service delivery, HCL Infosystems has developed and established its expertise and resources in key areas such as Business Solutions Group, Offshore Development Centers, etc.

Customers face a growing range of choice in the products & services they buy. Customers buy those products which they perceive to build satisfaction through quality, service and value. Toshiba being ranked at number 3 in notebook PCs market with 20% market share intends to enhance its market share by making sales in Corporates.

- Core expertise and extensive experience in delivering IT services gained large corporate client base.

Business strategies adopted by the company to tap newer market segments showed encouraging results.

HCL Technologies has and the services it has to offer in the Quality Assurance domain.

Like custom software, other software services also face limits to off-shoring.

By building targeted industry solutions that combine elements of HCL products and services as well as applications from independent software vendor (ISV) partners, HCL believes it will “be selling the way customers want to buy.” In

HCL India's income is up 45% from a year prior, generally attributable to an essential methodology and profoundly penetrative promoting procedure, and it continues to win its portion of huge arrangements, like a 10-year, \$750 million agreement it endorsed in 2010 with Bharti Tele-Ventures, India's No. 1 telecom organization, to deal with its server farms and foster new charging, deals, and information warehousing frameworks. Yet, it's not just with regards to exchanging costly positions for low-valued ones; Indian activities likewise assist with winning U.S. business. The HCL Global help's India presence was a component in its capacity to win a \$500 million piece of \$7.5 billion in IT gets that General Motors let. It's alluring to analyze the development in Indian Global Services head count and the U.S. decrease for the market analysts. Yet, think all monetary specialists trust India as a developing business sector.

The current review has been completed with the targets of concentrating on the advertising methodologies as of now embraced by HCL worldwide administrations India private restricted and to basically examine the showcasing procedure in this exceptionally cutthroat Indian situation and furthermore its serious item portfolio. The review has been done utilizing both the essential just as the optional wellsprings of data.

**Shiv Nadar**

Founder - HCL, and,
Chairman & Chief
Strategy Officer

- HCL Technologies

At the point when India had a sum of 250 PCs, Shiv Nadar drove a youthful group which enthusiastically had faith in and wagered on the development of the IT business. That vision in 1976, conceived out of a Delhi "barsaati" (similar to a carport fire up), has come about thirty years after the fact in making a \$5 billion worldwide Enterprise. From planning India's first PC simultaneously as worldwide IT peers in 1978; to chipping away at the Boeing Dreamliner's Flight Management Systems today, HCL has remained a genuine Pioneer of Modern Computing. HCL currently utilizes north of 59,000 experts, with a worldwide presence in 20 nations and a container India presence across more than 500 areas. HCL's business traverses IT Hardware producing and circulation, System Integration, Technology and Software administrations, Business Process Outsourcing, and Infrastructure Management.

Recognized as a visionary by the IT business and his companions, Shiv Nadar has regularly made challenging raids dependent on his conviction of things to come. At the point when equipment was the situation, Nadar anticipated the enormous potential in the space of IT schooling and gaining from which NIIT was conceived. Yet a later participant in the product administrations space, since its posting in 2000, HCL is now among top Indian IT programming majors and a power to deal with for worldwide innovation monsters.

Shiv Nadar immovably trusts that, "Assuming you need to enable individuals, give them the apparatuses. There's sufficient business venture in this nation to deal with the rest." He rushes to get a handle on new freedoms, select a group to change his thoughts into the real world and agent the venture to skilled experts.

In January 2005 Shiv Nadar got the CNBC Business Excellence grant from the Prime Minister of India. In February 2005 he was recorded by "India Today" in the Power List of India's chiefs from varying backgrounds, for building a worldwide IT Enterprise without any preparation in thirty years, making significant JVs with marquee accomplices like Deutsche Bank, and making occupations in Belfast when India was being reprimanded for the polar opposite. All the more as of late, Shiv Nadar got the Ernst and Young Entrepreneur of the Year Award 2007 in the 'Administrations' classification for being "a doyen of the Indian IT industry and maybe its central planner". The University of Madras granted him an Honorary Doctorate Degree in Science in November 2007, for his commitment to the IT business in India, yet in addition for his "change of innovative culture universally".

Shiv Nadar has been given the Padma Bhushan Award - the third most elevated regular citizen honor gave by the President of India - in January 2008, in acknowledgment of not simply his commitment to exchange and industry in India yet additionally his profound obligation to public great.

Not really settled to reward the general public that sustained him, Shiv Nadar has been unobtrusively supporting numerous basic social causes through the Shiv Nadar Foundation. The Foundation is resolved to give the necessary resources to enable people to connect the financial

Rajeev, a designing alumnus, joined HCL in 1983. With twenty years of industry experience, he heads the Enterprise Solutions and administrations of HCL.



RAJENDER KUMAR

EVP

Rajendra Kumar joined in 1976. With three over many years of industry experience in acquisition, producing and channel advancement, he heads the Retail, SME and Education business for HCL.



M CHANDRASEKARAN

Sr. VP

M Chandrasekaran joined HCL in 1984. With north of twenty years of industry experience in deals, backing and promoting, he heads the workplace mechanization items business for HCL.

INTRODUCTION

INFORMATION TECHNOLOGY

We utilize the PC innovation in numerous ways, from apparent to undetectable, awesome to schedule, computer games and enhancements for movies and TV to microwaves, electronic cameras, and car start frameworks. In business too, computers and information systems occupy a special place. Computers make possible the smooth and efficient operation of airline reservations, hospital record departments, accounting and payroll functions, electronic banking, telephone switching systems and countless other operations both large and small.

How do such complex information systems come into existence? Obviously through people. Technology has developed at a very fast rate, but the most important aspect of any system is the human know-how and the use of ideas to gear the computer so that it performs the require task. This process essentially what systems development is all about.

To be of any use, a computer-based information system must function properly, be easy to use, and suit the organization for which it has been designed. If it helps people do their jobs better and more efficiently, they will use it. If it is not helpful, they will surely avoid it.

What are Systems?

Systems are, in fact, all around us. For example, we experience physical sensations by means of a complex nervous system which consists of parts, including the brain, spinal cord, nerves, and special sensitive cells that work together to make a person's feel hot, cold etc.

A person communicates by means of language, a highly developed system of words and symbols that convey meaning to each other. We all live according to an economic system in which goods and services are exchanged for other goods and services of comparable value and by which the participants to the exchange are benefited.

A system is simply a set of components that interact to accomplish some purpose.

A System can also be defined as:

“A framework is a methodical gathering of associated parts connected together as indicated by plan to accomplish a particular target”.

The components that make up systems may actually be other smaller systems; that is, systems may be made up of levels of systems, or subsystems. Organizations consist of many business systems, each having the features of the general system.

The purposes of information systems are to process input, maintain files of data about the organization, and produce information, reports, and other output.

Information systems perform three vital roles in any type of organization. These are:

- Support of business operations.

- Support of managerial decision making.
- Support of strategic competitive advantage.



Acquiring an upper hand over contenders requires creative utilization of Information Technology. For example, a bank might take a decision to install computerized touch-screen catalog system in its ATMs to provide customers with information about the services offered. This might lead to a positive disposition about the bank in its customers. However, the same touch-screen if also installed in a superstore like Wal-Mart can actually fetch new clients for the bank.

Categories of Information Systems

Systems analysts develop different types of information systems to meet a variety of business needs. The types of Information systems and a brief description of each are listed below:-

1. Data Processing Systems

Process large amount of data for routine business transactions, these systems run a series of programs on an automatic basis at regular intervals.

2. Management Information Systems [MIS]

Provide periodic reports for planning, control and decision making. Users of MIS use a shared database. MIS generates information that is used in decision making.

3. Decision Support Systems [DSS]

DSS upholds leaders by giving data on request. DSS is like MIS, in that, the two of them rely upon a data set as a wellspring of information. DSS contrasts from MIS in that it accentuates the help of decision making in its stages as a whole. However, the genuine choice is as yet in the possession of the chief.

Expert Systems

Expert systems capture expertise of decision-maker in solving problems. They are a very special class of information systems made available for business, with the recent and widespread availability of hardware and software, such as, microcomputers and expert systems shells. e.g., medical system, judicial system.

Increasing Value of Information Technology

Today's managers need all the help they can get. Their firms are being buffered on all sides by strong, frequently shifting winds of change. Organizations' strategic objectives (chosen markets, products strategy, expected outcomes) and their business processes (such as research and development, production, cash-flow management, and order fulfillment) are undergoing significant and volatile changes, placing great pressure on firms and their managers.

Competitive Advantage with IT

Using information technology for globalization and business process reengineering frequently results in the development of information systems that help give company a competitive advantage in the marketplace. These essential data frameworks use data innovation to foster items, administrations, cycles and capacities that give business an upper hand over the serious powers it faces in its industry. These forces include not only a firm's competitors but also its customers and suppliers, potential new entrants into its industry and companies offering substitutes for products and services. Information technology can play a major role in implementing such strategies. This might include: -

- i. **Cost strategies:** Using IT, a business firm can become a low-cost producer, lower his customers' or suppliers' costs or increase the costs that the competitors must pay to remain in the industry.
- ii. **Differentiation techniques:** Developing ways of utilizing IT to separate the organization's items or administrations from the contenders.
- iii. **Innovative techniques:** Introduction of interesting items or administration that incorporate IT parts. Utilizing IT to roll out extremist improvements in business processes that cause basic changes in the manner business is directed in the business.

Offshore Software Development

One of the interesting findings of NASSCOM's survey has been that during 2011-2012, off-shore services strengthened its dominance in the software exports sector. The offshore services increased to more than 42% of total exports, whereas on-site services contributed to about 58% of export revenues. In 2010-2011, the percentage share of offshore services was a mere 5% and on-site services dominated with 95% of total software exports. Welcoming this trend, NASSCOM survey complemented VSNL and STPI for providing high speed (64 Kbps, 2 Mbps) data communication links to the industry. As of 30 June 2008, there are more than 1200 leased lines from Indian software companies providing 64 Kbps and higher speed data communication links for offshore software development. In 2006, there were only 10 such links.

Domestic Market

Till a couple of years back although the domestic software market was registering a healthy growth rate, but could not catch up with the revenues of the software export markets. However, the proliferation of internet and growth in the SOHO market has resulted in good growth rates in the domestic market. The domestic software market continued with better performance than many other industry sectors. The domestic software market aggregated revenues of Rs 7200 crore in 2009-2010, over its performance of Rs 4950 crore in 2003-2007.

NASSCOM's survey attributes that in spite of sluggish market, the domestic software market achieving growth of over 45 percent is mainly due to increased government computerization, increase in spending, elimination of import duty on software; increased enforcement of anti-piracy laws as well as increased maturity in end-user organizations.

According to NASSCOM Survey, Y2K software solutions in the domestic market fetched Rs 680 crore. The ERP segment grew by 23%. At the same time, CAD/CAM market grew by about 41%. Software for banking segment recorded a 70% growth over previous year. The real growth in domestic market apart from government spending could be attributed to emergence of the SOHO market. Software purchases by the SOHO market witnessed a high growth rate of 70%.

In 1976, Shiv Nadar, quit a chief occupation with Delhi Cloth Mills (DCM) alongside five of his companions (Arjun Malhotra, Subhash Arora, Ajay Chowdhry, DS Puri and Yogesh Vaidya) to begin another organization, Microcomp Limited. The focal point of the organization was plan and assembling of logical number crunchers. The endeavor gave its organizers cash to begin an organization that zeroed in on assembling PCs. The organization was renamed as Hindustan Computers Limited (HCL) and got support from the Uttar Pradesh government to arrangement their assembling in Noida. The originators set up Rs 2 million in the endeavor. In 1981, NIIT was begun to oblige the expanding request in PC instruction. By mid 2000s, Nadar stripped his stake in this endeavor.

Government strategy formed HCL, just like the case with all Indian organizations of those periods. In 1977, because of the approaches of Indian businesses serve George Fernandes , worldwide monsters like IBM left India making a significant void in the PCs business (even Coca-Cola left India during this time period as it went against those strategies). HCL planned and delivered microcomputers to address this hole (around a similar time Apple Inc. presented PCs in USA). HCL had a lot more achievements in the following half decade like presenting 16 digit processor PC in 1981 and social information base administration framework, organizing working framework and customer server engineering arrangements by 1983.

HCL Technologies

HCL Technologies is India's fourth biggest Indian IT Services organizations, giving programming drove IT arrangements, distant foundation the executives administrations and BPO. Having made an introduction to the worldwide IT scene in 1999 after its IPO, HCL Technologies centers around Transformational Outsourcing, working with customers in regions that effect and yet again characterize the center of their business. The organization use a broad worldwide seaward framework and its worldwide organization of workplaces in 16 nations to convey arrangements across select verticals including Financial Services, Retail and Consumer, Life Sciences Aerospace, Automotive, Semiconductors, Telecom and MPE (Media Publishing and Entertainment). For the quarter finishing 31 December 2007, HCL Technologies, alongside its auxiliaries had income (TTM) of US \$ 2 billion and utilized a greater number of than 47,000 professionals.

HCL Infosystems Ltd.

HCL Infosystems Ltd., a recorded auxiliary of HCL, is an India-based equipment and frameworks integrator. It asserts a presence in 270 areas and 400 assistance places. Its assembling offices are situated in Chennai, Pondicherry and Uttarakhand .Its base camp is in Noida.

HCL Peripherals (a unit of HCL Infosystems Ltd.), established in the year 1983, has laid down a good foundation for itself as a main producer of PC peripherals in India, enveloping Display Products, Thin Client arrangements, Information and Interactive Kiosks and a wide scope of Networking items and Solutions. HCL Peripherals has two Manufacturing offices, one in Pondicherry(Electronics) and the other in Chennai(Mechanical).The organization has been authorize with ISO 9001:2000, ISO 14001, TS 16949 and ISO 13485.PERFORMANCE

INTRODUCTION TO HCL INFOSYSTEMS

ABOUT HCL

In the mid-70s, a gathering of youthful, excited and aspiring technocrats set out upon an endeavor that would make their vision of IT unrest in India a reality. Shiv Nadar and five of his partners got together and in 1975, set up another organization called miniature comp. to begin with chose to benefit from their showcasing abilities. Miniature comp showcased number crunchers and inside a couple of long periods of beginning tasks, organization was surpassing its significant rivals. In 1976, miniature comp moved toward UPSEC (utter Pradesh state electronic partnership) for help to set up a PC organization. Intrigued by their specialized and showcasing skill, UPSEC consented to set up a joint endeavor.

On the eleventh of August 1976 Hindustan Computers Limited was consolidated as a joint endeavor between the business people and UPSEC and with an underlying value of Rs. 1.83 lakhs.

HCL Infosystems Limited (HCL Infosystems) has now turned into India's one of the large innovation mix organizations. Throughout the long term, HCL Infosystems has situated its business activity to satisfy its vision explanation: 'together we make undertaking of tomorrow'. The overall topic for the organization's quick movement into the product and administrations field, in India and worldwide, is developing. Meaning a condition of steady development, the advance topic is noticeable in the numerous ways that HCL Infosystems has gone through a transformation into turning into a total IT arrangement organization.

The Manu of HCL Infosystems worldwide administrations comprehensively covers IT counseling and expert Services in the space of vertical application, innovation mix, ERP execution and programming advancement. This additionally incorporates a total arrangement of frameworks and organization administrations for improvement. This additionally incorporates a total arrangement of frameworks and organization administrations for administrations for offices the executives, Helpdesk, Systems backing and organization and Internet Implementation. HCL Infosystems' worldwide client incorporate Samsung, Government of Singapore, and AMAL protection Jurong port in Singapore and Malaysian's BSN business bank, SIA, DBS bank, Maybank life affirmation diagrammed semiconductors, Asia Matsushita and shell Malaysia a portion of its worldwide client in the public authority area is Inland Revenue authority of Singapore, common avionics authority of Singapore, Singapore power ,service of training, wellbeing and public turn of events, telecom authority of Singapore and Penang state govt.

Highlights for the year (INR)

Revenue at **Rs. 6033.6 Cr**, up **37.5%** YoY

Net Income at **Rs. 1354.9cr**, up **75.1%** YoY

Highlights for the Quarter (US\$)

Revenue at **US\$ 395.7mn**; up **45.3%** YoY and **9.2%** sequentially

Net Income at **US\$ 119.5mn**; up **136.1%** YoY and **56.7%** sequentially

Final dividend of 100%, 18th consecutive Quarterly dividend

1868 net additions in headcount

Highlights for the Quarter (INR)

Revenue at **Rs.1612.0 cr**; up **28.6%** YoY and **2.2%** sequentially

Net Income at **Rs.486.7 cr**; up **108.9%** YoY and **46.7%** sequentially

The Transformation journey that HCL spearheaded in mid-2005 has borne fruit by creating a leadership position in winning multi-million dollar, multi service deals; and winning accolades and recognition by analysts and industry experts. The impressive sequential QoQ revenue growth that we have had in the last for quarters of 10.3%, 10.2%, and 9.5% continues in this quarter with a robust sequential growth of 9.2%.

“HCL has a time tested ability to anticipate change and the most recent transformation that began in 2005 is paying off. Our emphasis on value centricity delivered with our multi service capability, linked to business benefit linked outcomes, premised on trust, Transparency and flexibility in dealing with customer has resulted in growing our large existing relationship besides new transformational deals. We have managed to face the challenges in the financial environment well, through our foresight and prudent treasury management measures. The future looks bright and we are poised well for success “, says **Shiv Nadar Chairman and CEO, HCLTechnologies.**

Commenting on the results, **Vineet Nayar, President, HCLTechnologies**says, “The past year has been spectacular for us for three reason. Firstly, for four consecutive quarters, we have grown sequentially over 9% Secondly, thanks to our unique Employee First focus, we have not only been able to manage our attrition, but more importantly, we have been able to attract leadership talent in key positions. Thirdly, we have put India on the map by leading the way in total It Outsourcing deals, similar to what we did with Remote Infrastructure Management (RIM). This combined with our dominant leadership in winning and executing large transformational multi-million-dollar deals, puts us in a unique position in the industry.”

HCL Infosystems Ltd is one of the pioneers in the Indian IT market, with its origins in 1976. For over quarter of a century, we have developed and implemented solutions for multiple market segments, across a range of technologies in India. We have been in the forefront in introducing new technologies and solutions. The highlights of the HCL saga are summarized below:



❖ HCL INFOSYSTEMS LTD.

HCL Infosystems is India's head data empowering organization. Utilizing its 28 years of aptitude in all out-innovation arrangements, HCL Infosystems offers esteem added administrations in key regions like framework joining, organizing consultancy and a wide scope of help administrations.

- HCL Infosystems is among the main players in every one of the sections involving the homegrown IT items, arrangements and related administrations, which incorporates PCs, servers, organizing items, imaging and correspondence items.
- Continuously meeting the always expanding client assumptions and applications, its attention on coordinated endeavor arrangements has fortified the HCL Infosystems' abilities in supporting establishment types going from single to enormous, multi-area, multi-merchant and multi-stage spread across India. HCL Infosystems, today has an immediate help power of over 2004+ individuals, is functional at 300+ areas the nation over and is the biggest such human asset of its sort in the IT business. A larger part of the colleagues have been exceptionally prepared in an assortment of supporting arrangements, the organization's key center region.
- HCL Infosystems' assembling offices are ISO 9001 - 2004 and ISO 14001 guaranteed and cling to tough quality norms and worldwide cycles. With the biggest introduced PC base in the country, four natively created and made PC brands - 'Infiniti', 'Busybee' 'Beanstalk' and 'Ezeebee' - and its vigorous assembling offices; HCL Infosystems expects to additional influence its strength in the PC market. It has been reliably evaluated as Top player in PC industry by IDC .The 'Infiniti' line of business processing items is consolidated with driving edge items from world pioneers like Intel. A completely coordinated and business-prepared group of servers and workstations, the 'Infiniti Global Line' is designated at medium and huge organizations to assist them with

dealing with their undertaking related applications. It has impressive predominance in verticals like Finance, Government, and Education and Research.

- HCL has firmly seen the IT business ascend without any preparation, and has effectively taken part in its encouraging. During the long term venture, it has gotten significant illustrations in serving the IT needs of the Indian client and accumulated space skill to effectively support different organizations.

- As a main data empowering agent, HCL Infosystems has long standing associations with world innovation pioneers, for example, SUN for big business figuring arrangements, Intel and AMD for PCs and PC Servers; Microsoft, Novell and SCO for working frameworks and programming arrangements; Toshiba Corp. for business mechanization gear; SAP AG for expert ERP arrangements; and Oracle, Sybase and Informix for RDBMS stage, EMC, Veritas for capacity arrangements. The point is to ride the whole scene of data empowering innovation undeniably more thoroughly, successfully and seriously. For sure, a dream to make undertakings of tomorrow.

PRODUCTS AND SERVICE GALLERY

OF HCL

HCL Infosystems' arrangement of items covers the whole range of the data innovation needs of its clients.

- By temperance of the tremendous variety of business sectors and clients that it addresses, HCL Infosystems' items contributions incorporate everything from very good quality venture level servers for strategic applications to mixed media home PCs.

BUSINESS PROFILE OF HCL:

--OUR MANAGEMENT OBJECTIVES

- To fuel drive and cultivate action by permitting people opportunity of activity and development in achieving characterized goals.

--OUR PEOPLE OBJECTIVES

- To help people in HCL Infosystems Ltd. share in the company's successes, which they make possible; to provide job security based on their performance; to recognize their individual achievements; and help them gain a sense of satisfaction and accomplishment from their work.
- We shall uphold the dignity of the individual

- We shall honor all commitments
- We will be focused on Quality, Innovation and Growth in each attempt.
- We shall be responsible corporate citizens

SERVICES

With a resource pool of over 2000 consultants, HCL Insys can function as your IT partner, covering various stages of your IT lifecycle - planning, implementing, managing, or operating solutions. They have defined methodologies for their services and their services cover a wide range of technology platforms. If you are looking for an IT partner to supplement your efforts or independently develop new solutions, you can consider us as a one stop solution provider.

Their solution delivery mechanism is flexible:

- Offshore services: provided from their facilities in India.
- Onsite services: Project delivery by their consultants at your location.
- Offsite services: Project delivery by consultants at HCL development facilities in your country.
- T& M services: Skilled consultants provided by us to work as part of your project teams.

Depending on whether your requirements are onetime or ongoing and the size of the engagement, you could choose the appropriate delivery model.

Their services portfolio covers a wide range:

- Consulting services for developing your Information or network architecture / network management strategy.
- Bespoke application development.
- Implementation of off-the shelf business solutions. Provide helpdesk services for technical products.
- Design and implement call centre solutions. Infrastructure services such as platform migration, rollout services etc.
- Network implementation services. Internet related services such as application hosting, content provisioning, ASP hosting etc.
- Facilities management.

SOLUTIONS

In today's fast changing business environment, organisations need to be fleet-footed to use their IT systems for maximising their value chain which covers suppliers, partners, customers and internal employees.

Technology Leadership

HCL Infosystems is known to be the harbinger of innovation in the country. Directly from their initiation they have endeavored to pioneer the innovation presentations in the country either through their R&D or through organizations with the world innovation pioneers. Utilizing their own R&D they have

- Created their own UNIX & RDBMS capability (in 80s)
- developed firewalls for enterprise & personal system security
- launched their own range of enterprise storage products
- launched their own range of networking products

Quality:

Philosophy of Quality

"We convey imperfection free items, administrations and answers for meet the prerequisites of their outside and inside clients, the initial time, each time." To exist as a market chief in an around the world serious commercial center, associations need to embrace and carry out a consistent improvement-based quality arrangement. One of the critical components to HCL's prosperity is its ceaseless quest for predominant quality in the entirety of its undertakings.

HCL INFOSYSTEMS puts stock in the Total Quality Management reasoning as a method for nonstop improvement, absolute representative investment in quality improvement and consumer loyalty. Its idea of value tends to individuals, cycles and items.

In the course of the most recent 20 years, they have adjusted to fresher and better Quality guidelines that assisted them successfully attach Quality with Business Goals, prompting client and worker fulfillment.

QUALITY AT HCL INFOSYSTEMS LTD.

The historical backdrop of organized quality execution in HCL Infosystems started in the last part of the 1980s with the attention on working on nature of its items by utilizing premise QC

apparatuses and Failure Reporting and Corrective Active Systems (FRACAS). They likewise utilized simultaneous designing works on including configuration surveys, and thorough unwavering quality tests to uncover idle plan deserts. In the mid 90s, the spotlight was not simply on the nature of items yet in addition the interaction quality frameworks. They were confirmed for ISO 9002 by BVQI in 1994 and once again affirmed in 1997 to ISO 9001-2000 (for Design and Manufacture of Personal Computers, Business Servers, Work Stations and their Associated Sub-Assemblies).

In mid-1995, a significant quality drive was dispatched across the organization dependent on Philip B. Crosby's philosophy of QIPM (Quality Improvement Process Management). This model was chosen to in light of the fact

that it considered the need and responsibility by an association to improve however more significantly, the singular's need towards better quality in his own life.

They have accepted MAIT's 'Level II acknowledgment for Business Excellence' for their drives in the Information Technology Industry, adding one more acclamation to their crease. MAIT's Level II acknowledgment depends on the 'European Foundation for Quality Management' (EFQM), for acquiring quality initiative and business intensity.

Their accreditations/grants in 2003 incorporate ISO 9001-2000 confirmation by BVQI for their Info structure Services(for Consultancy, Implementation, Support, Audit and Management Services for Information Technology Solutions in the space of Networking, Security, Facilities Management and System Integration) and grant of First Prize by ELCINA (Electronic Component Industries Association) for Quality, 2002-03. The ELCINA grant rules think about two angles. (1) Enablers (Leadership and Management responsibility, Resource Management, Product Realization, Measurement Analysis and Improvement) and Results (Product Quality, Customer / Stake holder satisfaction, Business results).

According to my project on IT, I will be covering three IT services provided by HCL INFOSYSTEMS which are given below.

- 1) IT CONSULTING
- 2) DEVELOPMENT SERVICES
- 3) OFF-SHORE SERVICES

IT CONSULTING

Having been in the field of IT for more than 20 years, HCL Infosystems has gained the expertise in not only the technologies but also the processes followed across various industries. They offer this experience as consultancy services to their clients.

These include

- Information Strategy Planning
- Transition Management [Strategic/Technical]
- Solution Integration

Information Strategy Planning (ISP):

With decades of experience in the IT industry, HCL brings in a wealth of experience to the table to address this. HCL has helped large corporations spread across the world in various ISP projects. The solutions encompass both SMELLS and large organizations across various industries and domains.

Their ISP offerings include:

Strategic Planning

- Assess organization Mission, objectives & strategies
- Assess business and competitive environment

The company sets its corporate objectives as:

- Customer loyalty
- Profit
- Growth
- Market leadership
- Leadership
- Commitment to employees
- Leadership capability
- Global citizenship

SWOT ANALYSIS

<p><u>STRENGTH</u></p> <ul style="list-style-type: none"> • Leadership position • Consumer centric brand • Strong after sales service • Design strategy: looks cost strategy 	<p><u>WEAKNESS</u></p> <ul style="list-style-type: none"> • Low flexibility: it does not have high customization available • Decline in digital entertainment market • Software service
<p><u>OPPORTUNITY</u></p> <ul style="list-style-type: none"> • PC business • Service industry: bought world's No 2 Service provider EDS 	<p><u>THREAT</u></p> <ul style="list-style-type: none"> • Pricing pressure • Component pricing • Slow revenue growth

RESEARCH METHODOLOGY

A Research Methodology characterizes the reason for the exploration, how it continues, how to quantify progress and what comprise accomplishment as for not really set in stone for completing the examination study. The suitable examination configuration formed is point by point beneath.

Exploratory examination: this sort of examination has the essential goal of improvement of bits of knowledge into the issue. It concentrates on the principal region where the issue lies and furthermore attempts to assess some proper courses of action. The research philosophy for the current review has been taken on to mirror these realities and assist with arriving at the obvious end result in a level headed and logical manner. The present review examined an exploratory examination

OBJECTIVE OF THE STUDY

1. To study the marketing strategies currently adopted by HCL infosystems services India private limited.
2. To compare the marketing strategies of HCL Infosystems with that of its competitors specially Hewlett Packard

SCOPE OF THE STUDY

The following are the limitations of the study:

- The response of the employees in giving information was lukewarm.
- Organization's resistance to share the internal information.
- Questionnaire is subjected to errors.

Marketing Strategy

- Marketing Strategy can be defined as a business approach to marketing its products or services expresses in broad terms, which forms the basis for developing a marketing plan". In other words, Marketing Strategy is nothing but a combination of decision bearing on various aspects of marketing mix elements. There are basically five Ps of marketing which play a vital role in marketing of a product and they are Product, Price, Place, Promotion and Packaging. HCL concentrated on all aspects that's the reason why HCL has a very good and efficient market not only in Noida but also in other regions of India. Product Planning HCL take good and effective decision on the faith of their existing product along with their future products. This is a continuous process, which is taken into consideration by HCL's top management. HCL have an R&D

Department, which focuses on to the continuous innovation in order to make HCL the best in today's cutthroat competition Management Information System (MIS) HCL takes into consideration every bit of information and have a very strong MIS. In order to have the best knowledge about the market they study the market and to be the best among the competitors they study all the market players thoroughly likewise they collect the information regarding product, price, promotional strategy, etc. of the competitor Market Segmentation Market Segmentation means dividing the market into distinct group of buyers keeping in mind demographics, psychographics and behavioral differences among the buyers. Who might require different products or marketing mixes?

- A market segment consists of a group of people who share similar set of wants. A segment is partly a fiction, in that not everyone wants exactly the same thing. HCL has classified people into the following segments as per their living standards:

⇒ **Lower Middle Class**

⇒ **Middle Class**

⇒ **Upper Middle Class**

⇒ **Higher Class**

- **Pricing Policies**

India a country where the price of a product can define its faith in the market, hence we can say that India is a very price sensitive market. Price refers to the value of products attributes. Expressed in monetary terms price is the value, which a customer pays to adhere or to avail a service or utility or a product At HCL, pricing policy decisions are taken by the top management after following the prices of the components and prices quoted by the competitors. After this a parallel pricing policy is developed in which: Bundles are created and products are marketed accordingly in every region. ⇒ Profit margins are kept into consideration, etc. HCL gives 6 to 8 percent margin to their Channel Partners or Demo Centers, and company gets X% profit in return. HCL's main objective is service rather than profit. No doubt there is profit but pricing policy is just to meet minimum margin to have a competitive edge over the assembled PCs market. HCL believes in "wealth maximization rather than profit maximization".

Sales Promotion

Sales Promotion, a key ingredient in marketing campaigns, consists of diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular product or services by consumers or the trade.

Sales Promotion includes:

⇒ **Consumer Promotion**

⇒ **Trade Promotion**

⇒ **Business Promotion**

Description of Activities

Promotional activities always give some kind of a result, this was the basic learning, which I got in this training and I must say that the promotional activities performed by HCL for their channel partners has given a drastic boom to sales of Home PCs in Noida region.

Different ways in which HCL promote their products are:

- ⇒ Employee Purchase Programme (EPP).
- ⇒ Road Shows.
- ⇒ Mega Events.
- ⇒ Personal Selling or Door-to-Door Selling.
- ⇒ Special Offers.

Employee Purchase Programme (EPP)

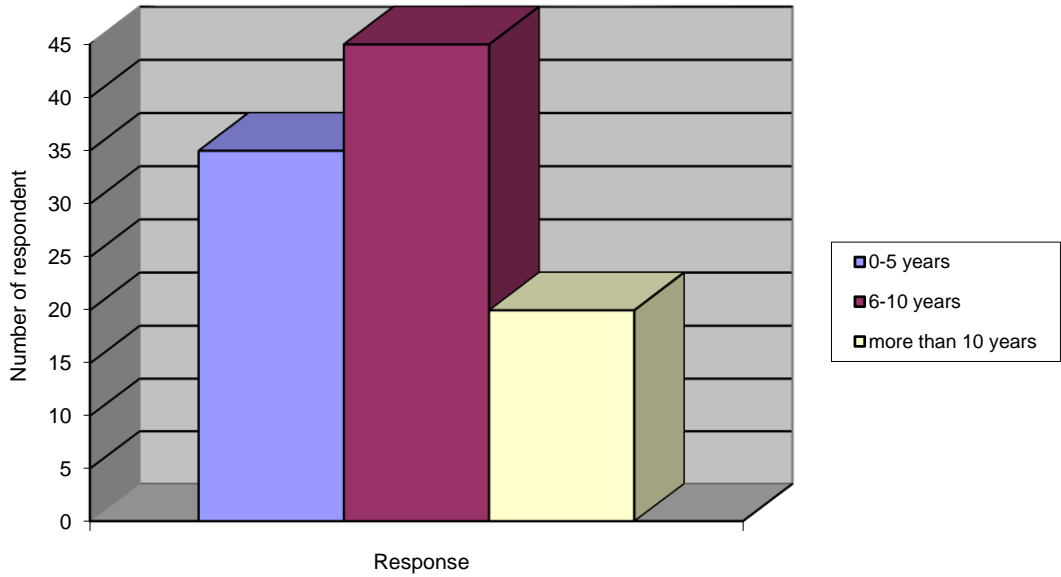
Employee Purchase Programme (EPP) is basically the special scheme or offers designed for the employees of an organization, in order to initiate the purchase of the Home PCs at a discounted price by the employees of that organization. In this special offer which is given to the employees of targeted corporate or organization for a limited time period so that they feel themselves the importance and purchase a computer under the scheme. This is also beneficial for the company to increase the sales. EPP is a very efficient promotional activity to improve the sales graph for the company, but it should follow a systematic approach in conducting an EPP. For e.g.

- ⇒ Select a Corporate or Government Office for this programme.
- ⇒ Make a call to HR Manager or Administration in order to fix an appointment.
- ⇒ Meet the concerned person and give them offer of scheme and convince them, get permission for EPP.
- ⇒ Get the information about the right location and right days for the EPP.
- ⇒ Organize the event in faithful manner for employee.
 - ⇒ Try to get the maximum sales of product during this period and also satisfy them by better services and delivery of product.

DATA ANALYSIS AND INTERPRETATION

1. SINCE HOW LONG YOU ARE ASSOCIATED WITH IT INDUSTRY IN INDIA?

Response	No of Respondent
0-5 years	30
6-10 years	50
More than 10 years	20
Total	100

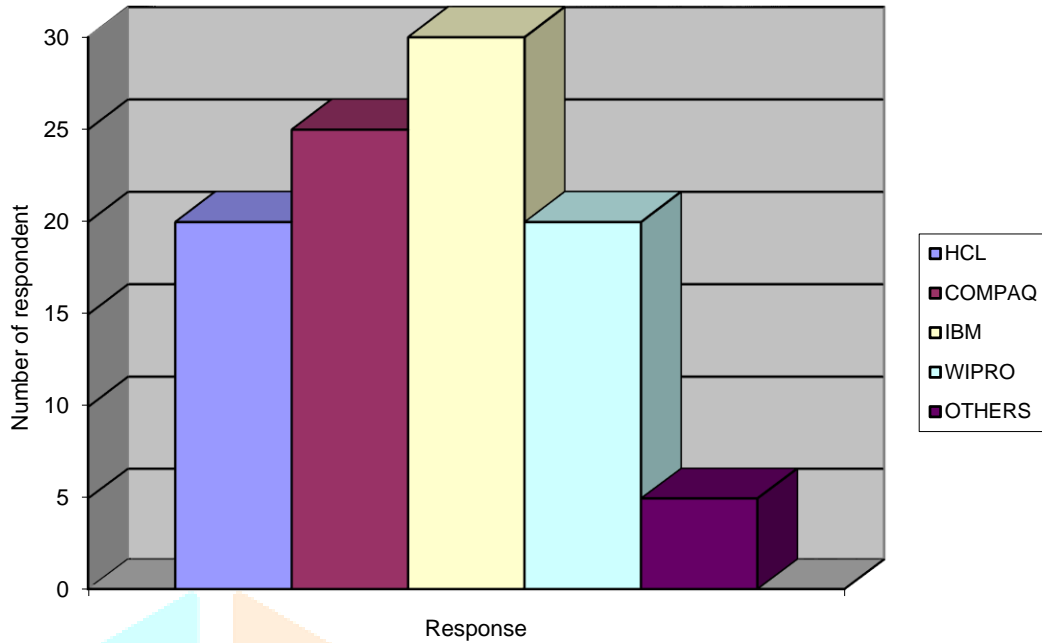


Interpretation

- ⇒ 30%.....have Associated on 0-5 years
- ⇒ 45%.....have Associated on 6-10 year
- ⇒ 20%.....have Associated on above 10.

2. ACCORDING TO YOU WHICH IS THE MOST CONSUMER ORIENTED BRAND?

Response	No. of respondent
HCL	20
COMPAQ	25
IBM	30
WIPRO	20
OTHERS	5
Total	100

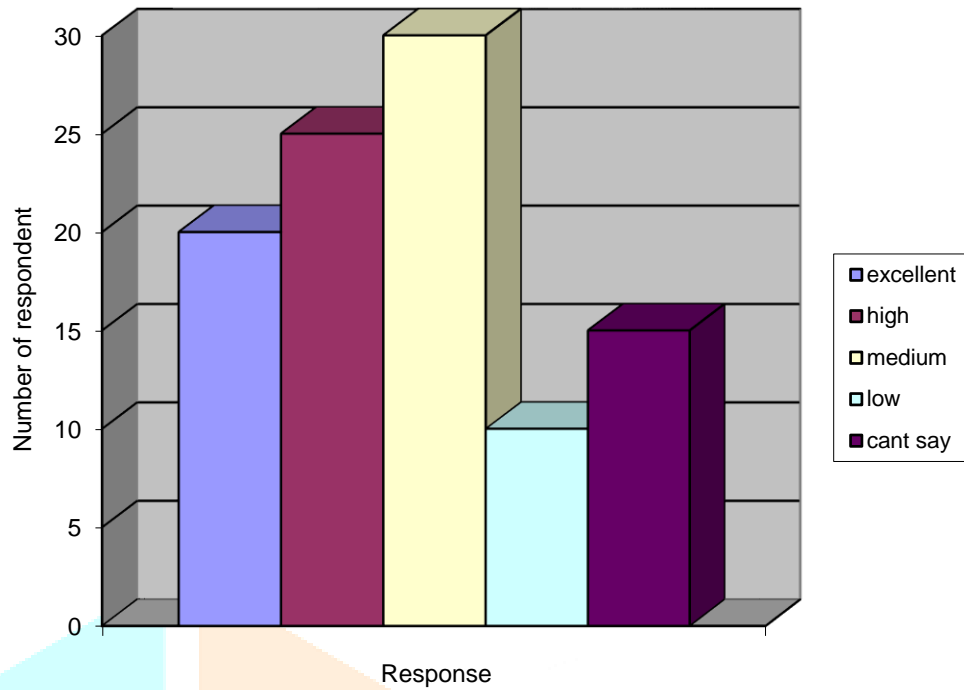


Interpretation

- ⇒ 20%.....have Consumer oriented Brand on HCL
- ⇒ 25%.....have Consumer oriented Brand on COMPAQ
- ⇒ 30%.....have Consumer oriented Brand on IBM
- ⇒ 20%.....have Consumer oriented Brand on WIPRO
- ⇒ 5%.....have Consumer oriented Brand on OTHER..

3. WHAT IS THE MARKET POTENTIAL OF HCL GLOBAL INDIA?

Response	No. of respondent
Excellent	20
High	25
Medium	30
Low	10
Cant say	15
Total	100

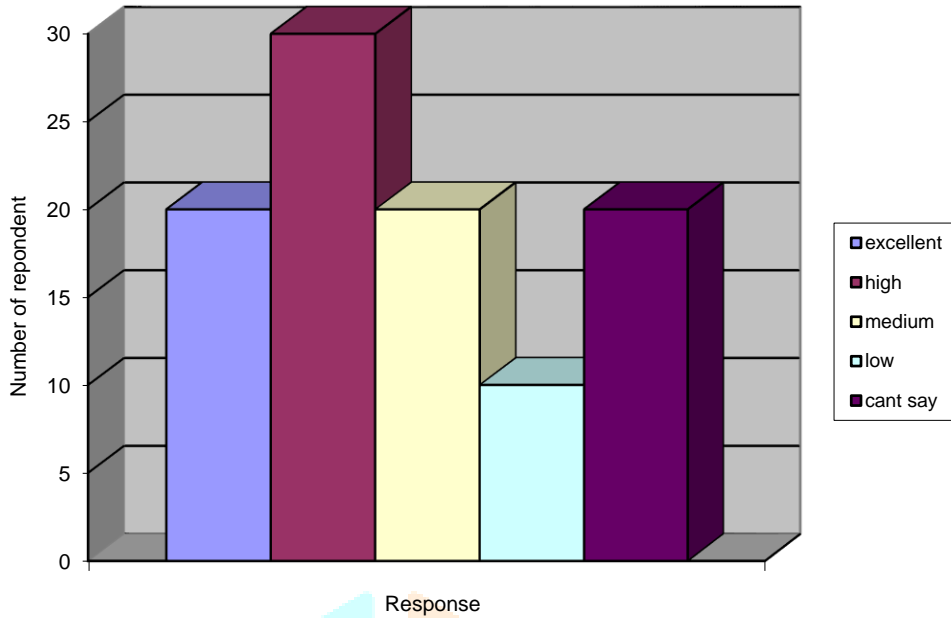


Interpretation

- ⇒ 20%..... have Market Potential of HCL Global of Excellent
- ⇒ 25%.....have Market Potential of HCL Global of High
- ⇒ 30%..... have Market Potential of HCL Global of Medium
- ⇒ 10%..... have Market Potential of HCL Global of Low
- ⇒ 15%.....have Consumer oriented Brand on cant say.

4. HOW WOULD YOU RATE CONSUMER’S PREFERENCE FOR HCL GLOBAL INDIA?

Response	No. of respondent
Excellent	20
High	30
Medium	20
Low	10
Cant say	20
Total	100

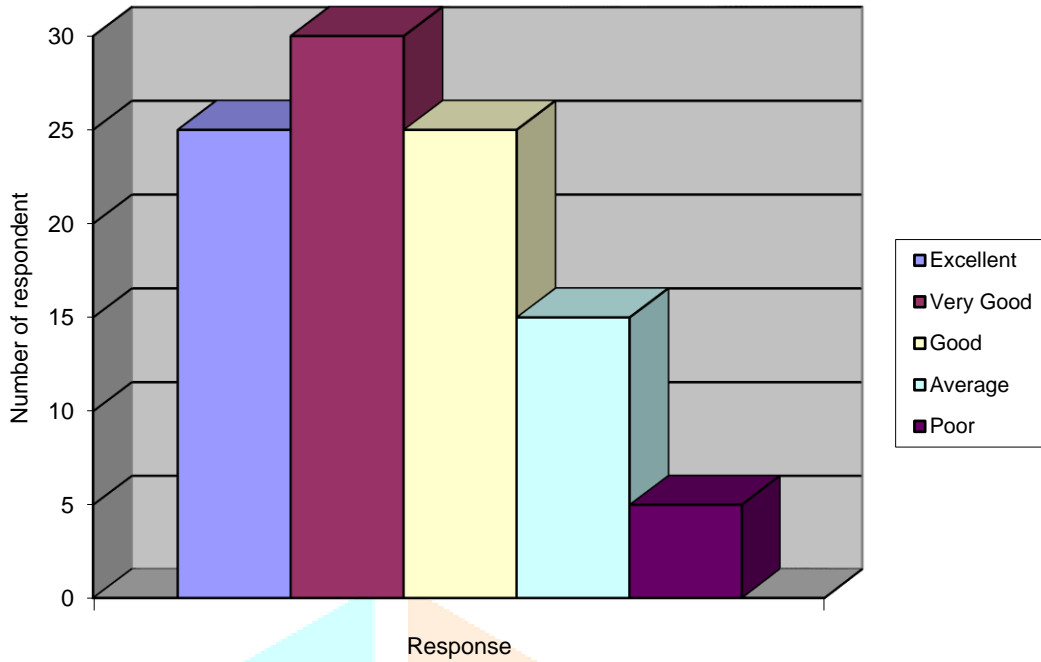


Interpretation

- ⇒ 20%.....have Consumer Preference of HCL Global of Excellent
- ⇒ 30%.....have Market Potential of HCL Global of High
- ⇒ 20%.....have Market Potential of HCL Global of Medium
- ⇒ 10%.....have Market Potential of HCL Global of Low
- ⇒ 20%.....have Consumer oriented Brand on cant say.

5. WHAT IS EFFECT OF PRODUCT AND POSTER DISPLAY?

Response	No. of respondent
Excellent	25
Very Good	30
Good	25
Average	15
Poor	5
Total	100

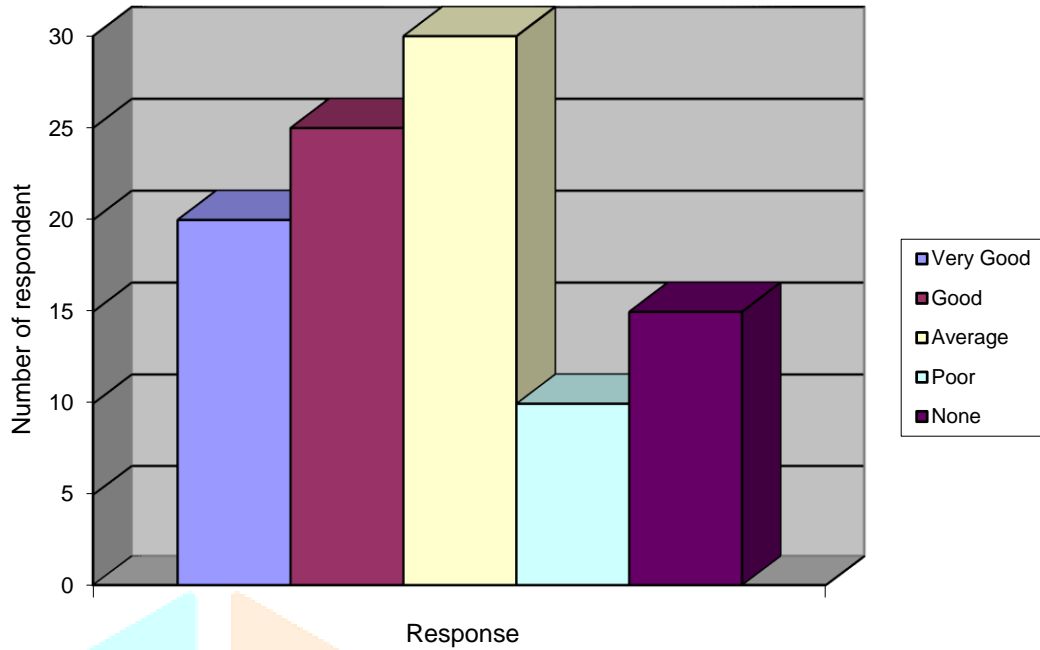


Interpretation

- ⇒ 25%..... have Effect Of Product And Poster Display on Excellent
- ⇒ 30%.....have Effect Of Product And Poster Display on Very Good
- ⇒ 25%..... have Effect Of Product And Poster Display on Good
- ⇒ 15%..... have Effect Of Product And Poster Display on Average
- 05%.....have Effect Of Product And Poster Display on Poor

6. HOW WOULD YOU RATE THE EFFECT OF CATALOGUE?

Response	No. of respondent
Very Good	20
Good	25
Average	30
Poor	10
None	15
Total	100

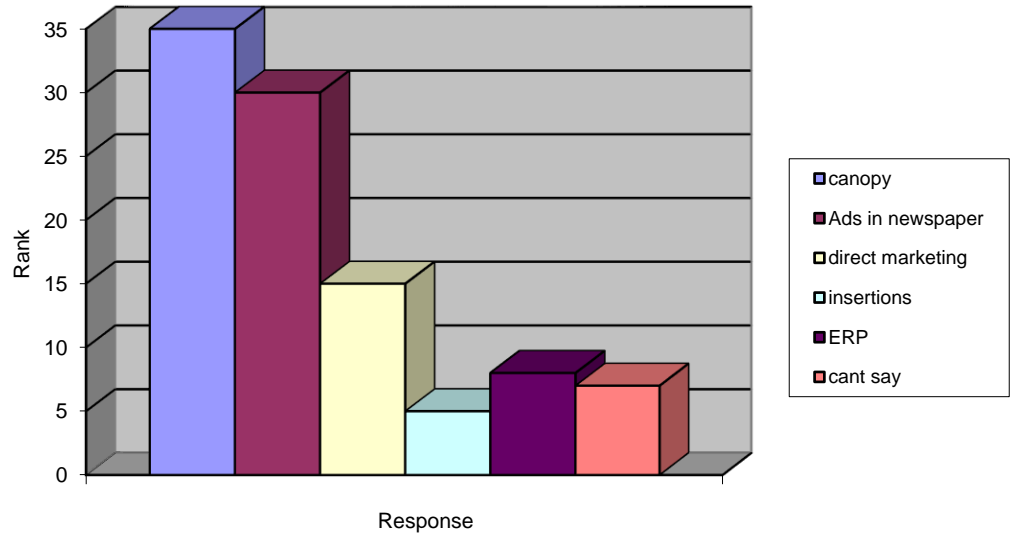


Interpretation

- ⇒ 20%.....have Effect Of Catalogue on Very Good
- ⇒ 25%.....have Effect Of Catalogue on Good
- ⇒ 30%.....have Effect Of Catalogue on Average
- ⇒ 10%.....have Effect Of Catalogue on Poor
- ⇒ 15%.....have Effect Of Catalogue on None

7. PLEASE RANK PROMOTIONAL ACTIVITIES ON THE SCALE OF EFFECTIVENESS (RANK 1-6)

Response	RANK
Canopy	1
Ads in newspaper	2
ERP	4
Direct marketing	3
Insertions	6
Cant say	5

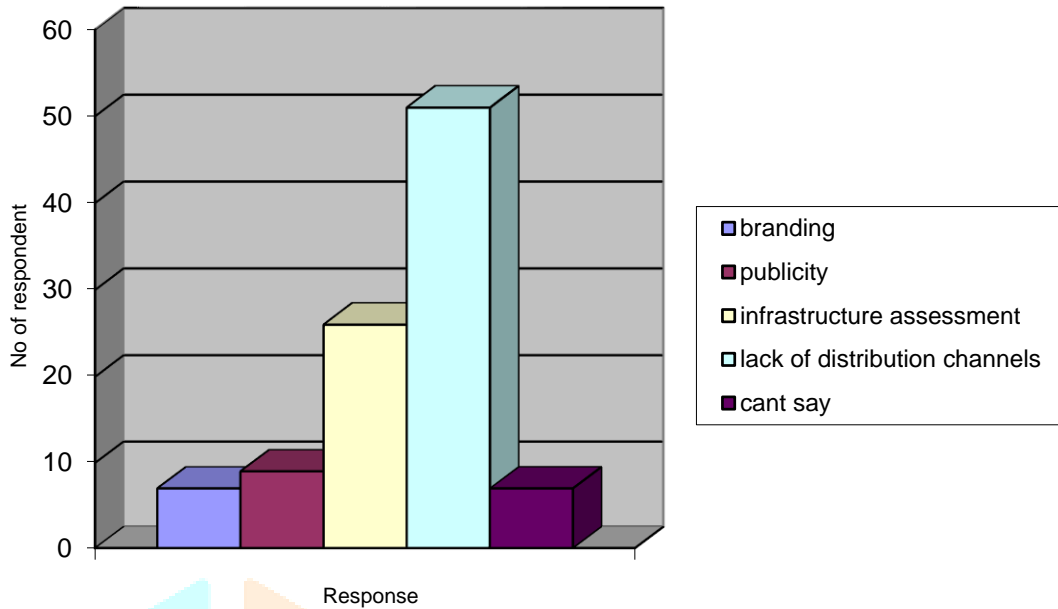


Interpretation

- ⇒ 35%.....have Rank Promotional Activities on Canopy
- ⇒ 30%.....have Rank Promotional Activities on Ads newspaper
- ⇒ 8%.....have Rank Promotional Activities on ERP
- ⇒ 15%.....have Rank Promotional Activities on Direct Marketing
- ⇒ 5%.....have Rank Promotional Activities on insertions
- ⇒ 7%.....have Rank Promotional Activities on Can't say

8. MAJOR WEAKNESS OF HCL INDIA'S MARKETING STRATEGY.

Response	No of respondent
Branding	7
Publicity	9
Infrastructure assessment	26
Lack of distribution channels	51
Can't say	7
Total	100



Interpretation

- ⇒ Branding ----- 07%
- ⇒ Publicity ----- 09%
- ⇒ Infrastructure assessment and Development --- 26%
- ⇒ Lack of effective distribution channels.....51%
- ⇒ Do not know / Can not say ----- 07%

RESULTS AND FINDINGS

Despite of the portraying piece of the pie of HCL since last year HCL actually appreciate a decent market position. HCL is the second biggest PC shipment seller in the Market.

- HCL is more well known in the medium estimated associations, be it foundations or Corporate.
- The establishments center around factors like cost and quality while buying an IT item. The corporate spotlight on the brand and quality component while buying IT item.
- The corporate houses make buying of IT item more oftentimes as copared to the organizations.
- The corporate and the organizations source and free purchasing conduct regardless of brand. It implies brand picked by one organization or corporate not quite the same as different foundations or corporate.

- HCL has a good brand image in the field of home PCs. But HCL is not popular in business segment where Laptops and PCs are required. Company should also promote these products and utilize its brand image
- HCL is also not advertising much for its products frequently in print media and in television channel etc. advertising should be made frequent to let the people remember the name of HCL.
- The catalogue is very effective tool for selling. It is beneficial for the customer as well as company. It increases awareness about the company products, product depth etc. Overall effect of catalogue according to different channel partners is good. Hence, demand of different HCL products can be increased if catalogue is used in proper way
- Canopy is the most effective and efficient activity, AD in News Paper and Insertions are other effective Activities. I also found an excellent medium to reach to the target customers and with this approach the company can reach to the more people and educate them about the project

• CONCLUSIONS

HCL Info systems has been the leading light among IT players in India. It has steadily improved its market share quarter by quarter. Its revenue from the computer systems segment in the last third quarter of 2009-2010 was Rs 337.2 crores as against Rs 267.0 crores in the corresponding quarter of the previous year, a growth of 26 per cent. HCL Infosystems has been able to bag large System Integration and hardware orders from Vidyavahini, Canara Bank, SBI, AP Transco, NIC and DACNET. Implemented a prestigious order for the Government of Mizoram. It also displaced HP from the number one slot in the commercial PC market during the July-Sept quarter last year registering a market share of 8 per cent as per IDC report of November 02. Business strategies adopted by the company to tap newer market segments showed encouraging results. Its initiatives helped make inroads into B and C class towns, with focus on faster product delivery and facilitating affordability through the consumer finance route in more than 100 towns. By virtue of the immense diversity of markets and customers that it addresses, HCL Infosystems' products offerings include everything from high end enterprise level servers for mission critical applications to multimedia home computers. HCL Infosystems Ltd. has implemented several Turnkey Systems and Networking Integration projects across the country and across all the vertical business segments in partnership with HP, Sun Microsystems, EMC, Unisys, Microsoft, Oracle, Cisco, 3COM & Intel. HCL Technologies in particular to be sought as the 'Outsourcing' destination of choice. HCL Technologies has and the services it has to offer in the Quality Assurance domain. With the depth of technical knowledge and a host of erudite technicians in its rank, it is quite natural that HCL Technologies today has many Fortune 500 companies in its coveted list of clients.

Since the financial reforms of 1991, there have been significant favorable changes in India's service sector which was earlier lying as dormant. This thesis has assessed the impact of the reforms by examining in the context of

a few objectives as stated earlier. Like custom software, other software services also face limits to off-shoring. Some limits are physical, such as the need for proximity to provide hardware installation and support services. Other limits may also exist, especially if tacit (un-codified) knowledge is to be exchanged.

QUESTIONNAIRE

This survey is being carried out to gather information about the marketing strategies of HCL infosystem's IT services. The information is being used by management students for academic purpose only

1. Since how long you are associated with IT industry In India?

- 0-5 Years 6-10 Years More than 10 Years

2. According to you which is the most consumer-oriented brand?

- HCL Compaq Ibm
 Wipro Others

3. What is the market potential of HCL Global India?

- Excellent High Medium
 Low Can't Say

4. How would you rate consumer's preference for HCL Global India?

- Excellent High Medium
 Low Can't Say

5. What is effect of Product and Poster Display?

- Excellent Very Good Good
 Average Poor None

6. How would you rate the effect of Catalogue?

- Very Good Good Average
 Poor None

7. Please rank promotional activities on the scale of effectiveness (Rank 1-6)

- Canopy Ads in Newspapers
 Direct Marketing Insertions
 EPP Can't Say

8. Major Weakness of HCLIndia’s Marketing strategy.

- ⇒ Branding ----- 07 per cent
- ⇒ Publicity ----- 09 percent
- ⇒ Infrastructure assessment
- ⇒ and Development ---- -----26 percent
- ⇒ Lack of effective distribution channels—51 per cent
- ⇒ Do not know / Cannot say ----- 07 per cent

