RENAITREE SOFTWARE SOLUTIONS

Executive summary

A snap shot of Renaitree

Renaitree is one of the leading flagships in the Bangalore IT industry. By providing the internet services under flagship of VSNL and STPI. It also provides consultancy services for it has benchmarked the long way to its customer's services and their satisfaction.

Statement of the problem

Now ISP market and consultancy services in Bangalore are highly competitive and technology driven and thus identifying new customer's base and new markets has become an uphill task for the company.

Scope of study

The study covers the patterns of internet usage and identifying the extent to which various internet services providers penetrated in to market. The study also covers the identification of markets for consultancy services in Bangalore and patterns by which high quality services can be offered.

Objectives of the study

1. Determine the market potential of Renaitree with reference to corporate internet usage.
2. To analyze the different internet services providers and their market potential.
3. To analyze the different consultancy services providers and their market potential.

Research methodology

Sample size: 95

Sample type: convenience sampling

Target audience: IT corporate in Bangalore.

Primary data: collected through questionnaire.

Secondary data: websites, magazines, journals, text book, etc

Limitations

1. Analysis of the questionnaire is based on assumption that respondents divulged the information.
2. Sample size of 70 organizations is support services.

Findings

1. The number of internet users and the brand width being used in a particular company are directly related to each other. It means, if company has more number of users, it would go for higher brand width and vise versa.
2. But, awareness for wireless broad width connectivity is also on a rise and this stand as a huge potential.
3. VSNL is the market leader in dial up and premium segment.

Suggestion

1. The frequency of disconnectivity must be minimized and lowest possible extent as there is a huge amount of data misplacement involved in it.
2. Events like seminars, conferences should be organized at regular intervals to increase the awareness level of the customers.
3. State of art technologies must be incorporated in order to serve the customers in a sophisticated manner

INTRODUCTION

MARKETING CONCEPT

WHAT IS MARKETING?

Marketing deals with identifying and meeting humans and social needs .one of the shortest definition of marketing is **“meeting needs profitability”**. Good marketing is no accident, but a result of careful planning and execution. Marketing practice are continually being refined and reformed in virtually all industries to increase the changes of success. But marketing excellence is rare and difficult to achieve. ***Marketing is both an “art” and a “science”*** – there is constant tension between the formulated side of marketing and the creative side. It is easier to learn the formulated side, which will occupy most of our attention in this concept; but we will also describe how real creativity and passion operate in many companies.

THE IMPORTANT OF MARKETING

Financial success often depends on marketing ability .Finance, operations, and other business functions will not really matter if there is not sufficient demand for products and services so the company can make profit. There must be a top line for there to be a top line companies have for their to be a bottom line. many companies have now created a Chief Marketing Officer , or CMO ,position to put marketing on a more equal footing with other C-level executives such as the Chief Executive Officer (CEO) and Chief Financial Officer (CFO) . Press releases from organizations of al kinds- from consumer good makers to health care insurers and from non profit organizations to industrial product manufacturers – trumpet their latest marketing achievements and can be found on their web sites. In the business press, countless articles are devoted to marketing strategies and tactics.

Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that could be called marketing .Good marketing has become an increasingly vital ingredient for business success. And marketing profoundly affects our day- to day lives. It is embedded in everything we do – from the clothes we wear, to the websites we click on, to the ads we see. Marketing is tricky, however, and it has been the Achilles' heel of many formerly prosperous companies. Large, well –known business such as sears, Levis general motors, Kodak, and ISP have confronted newly empowered customers and new competitors, and have had to think their business models. Even market leaders such as Microsoft, Wal-mart, Intel, and Nike recognize that they cannot afford to relax. Jack Welch, GE's brilliant former CEO, repeatedly warned his company: ***"change or die".***

WHAT IS MARKETED?

Marketing people are involved in the marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information and ideas.

SERVICES, **As** economies advance a growing proportion of their activities is focused on the production of services .The U.S. economy today consists of 70-30 services to goods mix. Services includes the work of airlines, hotels, car rental firms, barbers and beauticians as well as professionals working within or for companies ,such as accountants, bankers, lawyers, engineers, doctors, software programmers , and management consultants. Many market offerings consist of a variable mix of goods and services .At a fast food restaurant, for example, the customer consumes both a product and a service.

GOODS, Physical goods constitute the bulk of most countries' production and marketing effort. Each years , U.S companies alone market billion of fresh ,canned , bagged , and frozen food products and millions of cars , refrigerators, television sets , machines market , and various other part mainstays of a modern economy . Not only do companies market their goods, Events but thanks in part to the internet, even individuals can effectively market goods.

EVENTS, marketers promote time based events, such as major trade shows, artistic performances and company anniversaries. Global sporting events such as the Olympics of world cup are promoted aggressively to both companies and fans. There is a whole profession of meeting planners who work out the details of an event and make sure it comes off perfectly.

EXPERIENCES, By orchestrating several services and goods, a firm can create, stage, and market experiences. Walt Disney World's Kingdom represents experiences. There is also a market for customized experiences, such as spending a week at a baseball camp playing with some retired baseball greats, playing.

PLACE, Cities , stages , religion , and whole nation complete actively to attract tourists , factories , company headquarters, and new residents , places marketers includes economic development specialists, real estate agents , commercial banks , local business association .

PROPERTIES, properties are intangible rights of ownership of either real property (real estate) or financial property (stocks and bonds). Properties are bought ad sold, and this requires marketing.

INFORMATION, information can be produced and marketed as a product. This is essentially what school and universities produce and distribute at a price to parents, students, and communities. The production, packaging, and distribution of information is one of our societies major industries.

PERSONS, Celebrity market is a major business .Today; every major film star has an agent a personal manager. Artists, musicians, CEOs, physicians, high profile lawyers and financers and other professionals are also getting help from celebrity marketers.

ORGANISATIONS, Organizations actively work to build a strong, favorable, and unique image in the minds of their target publics. Companies spend money on corporate identity ads.

IDEAS, Every market offering includes a basic idea .Charles Revson of Revlon observed:” In the Factory, we make cosmetics; in the store we sell hope.” Products and services are platforms for delivering some idea or benefit. Social marketers are busy promoting such ideas as “Friends Don’t Let Friends Drive Drunk” .

McKinseys 7’s Framework

Mckinsey 7's model in a nut shell

Most of us grew up learning about 'the 4ps' of the marketing mix: product, price, place, promotion. And this model still works when the focus is on product marketing. However developed economies have moved on, with an ever Increase focus on services business, and therefore services, marketing. To better represent the challenges of services marketing McKINSEY developed a new framework for analyzing and improving organizational effectiveness, the 7S model..

The 7-S model is better known as McKINSEY 7-S. this is because the two persons who developed this model, tom peters and Robert Waterman, have been consultants at McKINSEY &co at that time . The published their 7-s model in their article "structure is not organization" (1981) and "In search of excellence" (1982).

It's all very devising a strategy, but we have to able to implement it if it's to do well. The seven-s frame work first appeared in "The art of Japanese management" by Richard Pascale and Anthony Athos IN 1981. They had been looking at how Japanese industry had been so successful, at around the same time that Tom peter and Robert Water man were exploring what made a company excellent. The seven-s model was born at a meeting of four authors in 1978. It went on to appear in "In search of excellence" by Peter and Waterman, and was taken up as a basic tool by the global management consultancy McKINSEY: It's something know as the McKINSEY7s model.

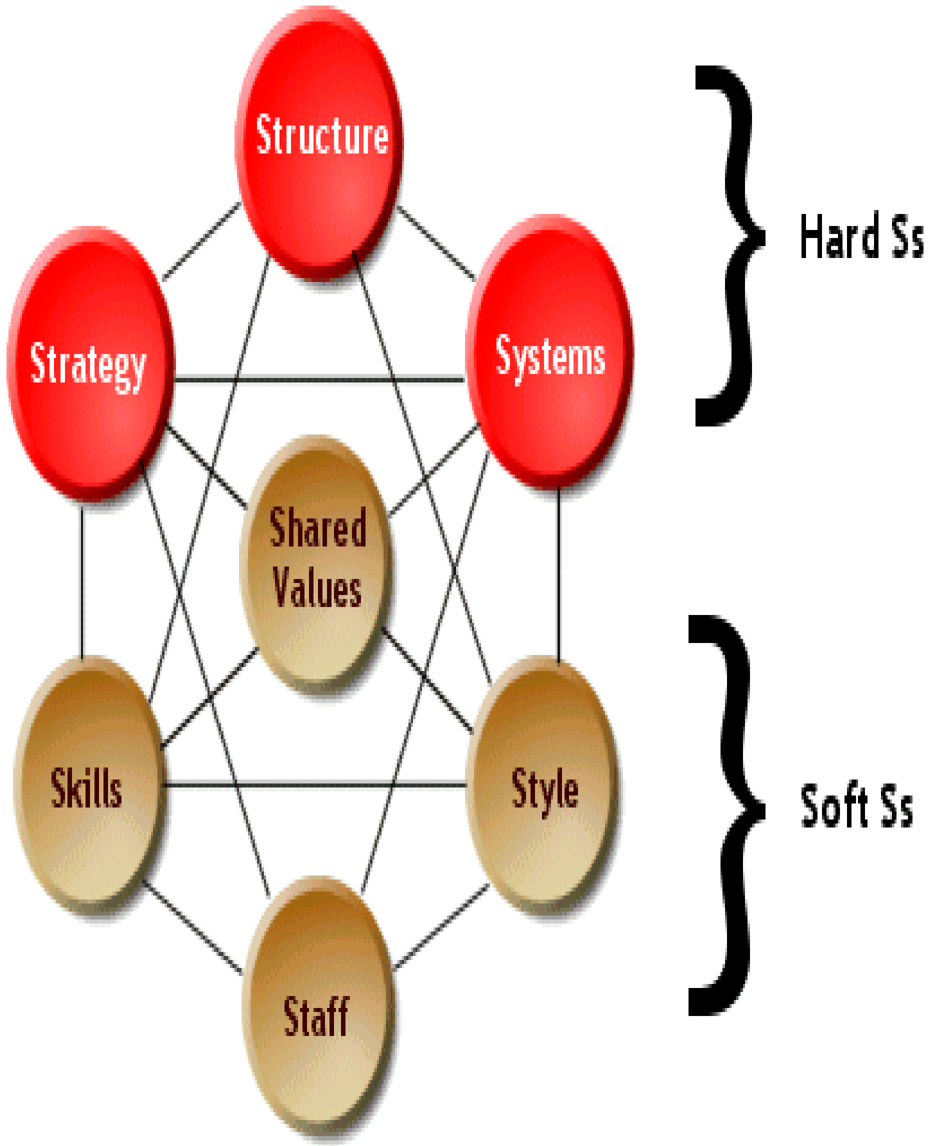
Managers, they said need to take accounts of all seven of the factors to be sure of successful implementation of strategy – large or small. They are all interdependent, so if we fail to pay proper attention to one of them, it can bring the others crashing down around us. The relative important of each factor will vary over time, and we can't always tell how that's changing.

Like a lot of these models, there's a good dose of common sense in here, but the 7s framework is useful way of checking that we have covered all the bases.

There is a lot to the 7s framework of course, especially how we apply it in practice. It may appear as an outmoded concept in today's environment of "constant change and learning" but the basic principle that we have got to watch a lot of factors all the time as we implement any strategy still applies. Just don't let the apparent rigidity of the frame work make us heavy on our feet.

In change processes, many organizations focus their efforts on the hard S's, strategy, structure and systems. They care less for the soft S's, skills staff, style and shared values. Peter and waterman in "In search of excellence" commented however, that most successful companies work hard at these soft S's. The soft factors can make or break a successful change process, since new structure and strategies are difficult to build upon inappropriate cultures and values. These problems often come up in the dissatisfying results of spectacular mega –mergers. The lack of success and synergies in such mergers is often based in a clash of completely different cultures, values, and styles, which makes it difficult to establish effective common systems and structures.

Mckinsey 7's model in a nut shell



INTRODUCTION TO THE ISP

THE INDIAN IT INDUSTRY

The Indian IT industry is most booming industry in India with total revenues set to cross 87 bn dollars in 2008. The rate at which it is growing is drastic for industry standards. Among this the soft ware industry standards. Among this the software industry takes up the chunks but hardware and networking is not far behind .As far as the ISP industry is concerned as of now it has got a subscriber base of 2.8million subscribers. And the industry grew by 113%.

The total band width is 1090 with VSNL (900mbps) and others at (140 mbps).

Time line

1980s	1990s	2000 onwards
personal computing	.internet	Convergence
.transaction processing	E-commerce	Biotechnology
	Telecommunication	M-commerce
	Knowledge based systems	Enabled services

Projections:

Year 2008	Total Production	Export
Software sector	$87.bn	$50.0bn
Hardware sector	$40.0	$10.0bn

INDUSTRY PROFILE

The ISP scenario in India

The Indian market

Why the Indian markets are attractive?

Large market, largely untapped- the sheer number in India makes the retail access market very attractive in terms of potential. Right now the PC penetration (and the number of PC's connect to the internet) is abysmally low. As the access costs and the cost of PC's fall, the market for internet access, in terms of number of subscriber, should explode.

Growth of the corporate access market is also expected with large domestic computerization measures in the government sector. Already initiatives are underway on the part of the government to start a comprehensive move towards electronic governance. The corporate access market will also grow as the economy gathers momentum and companies realize the benefits of using the internet.

has kept the internet penetration down to only the major towns and cities. With the setting up of a national telecom backbone, it is expected that internet will reach more areas of the country. Higher band width availability is also ***Lack of a proper telecom infrastructure*** expected to spur the usage of internet in terms of both number o subscribers as well as the usage time by a particular user.

The development of alternative means of access is also expected to give internet usage a boost. The most obvious way is using the TV cables network, given the enormous TV penetration in India. Currently, 30mn Indian households have a TV. If this segment of the population can be tapped, internet usage can explode. Currently, set-top boxes, which connect users to the internet through the TV, are quite costly. However ,with increasing penetration the cost of these boxes should fall and help increase ISP demand.

Market potential for ISP's in India

While global vendor suppliers see large potential……

Global software and hardware vendors see an enormous potential in Indian ISP market. Microsoft, Compaq, Intel Cisco, and Loral Orion have announced an informal tie-up to target the Indian ISP market. The five are positioning themselves as a single-point source for equipment purchase and implementation of ISP's system.

While Microsoft is offering its Microsoft Commercial Internet System (MCIS) 2.0, Compaq is trying to sell its Internet computer servers. Intel wants its products to be preferred platform; Cisco is to provide the networking solutions and Loral Orion the international gateway for connectivity to internet backbones. Even though the grouping of these companies does not include a formal marketing arrangement, their coming together could develop into commercial relationship. Some of the companies already have marketing tie-ups with one another.

Critics are pessimistic Critics; however, refuse to see any reason for optimism in the current scenario for ISP's in India. Their main concern is with regard to the low PC penetrations in the country and the high dial-up charges. The feeling is that such conditions will not allow much growth in the market and a large number of players will be left fighting tooth and nail for a share in this small pie. In such a scenario, it will be difficult for most players to make money. They critics point out that even though around 225 licenses have been issued; only around 35 of these have initiated efforts to start their services. Though around 34 category licenses have been issued, only 5-6 of these licenses has started their services.

Charteristics of the Indian ISP markets

The intensity of competition the Indian market is very high given the fact that the internet penetration level is still quite low. All the ISP's are fighting for a share I the pie, the size of which does not allow all the players to enjoy economies scales.

Like most other internet business, ***first mover advantage*** is quite critical. This is all the more so because they are not very well differentiated and access is the main services being offered. Once an ISP can hook onto a particular, it is unlikely that the viewer will change onto another ISP provided the quality of services is satisfactory.

Slow internet adoption-Even in the face of decreasing pc prices and decreasing access costs , the internet growth in India has been anything but explosive ,even though the base was so low. The primary reason for this is the low purchasing power in to country.

So new players entering the market have to be realistic about the size of the rate at which the market grows. They have to have a long-term horizon to look for payback on their investments in the ISP business.

Poor telecom infrastructure-Is a grim reality in India. This is a big bottleneck for all kinds of internet –related services. Even through the government is trying out various steps to smoothen out the difficulties; any ISP would definitely have to content with situation. It would be impossible for most of the private ISP’s to set up his or her own networking backbone. So unless the government takes the initiative to ensure that there is a national telecom backbone, which is hired out to the ISP‘s at competitive rates, it will be a difficult market for most of the ISP’s.

High bandwidth cost - currently, bandwidth is being leased from VSNL as it is the only agency having own international gate ways. leasing costs are high due to VSNL‘s monopoly situation as well as the fact that due to low usage VSNL is unable to contract very attractive rates for hiring international circuit lines . It is expected that as VSNL goes in for hiring higher bandwidth (with increased internet usage in India), VSNL will get this at better rates.

In India, ***the ISP markets still refer to the access market.*** As the market matures and access providing becomes a commodity business, the ISP’s will have to leverage on value-added services to remain competitive. In such a scenario, access subscription costs will form only a small portion of the total revenues of the ISP. The other services would be in the areas like web hosting, net solution, virtual private networks and e-commerce backbone. ISP’s are also trying to have their own portals wherein they can garner revenues from advertising. Right now, the Players are competing based on prices, however, it is a game of not just lowering prices but trying to arrive at various kinds of prices packages.

STRUCTURE OF INDIAN ISP MARKETS

The three broad sections include

Section A: Dial Up, ISDN

Section B: Cable, DSL

Section C: LL, Fixed Wireless

Competitors differ in different Sections:

Major player includes :

- Sift
- VSNL
- STPI
- Disnet
- Hathway
- Primus
- Touchtel
- Zee Next
- Mantra Online
- Bharti

Growth drivers for ISP Market

- The increase in the number of people accessing the web
- The increase in per person use of the Web

Growth drivers in the retail market

- Development of newer application swill drive demand from usage
- Fall in PC prices \ fall in access costs – fall in PC prices should help PC penetration and improve Internet usage. As ISP access charges fall with increasing completion and as they increasingly cross subsidies access charges with e-commerce and advertisement revenues, the Internet penetration with increase.
- Improvement in access: as speeds of connection and speeds of data transfer improve, the consumer usage is expected to improve.

Growth Drivers for the Corporate Segment

- Cost benefits – internet access enables savings on both time and cost aspects due to improved communication and information gathering. The improvement in productivity makes up for the costs associated with access.
- A presence on the web is now an important requirement to ensure adequate publicity for any corporate to reach out to customers, investors.
  Additionally, businesses gain the ability to increase sales through e-commerce
- Transactions and decrease dependence untraditional distribution channels (see)
- Increased sales

Barriers to enter Indian ISP market:

Markets are easy to enter if:

- ✓ Common technology

- ✓ Brand Power
- ✓ Access to distribution channels
- ✓ Low scale threshold

Markets are hard to enter if:

- ✓ Patented or proprietary know-how
- ✓ Difficulty in brand switching
- ✓ Restricted distribution channels
- ✓ High scale threshold

Markets are easy to exit if:

- ✓ Saleable / transferable assets
- ✓ Low exit costs
- ✓ Independent business

Markets are hard to exit if:

- ✓ Specialized assets
- ✓ High exit costs
- ✓ Interrelated businesses

Research Design

Statement of the problem

The present corporate world has become very competitive and cost sensitive and cost sensitive due to the fact that large number of vendors are rushing in to a particular industry and making the industry overcrowded with large no of players with state of technology and infrastructure . Under this competitive pressure every company must analyze and evaluate its situation every now and then to make its stand stronger and stronger.

Objectives of the Study

This analytical study mainly aims at determining the market potential of Renaitree in Bangalore. As the study is comprehensive in nature and takes all the major players in consideration, there are some secondary objectives associated with it.

Primary objective

- Determining the market potential of Reniatree with reference to corporate internet usage.

Secondary objectives

- To understand the mode of communication in the organization .(internet ,v-sat, telephone ,private network etc)
- To analyze the different internet services provider and their market position.
- To understand the organization's view towards different internet services available.

Scope of the study

As the companies are increasing its size in term of number of branches, communication has become a strategic issue for company. Internet as revolutionized means of communication and as becomes cheaper source of communication. Technological changes in internet technologies brought drastic change in internet accessing cost and speed.

This study covers the pattern of internet usage and identifying the extent to which various internet services providers penetrated in to the market the study uncovers the extent of brand awareness is latest internet technologies such as broadband etc. The study is confined to the organization's using internet within the bang lore city.

Operational definitions of concepts

Internet

The internet is a worldwide computer that is composed of millions of computers that all have the availability to talk to each other. Internet is one of the strongest tools of communication in the world;

Through internet any person can access any sort of information at his fingertips. Inter connectivity of the different location and field within organization so that firm will solve their purpose it is one of the important and most of the people use for the communication.

Extranet

The firm are connected with different location within the organization as well outside the organization to solve there purpose it is also helping the organizations to communicate and improve there business.

VPN

Staying competitive in today’s business world requires the flow of sensitive corporate information beyond your organization’s local area network. Long distance communication between corporate office and business partners have become an essential part of modern business practice. Supporting telecommuters, remote employees, branch offices and trading partners necessitates the sharing of sensitive data around the globe. Initially, dedicated point –to point connections between networks were employed for fully private inter-enterprise commerce and long distance transactions. However, their exorbitant cost prevented their widespread use. Deploying a virtual private network enables you to share encrypted data across the planet. This technology lets organizations extent its network services over the internet to branch offices and remote users creating a private wide area network over the internet. Net 4 India provides solution s that not only provides adequate encryption and authentication, but also

Performs logging and auditing functions. Net 4 India incorporates the solution firmly with your present system.

Dial up connectivity

It is one of the technology in which the connectivity of the network is attached to the local telephone lines through modem. In this the dialed code number will goes to main web server on that it will goes to main ISP's provider on that it will be make use for internet user.

Using Dial–up access to gate way internet access services (GIAS) host ,the primary level of access for internet users is using a dial-up access to GIAS computer setup by VSNL at each of the node by connecting to the host computer the users would able to use all internet services . In this mode, the users would be using simple terminal emulation from their PC's and will not require any special software on their machine.

ISDN

Integrated services digital network is a set of standard for high speed transmissions of simultaneous voice, data, and video information over fewer channels then would otherwise be needed through the use of out of band signals.

Fire walls

A security measure used to protect computers on a local network from outside access. This achieved by making a signal gateway between the network and outside the world through which all the pockets have to travel .This gateway is then configured allow only certain types of accesses.

Band width

A measure of the telecommunication of a capacity of data transmission rate circuit or channel.

Broad band

A high capacity communication circuit /path it usually implies a speed greater then 1.54 Mbps.

Market potential an overview

Potential

The maximum sales reasonably attainable under given set of conditions with in a specified period of time (that is what or might or could achieve)

There are five major uses of potential estimates

- To make entry /exit decisions.
- To make resource level decisions.
- To make location and other resource allocated decision.

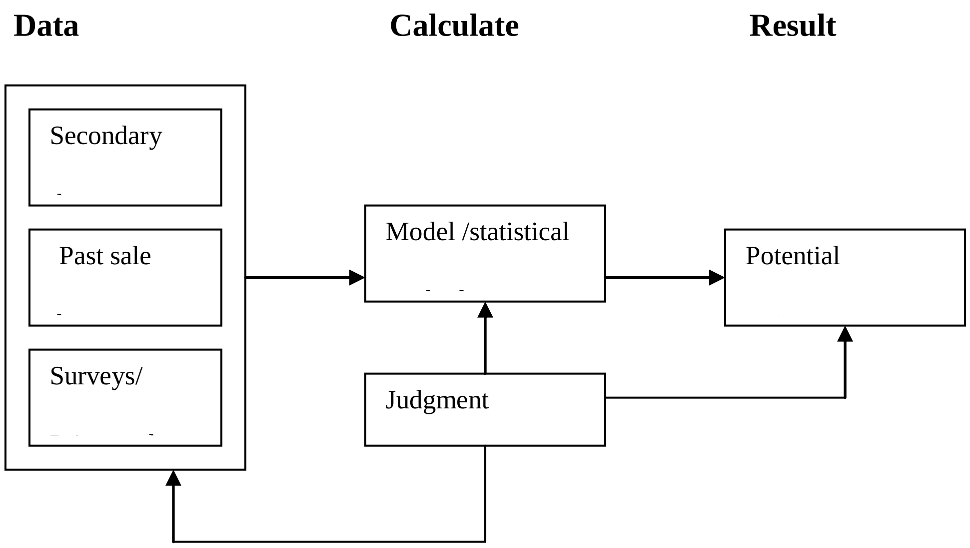
- ❋ To set objectives and evaluate performances.
- ❋ As an input to forecast.

Information sources

Market potential may be estimated in a variety of ways .while the involved depends on the particular industry and product under consideration ,this section suggests some general approaches to accessing potential .past sales data are useful, an for a stable market provides the necessary information for both a potential estimates and a sales forecast . In new market ever, such data may be unavailable, inaccurate or unduly influenced by isolated events. Even when such data are available other data should not be ignore

The below figure summarizes generally process for deriving potential estimate, (which is also useful for forecast development).

The exact data collected and calculations used depend on the situation. Some of the source useful for potential estimate (and forecasts) is already familiar to readers.



- **Government**
- **Trade associations**
- **Private companies**
- **Financial and industry analysis**
- **Popular press**
- **The internet**

SAMPLE DESIGN

As the study is more comprehensive in nature and seeks to cover almost all the aspects of internet industry, I indulge myself in a Pre-project survey in which I sought various information related to internet connectivity. It was a couple of weeks survey which produced the under mentioned outputs.

- There are several internet services vendors existing in Bangalore which target different market segments.
- The entire corporate internet market can be classified according to the type of connectivity each company uses.
- Premium segment
- Medium segment
- Lower segment

So, the entire survey work was based upon these three segmentations. The formulation of questionnaire was based upon these segmentations.

Limitation of the study

- Analysis of the questionnaire is based on assumption that respondents divulged the correct information
- The system administrations were skeptical to give business information that was regarded confidential.
- The lengthy questionnaire sometimes strained the respondents that might have caused disinterest in answering question at the end.
- The study is limited to a geographical span of Bangalore only.
- Sample size of 100 organizations is too small to project the business of IT support services.
- Respondent's bids may be present due to lot of question of open -ended question present in the questionnaire.

Methodology of data collection

Sources of data

Primary data

Primary data was collected through

- Questionnaire
- Interview with the respondents (system admin)

Secondary data

- Web sites.
- Magazine.
- IT journals.
- Text book.

Tools and techniques of data collection

Techniques

Questionnaire: This consists of set of question presented respondents for their answers

Form/type of the instrument

Closed ended questions:

Closed ended question specify all the possible answer, respondents make a choice among them, and has been used.

Open ended questions:

Allows respondents in their own words, has been used.

Present method

$$\% \text{ of respondents} = \frac{\text{No of respondents indicating an option}}{\text{Sample size}}$$

CHAPTER SCHEME:

CHAPTER 1:

Introduction

This chapter discusses the subject background and also gives an introduction to the internet services providers in India. It also discuss about the Mckinsey 7's model.

CHAPTER 2:

Research Design

It contains the design of study including statement of problem, scope and objectives of the study, Operational definitions of concepts methodology of study, sources of data and overview of chapter scheme.

CHAPTER 3:

Profile of "RENAITREE SOFTWARE SOLUTION"

CHAPTER 4:

Analysis and interpretation of data. The data collected through the interaction with the different companies and through the questionnaire. And the data were complied, tabulated, compared, and analyzed in order to draw inferences.

CHAPETR 5 :

Summary of findings, conclusions and recommendations. This chapter provides a summary of findings; conclusions drawn from analysis conducted and suitable recommendations were given.

COMPANY PROFILE

Company profile

Renaitree Inc. is a group of companies, organizations wholly run by indo-French business families whose business empire stretches in four states of the republic of India and with an extensive business experience spanning over three decades.Renaitree Inc. is an Information Technology and Services Providing for global business clients. Adopted latest of technology and efficient Human resource, Renaitree is growing fast as the preferred choice of companies with Data Management and warehouse, Application software Development, Infrastructure management operations, Document Management and Services.

Our Mission

Renaitree's priority is to provide support to our customers through successful project execution and production support.

Our goal is to achieve 100% customer satisfaction. We are committed to providing dependable and timely service using a three-pronged services offering:

Consulting

The Renaitree Professional Services staff and our consulting partners offer a full range of expertise to help our customers deploy Renaitree solutions. Our methodology, built around our products, lays the groundwork for successful product implementations.

Support

Our technical support team provides you with information and expert technical assistance for our software solutions. Our service program entitles our customers to benefits such as help desk and user support, comprehensive technical support, and access to product updates.

Training

At Renaitree, we feel our customers can make the most of their investment when they are proactive in educational preparation. Renaitree priority is to provide support to our customers through successful project execution and production support.

Our Vision

To pride in establishing a global presence within 2009, achieve SEI-CMM level 4 within 2007 and to set a standard, by which others are measured by delivering breakthrough applications effecting technology to delight customers.

Our infrastructure

Renaitree has setup a state of the art development facility in Bangalore, the Silicon Valley of India. Currently it has 12,600 sq. ft. of floor space area, which has the capacity to seat 300 development engineers.

- 12,600 sq.ft of development space
- 300 user capacity
- Large Training/Library facilities
- 100KVA UPS
- 100KVA Genset
- VOIP facility

Dedicated T1 Lines

SOLUTION

Our solutions

Renaitree is focused on providing financial services institutions with the critical information they need to better manage the financial, legal, and brand risks associated with regulatory compliance and customer and employee fraud. Renaitree solutions provide unmatched, end-to-end capabilities with the flexibility needed in today's financial services environments that are characterized by swift technological change, growing competition, and increased focus on regulations and enforcement.
Renaitree offers a comprehensive suite of solutions for Regulatory Compliance, Anti-Money Laundering, and Fraud Prevention. These solutions are built on Renaitree's leading-edge analytics platform enabling each product to leverage the platform's power, flexibility, and scalability.

Renaitree Solution Suite Benefits:-

- Proven solutions

  Renaitree solutions are used by eight of the top ten financial services institutions
- Faster implementation

  Proven, best practices implementation methodologies

  Packaged detection models
- Efficiently manage cases and compliance requirements

  Bind multiple alerts into single cases

  Attach supporting documentation

  Management, regulatory, and audit reports
- High Quality Alerts? Low false positive rate?

  Industry specific, product specific models

  Alert consolidation and intelligent scoring

  Interactive learning and alert suppression

  Graphical visualization of relationships
- Leading analytics platform

  Single platform supports all products

  Complex Event Processing in real time or in batch

  Robust and scaleable

Renaitree Platform

In a global business environment, successful companies require an infrastructure for detecting risks and opportunities in real time while business is being transacted. This infrastructure must possess the flexibility to address fluctuating complex patterns, as well as the ability to correlate data from multiple systems. For business users the resulting tools have to be immediately accessible in order to instantly act on potential threats?

Business Intelligence

Business Intelligence (BI) includes software applications, technologies and analytical methodologies that perform data analysis. BI (also known as Decision Support Systems) includes data mining, web mining, text mining, reporting and querying, OLAP, and data visualization. What Business Intelligence is, what it offers, and how you can determine a return on investment (ROI) when you implement BI. Addressing the critical success factors to consider when implementing a business intelligence solution. Business intelligence and data warehousing (BIDW) systems are how they transform raw data into useful information, and the major trends driving businesses' need for BIDW systems today.

Application Development

Renaitree is a leading provider of high-end software outsourcing services for SMEs, specializing in enterprise application development, system integration and business automation tools, with industry-specific software expertise in financial, telecom and media sectors. Headquartered in Bangalore.

- Reduce and control operating cost with Renanitree development center.
- Formal quality system.
- Proven track record of bug-free project delivery.
- Top quality development team from allover India.

Management

In today's competitive world, global corporations are constantly required to improve their operational effectiveness to achieve better customer satisfaction and improve the shareholder value.

The top level business managers are often charged with the development of aggressive strategies to establish radically lower cost structures, higher productivity norms and better quality standards for their organizations. Renaitree is an established partner you can rely upon to deliver lower cost, higher productivity and better quality standards together. We provide back-office services for the following verticals:

- IT Enabled Services
- Content Development
- • Transcription Services
- • Data Entry
- • Data Processing
- • Accounting Services
- • Quality Audits
- • Payroll Processing

Data Management

Managing data is a valuable resource. The Data Resource Management is the development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise.

Data Management functions includes:

- Data modeling

- Database administration
- Data warehousing
- Data mining

Company profile as a consultancy services providers

The multidimensional software company.

A team of technocrats, with a vision of establishing an enterprise which would be a beacon bearer in this field of information technology, started its activities under the banner of RENAITREE SOFTWARE SOLUTION. This company specialized in providing complete networking solutions on internet, wide area networks and related areas. Continuing with it's commitment of providing complete IT solution it has diversified into the field of software development.

With a desire of providing, services with a halo quality, a halo commitment around it, hence ensuring a halo of success for our clients, RENAITREE SOFTWARE SOLUTION, hence promoted.

RENAITREE SOFTWARE SOLUTION, located in Bangalore, the silicon valley of India, is principally a software developed company having a very strong desire and commitment to become a global leader in its chosen field of operations. It derives its origin and in turn it' strength from an effective combination if innovative leadership experience and expertise.

Philosophy

"To render unmatched quality software solutions of the highest standards and excel in catering to every essential need of our clients

Service Profile

Back office Management

In today's competitive world, global corporations are constantly required to improve their operational effectiveness to achieve better customer satisfaction and improve the shareholder value.

The top level business managers are often charged with the development of aggressive strategies to establish radically lower cost structures, higher productivity norms and better quality standards for their organizations. Renaitree is an established partner you can rely upon to deliver lower cost, higher productivity and better quality standards together. We provide back-office services for the following verticals:

- IT Enabled Services
- Content Development
- Transcription Services
- Data Entry
- Data Processing
- Accounting Services
- Quality Audits
- Payroll Processing

The outsourcing revolution has vast potential with transformational consequences for the financial services industry. We help you to transform your operations to ensure that they are not only robust, efficient and flexible but deliver increased shareholder value through the life of the contract and beyond. Through our BPO services, our financial services clients can engineer significant gains in operational and cost efficiency, revenue growth and rapid introduction of products to market in several key areas.

Our offerings in this area include:

- Debt Collections
  - Early and late stage debt collections
  - Maximize dollars collected by skip tracing, reminders follow ups

Financial Administration.

Services profile

"According to the federal communications commission"

Broad band: infrastructure capable of delivering bandwidth of 200Kbps in each direction. High speed: infrastructure capable of delivering over 200 Kbps

In at least one direction.

Elements (wire line)

Isdn (integrated services digital network)

- Basic rate interface , BRI (2 channels, 128 kbps)

- Primary rate interface ,PRI(23 channel)

<u>DSL</u> (*digital subscribe line*)

- Overlay on POTS over lay on POTS
- Asymmetric , ADSL (640 Kbps up to,8Mbps down)
- Symmetric, SDSL (up to 1.5 Mbps in both directions).

Cable (designated 6 MHZ slot inside a cable TV network)

Typically hybrid fiber coax (HFC) is taken to head end to end to services 500 to 1000 homes.

Data speeds depend on instantaneous traffic.

<u>Elements</u> (*wireless*)

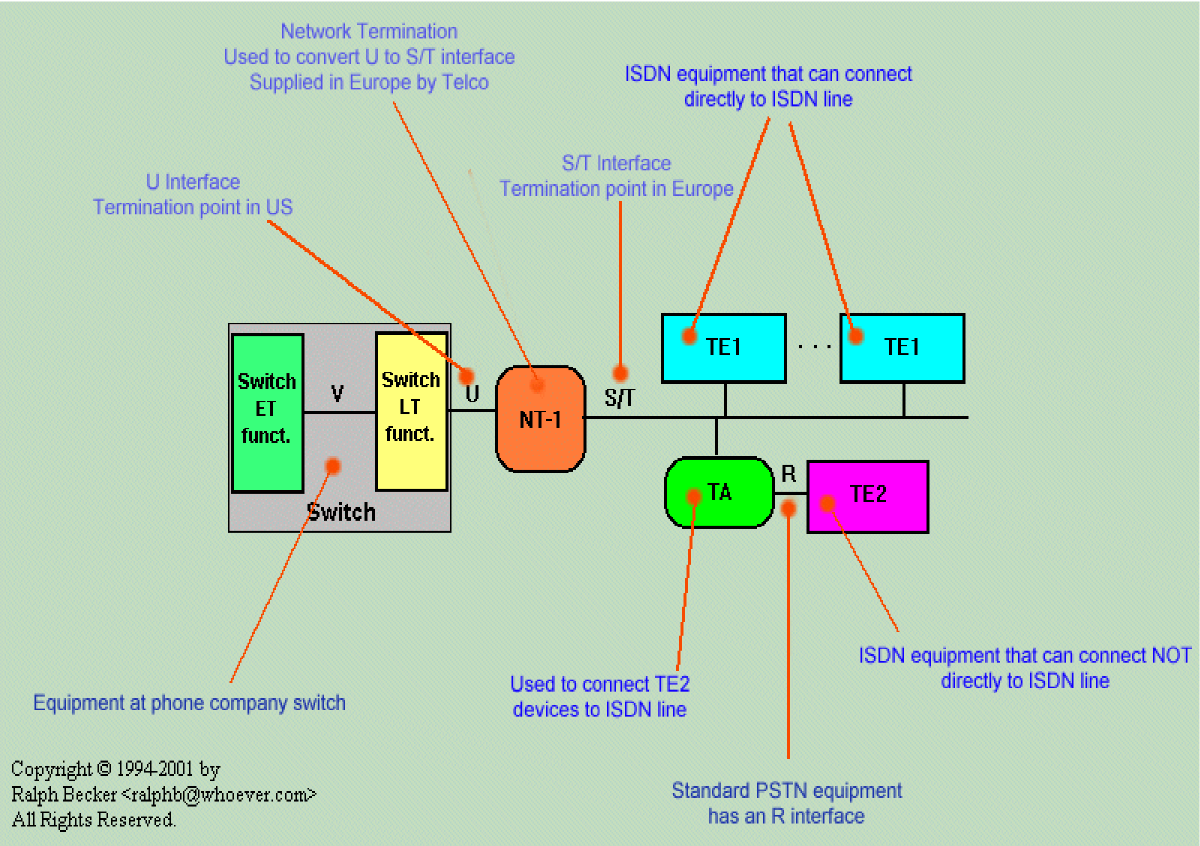
Fixed wireless:

LMDS (local multipoint distribution services) operates in the 28 band.

Range of about 5 miles with line of sight range of about 5 miles.

2 Gbps theoretical and about 45 Mbps actual band width theoretical.

Can support thousand of voice calls, 200 cable channels and high speed data



DSL

- Is a very high-speed connection that uses the same wires as a regular telephone line?
- Speed up to 1.5 Mbps

Here is some advantage of DSL

- You can leave your internet connection open and still use the phone line for voice calls.
- The speed is much higher than a regular modem (1.5 mbps vs.5 kbps).

- DSL dose not necessarily require new wiring, it can use the phone line you already have.
- The company that offers DSL will usually provide the modem as a part of the installation.

But there disadvantages:

- ✓ A DSL connection work well when you are closer to provider’s central office.
- ✓ The connection is faster for receiving data than it is for sending data over the internet.
- ✓ The services are not available every where.

Types of DSL

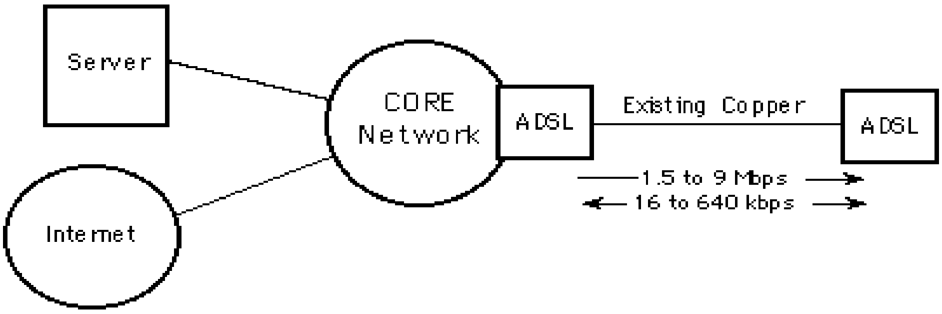
1. ADSL
2. G.LITE
3. RATE ADAPTIVE DSL(RDSL)
4. ISDN DSL(IDSL)
5. SYMMETRICAL DSL(SDSL)
6. G.SHDSL
7. HIGH-BIT RATE DSL(HDSL)
8. HDSL-2
9. VERY –HIGH –DATA-RATE DSL (VDSL)

Among this ADSL is most commonly used technology.

ADSL

Asymmetric digital subscribers line (ADSL), a modern technology, converts existing twisted –pair telephone lines in to access paths for multimedia and high speed data communications. ADSL can transmit up to 6 mbps.

Subscribers, and as much as 823 kbps or more in both directions. Such rates expand existing access capacity by factors of 50 or more without new cabling.



ADSL Connection

<u>CAPABILITES</u>

AN ASDL circuit connects an ASDL modem on each end of a twisted pair telephone lines , created three information channels – a high speed downstream channel, a medium speed duplex channel ,depending on the implementation of the ADSL architecture , and POTS (Plain old telephone services) or an ISDN channel is split off from the digital modem by filters, thus guaranteeing uninterrupted POTS/ ISDN channel ,even if ADSL fails . The High speed channels ranges from 16 to 832 kbps.

The minimum configuration provides 1.5 or 2.0 Mbps downstream and a 16 kbps duplex channel; others provide rates of 6.1 Mbps and 64 kbps duplex.

Products with downstream rates Up to 8 Mbps and duplex rates up to 640 kbps are available today.

<u>CABLES:</u>

Types:-

- COAXIAL
- FIBER OPTIC

COAXIAL

CABLES companies take a slice of bandwidth and use it to exchange data with computer. It is divided in to two sub channels for upstream and downstream data. In some cases, cable companies can only send data through the cables, but not receive message from you .If this is the case, we need to use a conventional modem to request information, and cable companies send it to you at high *speed* through the cables system.

FIBER OPTIC

Optical fibers are fibers of glass, usually about 120 micrometers in diameter, which are to carry signals in the form of pulses of light over distances up to 50 km without the need for repeaters .These signals may be coded voice communications or computers data. Fiber has extremely low RF attenuation (less than 1dB/km), very high bandwidth, immunity to EMI, no signal egress, flat broadband delay characteristics plus a cable design that is light weight and small size.

Optical fiber allowed developers to bridge long distance with a small number of repeater station and run high speed data rates at the same time. Depending on the fiber optic cable and equipment on the ends you can transmit you data over fiber optic cables form tens of meters up to even hundreds of kilometers.

Leased lines

Leased lines provide the ultimate in "always – on" connection to the global internet. A leased line is a permanent connection between your office and the internet, which gives completely unrestricted access to the internet. This type of connection is most suitable for companies who transfer large amount of data across the internet , or who are using the internet to provide them with a virtual private network (VPN) where remote users access services within the main office .The customer links to this port via a leased circuit from the telephone exchange .

Wireless BB

The words wireless and internet are two of the hottest topics in telecommunications today. The two basic types are fixed wireless broadband and mobile.

✓ Feature of fixed wireless broadband

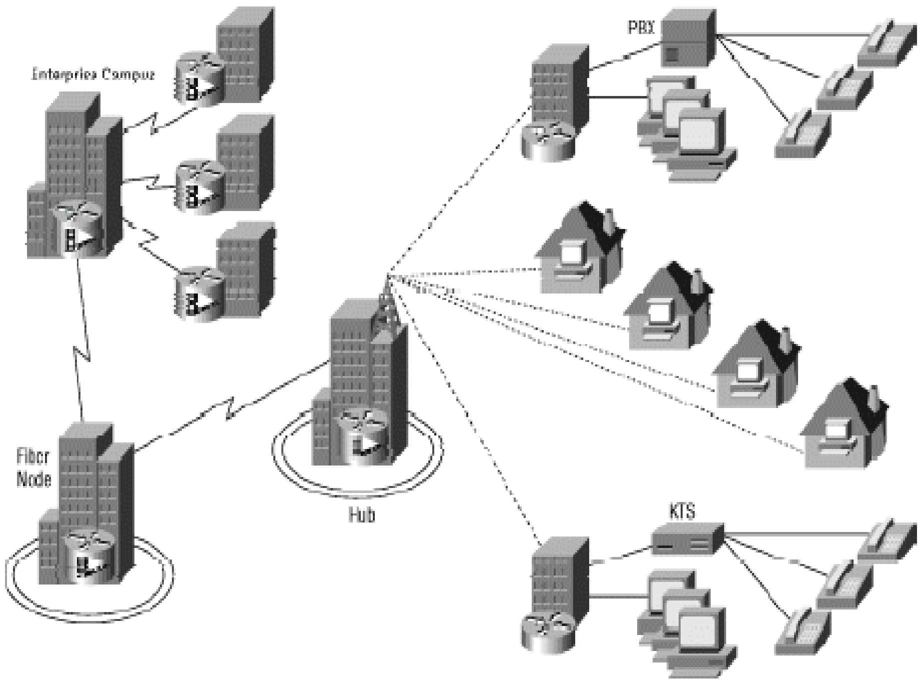
Offer speed up to 30 mbps.

The band width offered can be up to MHz.

- Can be offered in a local loop.
- Gate way can be either fiber optic or satellite.

Working

There is one transmitting station at the server side and one receiving station at the client side. The hub in the transmitting station produces radio waves and sends it across different direction. The receiving station receives the signals and the connection is established through Ethernet cables.



Modems

Acronym for modulator- demodulator. A modem is a device or program that enables a computer to transmit data over telephone lines. A modem converts between this digital and analogue information.

Dial up modems

These are used to the internet using a PSTN dial up connections .These modems are capable of delivering a bandwidth up to 56 Kbps. internets and external are two types of modems available.

Cable modems

A cable modem acts as a converter of digits signals to analog signals, a turner and a hub. It can comes as an external box, or an add in card inside a PC.It can also be integrated in to set top box for receive internet on a television set. Cable modem is capable of downloading data at about 27 Mbps and uploading at about 2.5 Mbps.

DSL modem

DSL is a technology that digitizes the large pool of copper for better data communication throughput. DSL modems use different modulation technologies for this purpose. Some DSL modems are Asymmetric while others are symmetric.

Leased line modem

A dedicated Leased line is essentially a full circuit leased by a user. A pair of leased line modems set up this dedicated circuit. One of modems is the “originating” modems while the others are an “answering” modem. These modems come in various speeds and are either 2 wires or 4 wire in type.

Analysis and interpretation

The entire sample set was divided in to three segments to the process of analysis and interpretation .The analysis is being done
Separately for each segments.

- **lower segment**
- **middle segment**
- **premium segment**

In this type of connectivity **(band width)** that put the companies is to their respective segments.

As there are different player /vendors existing in different segments, it was necessary to classify and group the respondents. But there some big internet vendors which have presence in all the
Three segments.

Lower segment (dial –up connectivity)

TABLE NO: 1.1

TABLE SHOWING THE PERSENTAGE OF MARKET SHARE FOR VARIOUS VENDORS

INTERNET SERVICES PROVIDERS	NUMBER	PERCENTAGE
VSNL/TATA NOVA	14	28
SATYAM ONLINE	8	16
STPI	10	20
MANTRA ONLINE	3	6
HCL	4	8
OTHERS	11	22

INFERENCE:

The above table shows clearly that VSNL/TATA nova is the market leaders in this segment .Satiyam and STPI is closely following them. There are some good vendors like Disnet and now ISP in the others sect

GRAPH NO 1.1

GRAPH SHOWING THE PERCENTAGE OF MARKET SHARE FOR VARIOUS VENDORS

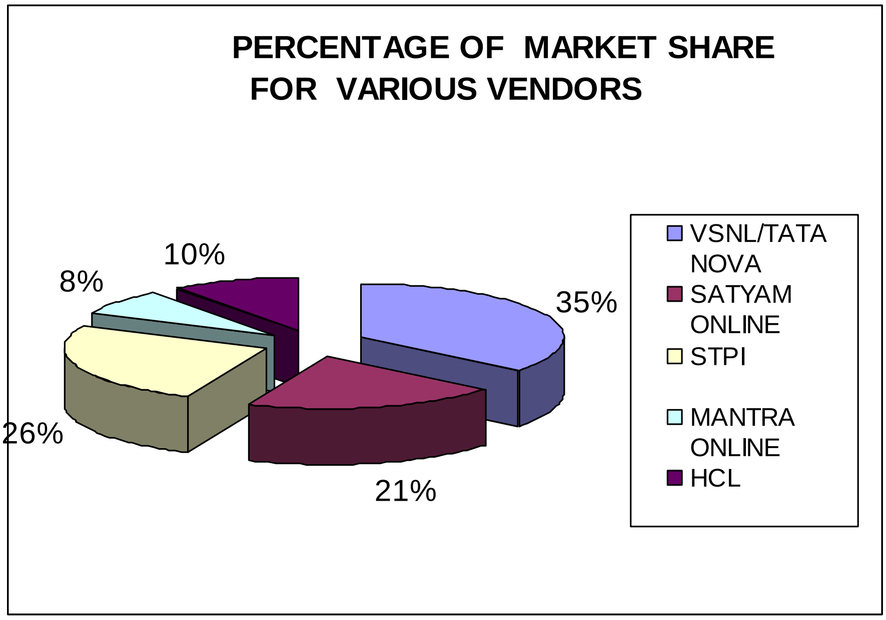


TABLE NO 1.2

TABLE SHOWING HOUR OF USAGE PER DAY

HOURS	NUMBERS	PERSENTAGE
< 1 hour	2	5%
1-3 hours	23	45%
3-5 hours	18	35%
> 5 hours	7	15%

INFRENCE:

MAXIMUM NO OF COMPANIES FALLING UNDER THIS CATEGORY ARE USING THE INTERNET IN THE ZONE OF 1-3 HOURS

GRAPH NO 1.2

GRAPH SHHOWING HOURS OF USAGE PER DAY

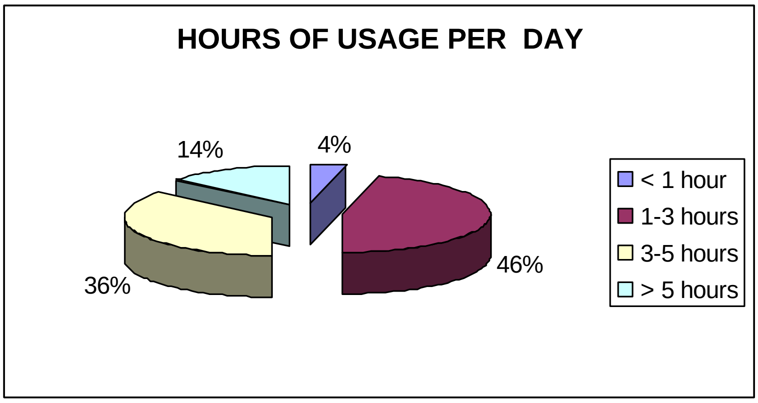


TABLE NO: 1.3

TABLE SHOWING THE NUMBER OF USERS IN VARIOUS COMPANIES

NO	NO	PERCENTAGE
< 5	5	10
5-10	32	65
>10	13	25

INFRENCE:

THE MAXIMUM NO. OF COMPANIES USING DEAL UP HAVE NUMBER OF USERS BETWEEN 5 TO 10. SO, IT CAN BE INFERRED THAT DIAL UP CUSTOMERS ARE PREFERABLY LESS NUMBER OF USERS.

GRAPH NO 1. 3

GRAPH SHHOWING THE NUMBER OF USERS IN VARIOUS COMPANES

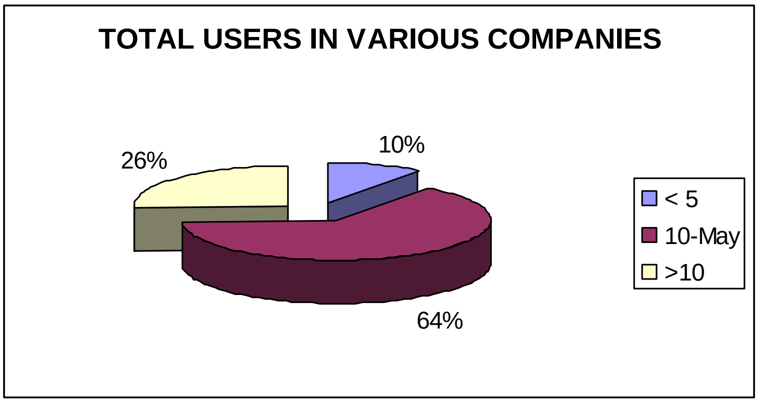


TABLE NO:1.4

TABLE SHOWING EXPENDITURE INCURRED FOR INTERNET

AMOUNT	NUMBER OF COMPANIES	PERCENTAGE
< 1,000	26	52
1000-2000	15	30
> 2000	9	18

INFERNCE:

THE ABOVE DIAGRAM AND TABLE CLEARLY SHOWN THAT, MOST NUMBER OF DIAL UP USERS SPENDS LESS THAN 1000/-FOR INTERNET. IN OTHER WORDS, IT IS THE CHEAPEST OPTION OF INTERNET CONECTIVITY .

GRAPH NO 1.4

GRAPH SHHOWING EXPENDITURE INCURRED INTERNET.

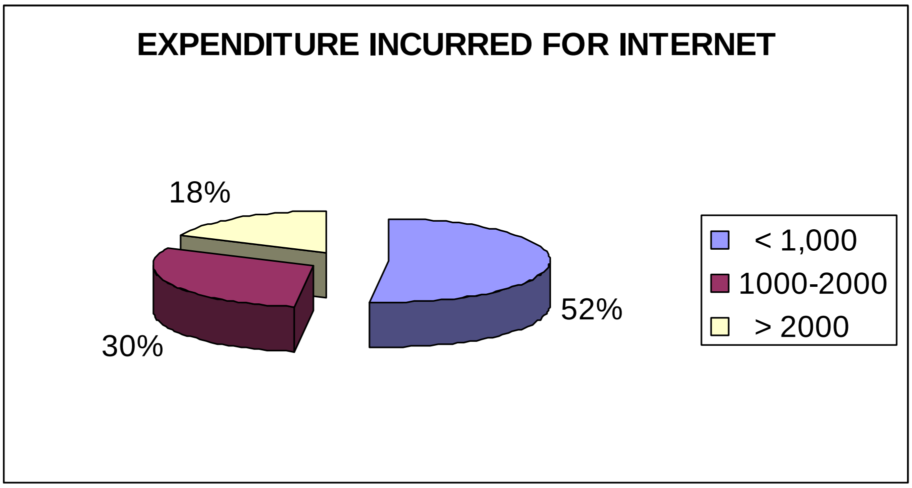


TABLE NO:1.5

TABLE SHOWING THE FUTURE PLAN OF VARIOUS DIAL UP USERS

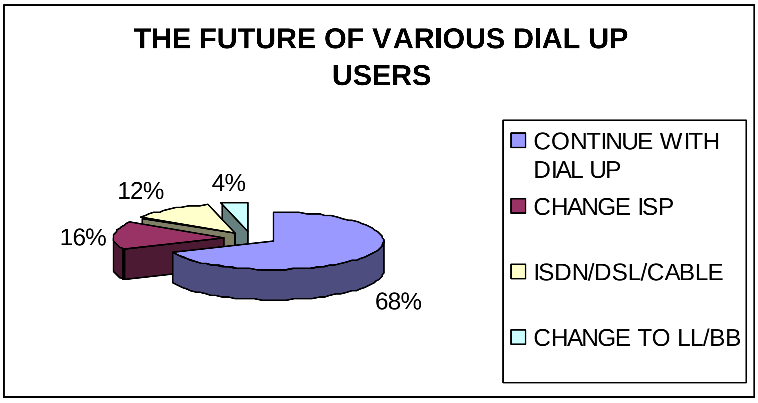
OPTIONS	NUMBER IF COMPANIES	PERCENAGE
CONTINUE WITH DIAL UP	34	68
CHANGE ISP	8	17
ISDN/DSL/CABLE	6	11
CHANGE TO LL/BB	2	4

INFERNCE:

MAXXIMUM NUMBER OF DIAL UP USERS OPTS FOR CONTINUING WITH THE SAME. VERY FEW OF THEM WANT TO GO FOR EXPANSION OR UP GRADITION .17% OF THEM WANTED TO SWITCH OVER TO VENDORS.

GRAPH NO 1. 5

GRAPH SHOWING THE FUTURE PLANOF VARIOUS DIAL UP USERS.



SECTION -'B'

MEDIUM SEGMENT

(ISDN/DSL/ CABLE)

IN THIS SEGMENT, THERE ARE THREE TYPES OF CONNECTIVITES

- ISDN
- DSL
- CABLE

As The Respondents In The Sample Set Were Found To Be Users Of Different Categories, The Analysis Has Been Done Separately For Each Of The Categories.

ISDN

TABLE NO: 2.1

TABLE SHOWING MARKET SHARE OF ISDN

ISP	NUMBER	PERCENTAGE
VSNL	9	35
SATYAM	4	15
MANTRA ONLINE	1	5
TOUCHTEL	5	20
OTHER	6	25

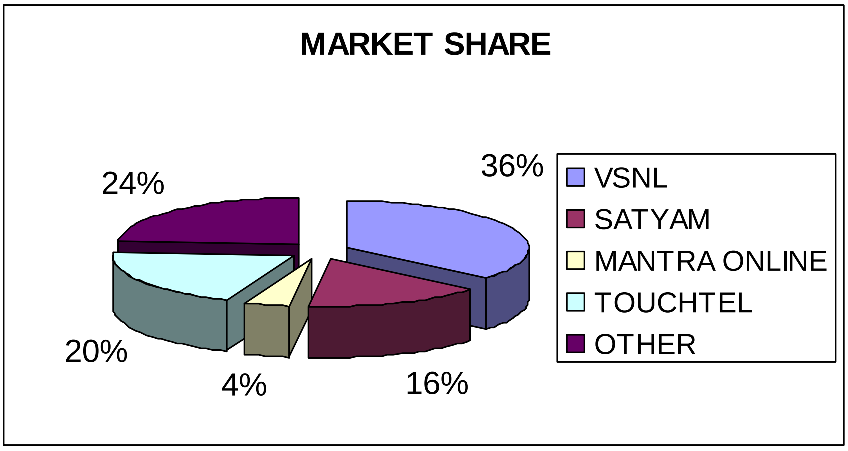
TOTAL NO.OF RESPODENTS – 25

INFERNCE:

OUT OF 25 COMPANIES, MOST OF THERE FOUND TO RESPODENTS TO BE VSNL CUSTOMERS.

GRAPH NO:- 2.1

GRAPH SHOWING MARKET SHARE FOR ISDN BY VARIOUS VENDOOR



DSN

TABLE NO: 2.2

TABLE SHOWING MARKET SHARE FOR DSN

ISP	NUMBER OF COMPANIES	PERCENTAGE
TOUCH TELL	4	15
DISNET	8	32
DEL DSL	4	17
OTHERS	9	36

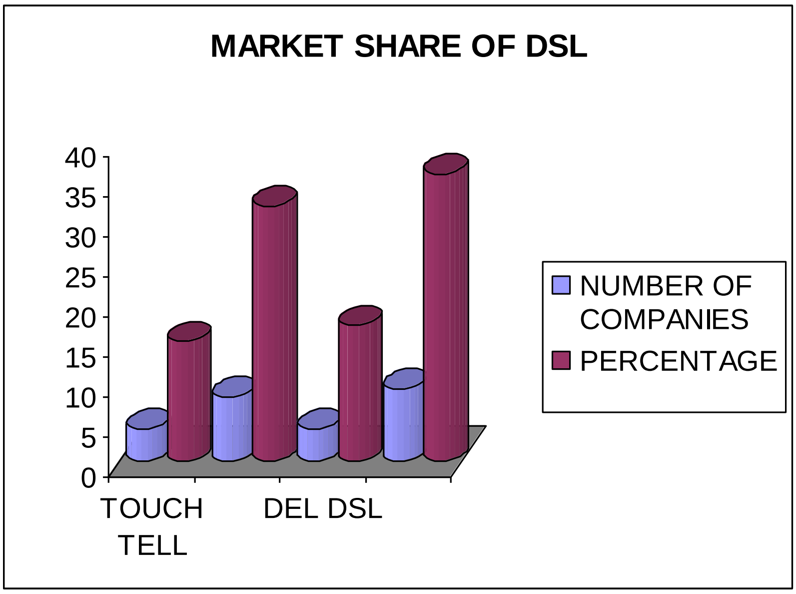
NO. OF RESPODENTS: - 25

INFERNCE:

DISNET, IS THE MOST PROMINENT PLAYER IN THIS CATEGORY, FOLLOWED BY DEL AND TOUCHTEL. TOUCHTEL HAS RECENTLY ENTERED THIS MARKET WITH A BIG THREATENING POTENTIAL FOR OTHER COMPETITORS.

GRAPH NO: 2.2

GRAPH SHOWING THE MARKET SHARE OF VARIOUS VENDORS FOR DSN



CABLE

TABLE NO: 2.3

TABLE SHOWING MARKET SHARE FOR CABLE BY VARIOUS VENDORS

ISP	NUMBER	PERCETAGE
ZEE NEXT	3	15
HATHWAY	9	35
IN	5	20
OTHER	8	30

TOTAL NO.OF RESPODENTS -25

INFRENCE:

THERE ARE MANY CABLE SERVICES PROVIDERS IN BANGLORE . SOME MAJOR VENDORS HAVE BEEN TAKEN IN TO CONSIDERATION AND HATHWAY IS THE LEADING CABLE INTERNET PROVIDERS AMOUGST THEM..

GRAPH NO :2.3

GRAPH SHOWING THE MARKET SHARE FOR CABLE BY VARIOUS VENDORS

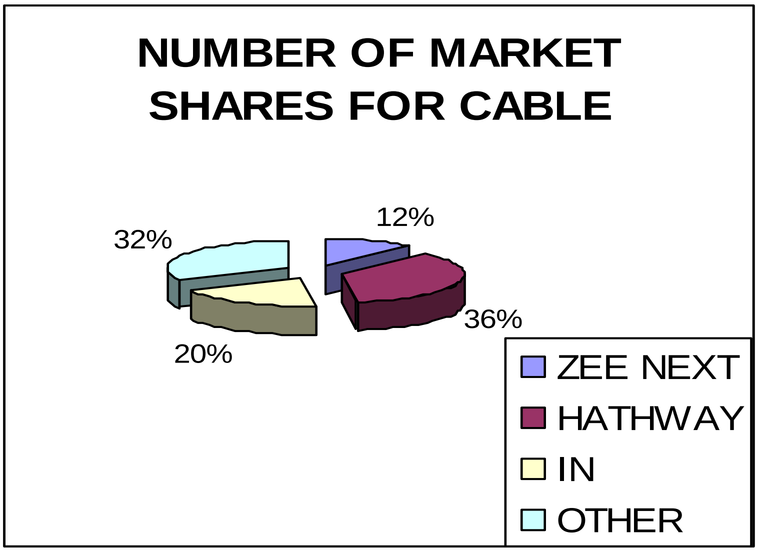


TABLE NO: 2.4

TABLE SHOWING TH E BANDWIDTH BEING USED BY THE USERS

TOTAL NO. RESPODENTS

OPTION	NUMBER OF COMPANIES	PERSENTAGE
64 Kbps	35	70
128	9	18
256	4	8
> 256	2	4

TOTAL NO. RESPODENTS: - 50

Inference:

NORMALLY THE USERS OF THIS SEGMENT (ISDN/DSL/CABLE)DON'T GO FOR HIGGHER BANDWIDTH. MOST BOF THEM USE 64 Kbps OR128 Kbps Kbps TO THE HIGHEST LEVEL.

GRAPH NO: 2.4

Graph showing the bandwidth being used by the users.

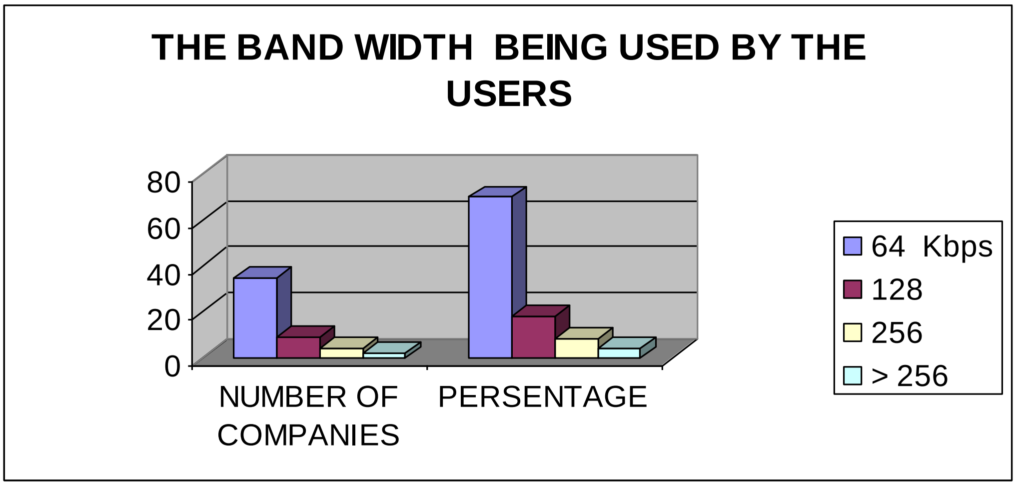


TABLE NO. : 2.5

TABLE SHOWING NUMBER OF INTERNET USERS

Option	Number of companies	percentage
< 10	6	12
10-20	30	60
20-30	10	20
>30	4	8

TOTAL NUMBER OF RESPODENTS -50

INFERENCE:

THE HIGHEST PERCENTAGE IS SEEN IN THE 10-20 ZONE .IT MEAN THE NUMBER OF USERS IN A ORGANISATION IS BETWEEN 10 AND 20 IN THE SEGMENT.

GRAPH NO: 2.5

GRAPH SHOWNING NUMBER OF INTERNET USERS

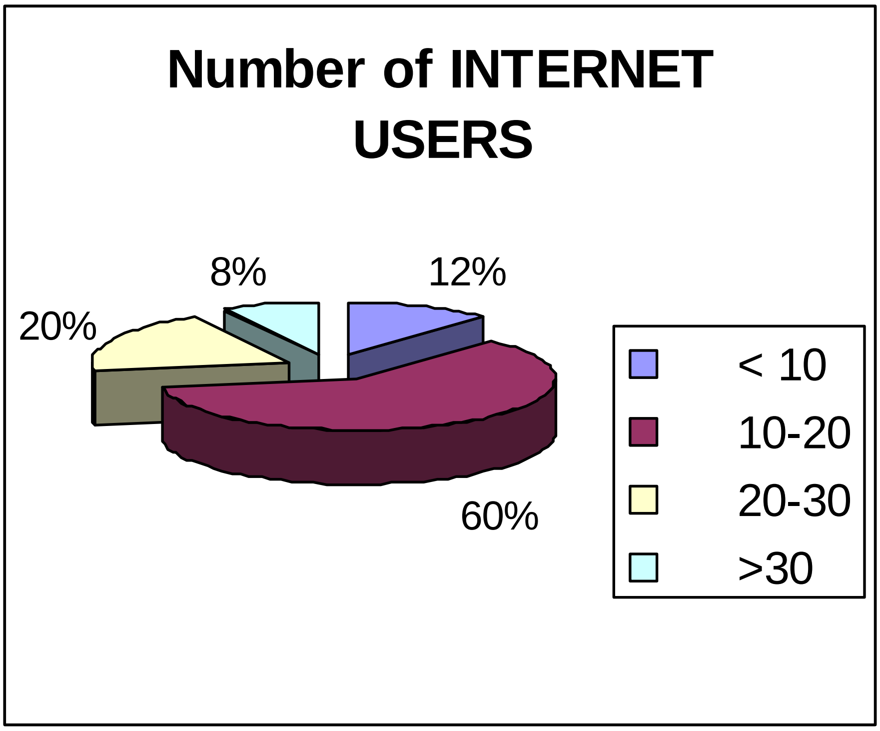


TABLE NO: 2.6

TABLE SHOWING THE EXPENDITURE

OPTION	NUMBER OF COMPANIES	PERCENTAGE
<3000	10	20
3000-5000	30	60
>5000	10	20

NO OF RESPODENTS:-25

INFERENCE:

AS FAR AS EXPENDITURE IS CONCERED, MOST OFCOMPANIES/USERS SPEND BETWEEN 3000 AND 5000.THIS IS THE NORMAL AMOUNT OF EXPENDITURE COMPANIES PREFER IN THIS SEGMENT .

GRAPPH NO: 26

GRAPH SHOWING THE EXPENDITURE

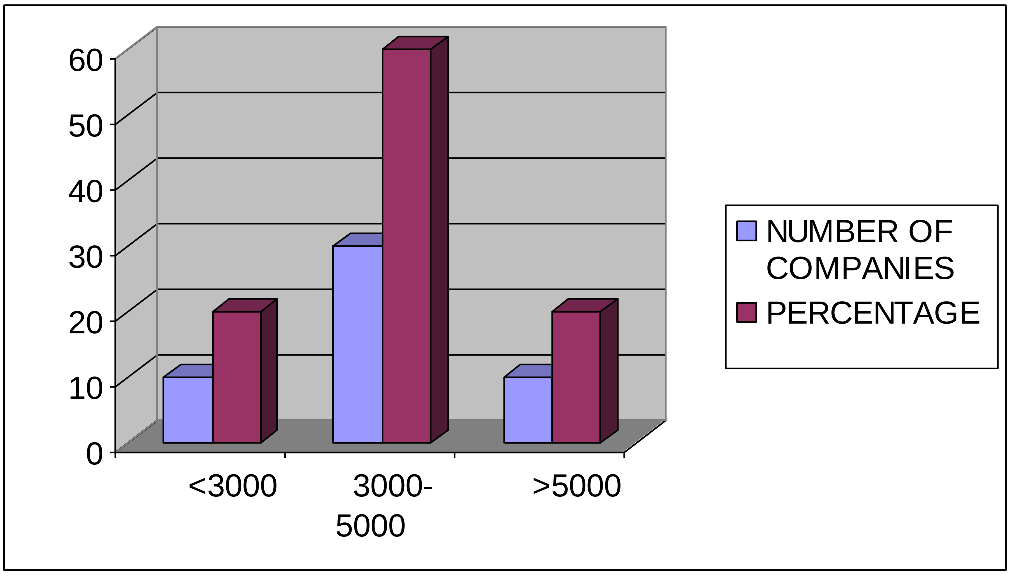


TABLE NO: 2.7

TABLE SHOWING THE PERSENTAGE OF RESPODENTS

USING NETWORK SECURITY

YES	18%
NO	82%

INFRENCE:

THE ABOVE TABLE SHOWS THAT THE MOST OF THE RESPODENTS ARE YET TO USE THE INTERNET TELEPONE SERVICES. OUT OF THE TOTAL RESPODENTS, 18% WERE FOUND TO BE USING THE NETWORK SECURITIES.

NETWORK SECURITY

AS FAR AS NETWORK SECURITT IS CONCERNED. 18% OF THE COMPANIES RESPODED POSITIVE AND 82% NEGATI

GRAPH NO 2.7

GRAPH SHOWING THE PERCENTAGE OF RESPODENTS USING NETWORK SECURITY

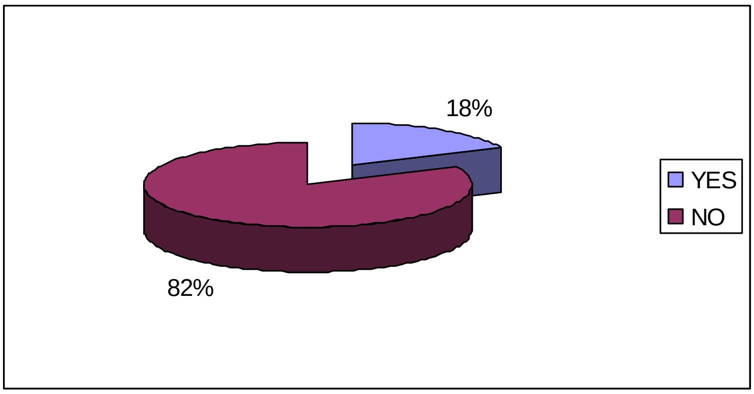


TABLE NO: 2.8

TABLE SHOWING THE RESPODENT'S VIEW TOWARDS UP GRADATION

OPTION	NUMBER OF COMPANIES	PERCENTAGE
INCREASE BANDWIDTH	25	50
TRY OTHER ISP	20	40
UPGRADE TO LL/BB	5	10

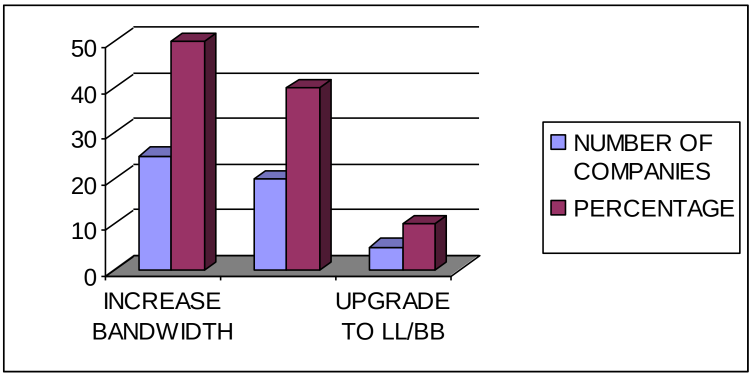
INFERNCE:

VERY FEW OF THE RESPODENTS COMPANIES OPTED FOR LL/BB. MANY OF THEM WANTED TO TRY OTHER ISP OR INCREASE BANDWIDTH.

GRAPH NO: 2.8

GRAPH SHOWING THE RESPODENT'S VEIW TOWARDS

UP GRADITION



SECTION: – ‘C’

TABLE SHOWING THE MARKRT SHARE OF VARIOUS ISP REGARDING LL/BB

TABLE NO: 3.1

ISP’s	NUMBEROF COMPANIES	PERCENTAGE
VSNL	17	35
SATYAM	9	18
TOUCHTEL	5	10
STPL	5	10
OTHSERS	14	27

TOTAL NO. OF RESPODENTS COMPANIES -50

INFRENCE:

VSNL IS THE MARKET LEADER WITH HIGHEST PERCENTAGE OF SHARE, FOLLOWED BY SATYAM AND TOUCHTEL ‘OTHERS’ INCLUDE NET 4 INDIA , PRIMUS AS SOME MAJOR PLAYER IN THE PREMIUM SEGMENT.

GRAPH NO: 3.1

GRAPH SHOWING THE MARKET SHARE OF VARIOUS ISPS FOR LL/BB

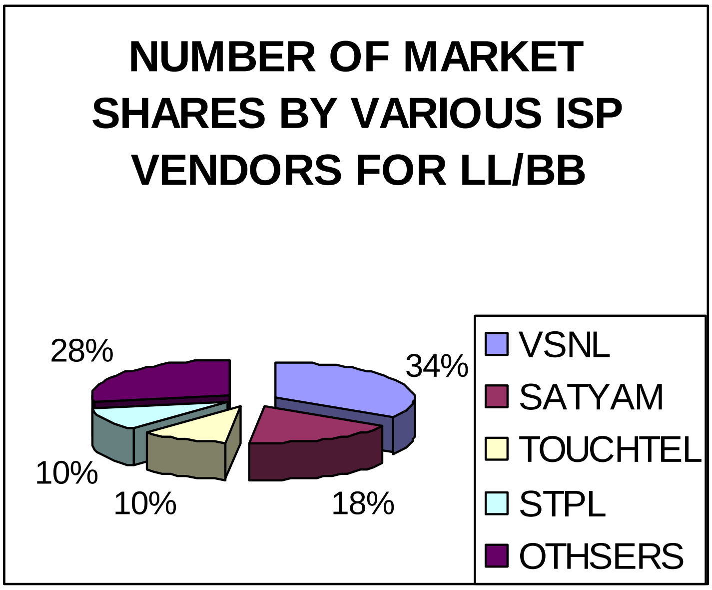


TABLE NO: 3.2

TABLE SHOWING THE BANDWIDTH BEING USED IN THIS SEGMENT

BANDWIDTH	NUMBER	PERCENTAGE
64/128	24	48
256/512	17	35
1 Mbps /2Mbps	6	12
> 2Mbps	3	5

INFRENECE:

AMONG THE RESPODENT COMPANIES, LARGE NO.OF THEM ARE PRESENT IN THE 64Kbps/128Kbps REGION. OF COURSE, THE BANDWIDTH SELECTION DEPENDS UPON THE NUMBER OF USERS.

GRAPH NO: 3.2

GRAPH SHOWING THE BANDWIDTH BEING USED IN THIS SEGMENT.

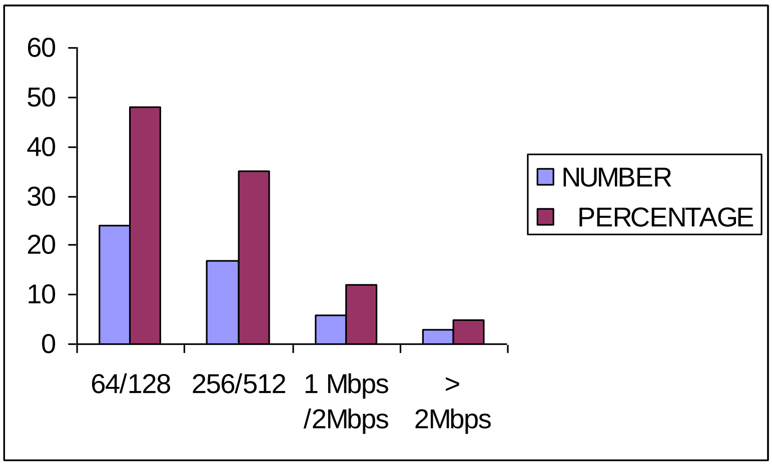


TABLE NO: 3.3

SHOWING THE NUMBERS OF USERS

NO. OF USERS	NO.OF RESPODENTS	PERCENTAGE
< 25	13	25
25- 50	18	38
50-100	13	25
> 100	6	12

INFERENCE:

IN MOST OF THE RESPODENT COMPANIES, THE TOTAL NO, OF INTERNET USERS WERE FOUND TO BE BETWEEN 25 AND 50. SO, THE NUMBER OF INTERNET USERS AND THE BANDWIDTH ARE DIRECTLY RELATED TO EACH OTHER.

GRAPH NO: 3.3

GRAPH SHOWING THE NUMBERS OF USERS

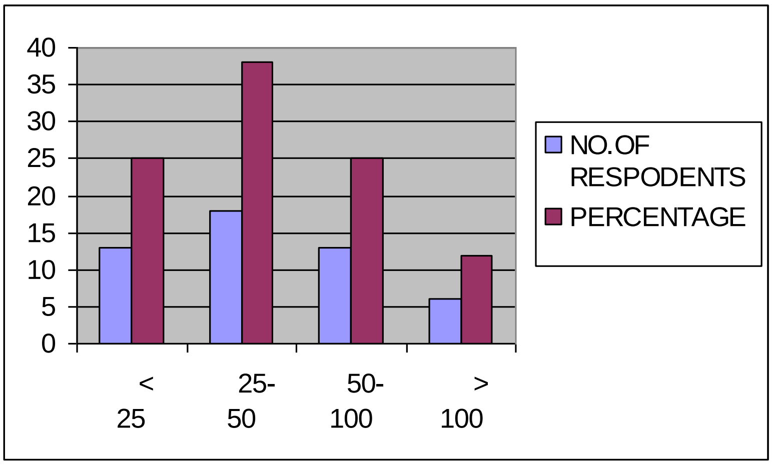


TABLE NO: 3.4

TABLE SHOWING INTERNET EXPENDITURE MADE BY VARIOUS COMPANIES

AMOUNT	NUMBER	PERCENTAGE
< 12000	23	45
12000-25000	20	40
>25000	7	15

INFERENCE:

FROM THE ABOVE TABLE COMPANY'S ARE CAUTIONS ABOUT THEIR INTERNET EXPENDITURE SO SERVICE PROVIDERS SHOULD PROVIDE SERVICES COST EFFECTIVELY.

GRAPH NO: 3. 4

GRAPH SHOWING INTERNET EXPENDITURE MADE BY VARIOUS COMPANIES

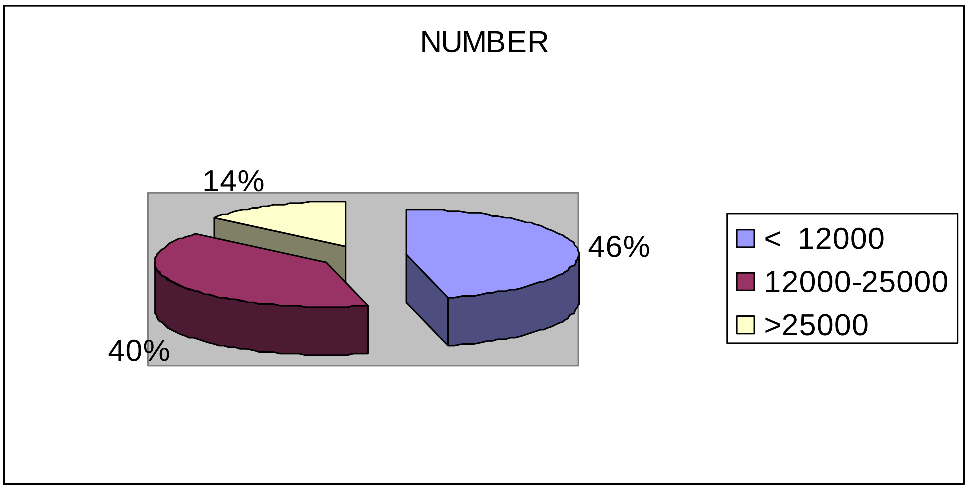


TABLE NO: .3.5

TABLE SHOWING THE PERCENTAGE OF RESPODENTS USING VOIP

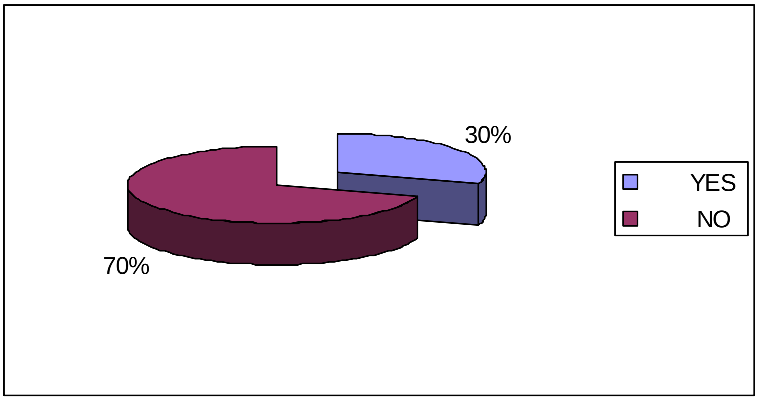
YES	30%
NO	70%

INFERENCE:

THE ABOVE DIGRAM SHOWS THAT THE MOST OF THE RESPODENTS ARE YET TO USETHE INTERNET TELEPHONE SERVICES. OUT OF TOTAL 50 RESPODENTS, 15 WERE FOUND TO BE USING THE SERVICE.

GRAPH NO 3.5

GRAPH SHOWING THE PERCENTAGE USING VOIP



SUGGESTION AND RECOMMENDATION

Communication has grown in its important in this aspect as one of his major priorities. In this three months long investigation, I have discovered some areas where in some drawback which need to be neutralized in order to enable oneself to provide better quality services to customers.

The customer should be given the utmost important by providing a better customer services.

- The frequency of disconnectivity must be minimized to lowest possible extent as there is a huge amount of data misplacement involved in it.

- A part from internet services should be dealt with equal importance by the ISP's.

- There should not be any discrimination among the customers. An ISP should be able to address each and every segment with its wide range of services. For example, there is a huge demand for DSL connectivity in Bangalore, but few of the ISP's do not provide these services.

- The awareness of broadband /wire less services on a rise. But it has not been feasible in some potential customers in this area ISP's should think over it seriously.

- Events like seminars, conferences, should be organized at regular intervals to increase the awareness level of the customers.

- State of the art technologies must be incorporated in order to serve the customers in a sophisticated manner.

- All the ISP's in Bangalore should work in tandem with proper

- Coordination from the internet services providers association.

Conclusion

Many industries contain one firm that is the acknowledge market leader. This firm has the largest market share in the relevant market and usually leads the other firm in price changes and promotional intensity. Unless a dominant firm enjoys legal monopoly the life is not altogether easy. It must maintain constant vigilance.

In this case Reniatree being the market leader it has to take certain steps to maintain its position. Things that can be done include

- **Expand total market demand.**
- **Protect its current market share through offensive and defensive actions.**
- **To increase its market share even if market share even if market size remain constant**

Expand total market demand

☞ **Find new users**

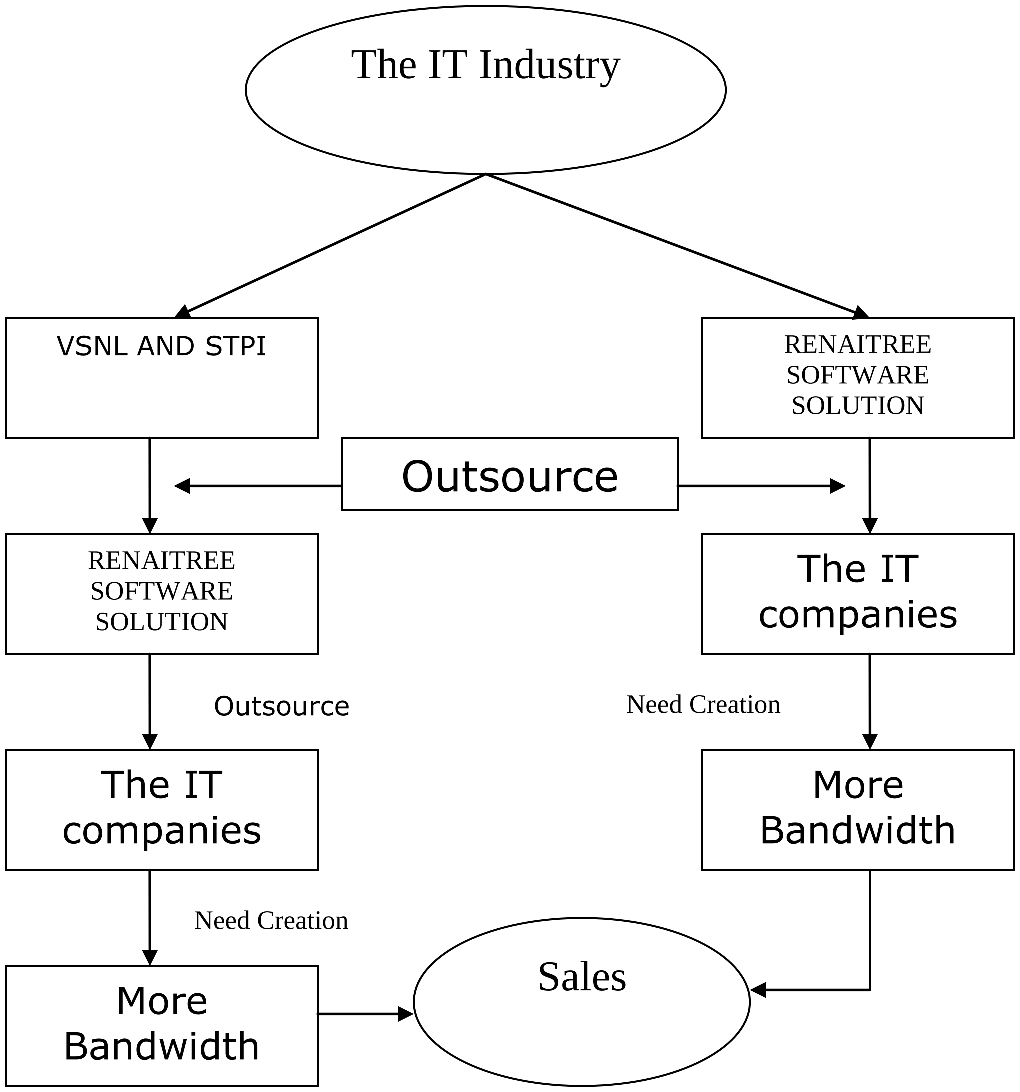
Apart from software companies, there are lots of manufacturing companies in and around Bangalore. Their application
Includes ERP, FTP ETC .for which they requires high speed internet connection.

☞ **Increase usage**

More usage can be achieved by creating the need and filling the gap.

Create the need → **fill the gap**

Model for Renaitree software solution to create the need and fill the gap

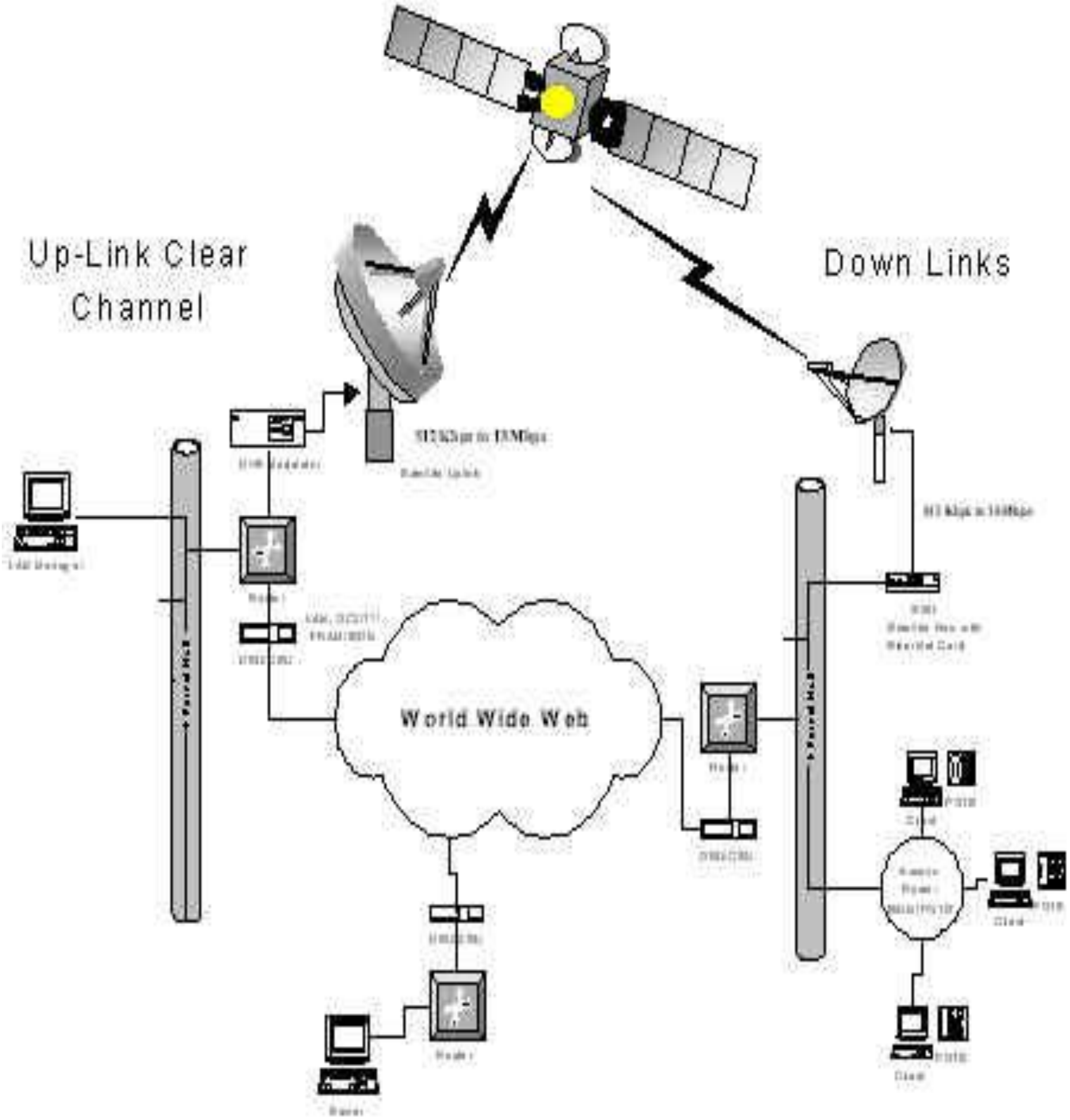


<u>Defending its current market share through offensive and defensive action</u>

- While trying to expand total market size the dominant firm must continuously defend its current size. The leader is like large elephants being attacked by a swarm of bees.

- Strengthening the existing advantage that reniatree holds in the market and defending against the nearest competitors is what positional defenses is all about.

<u>Model representing working of an ISP</u>



<u>**Open System Interface (OSI) MODEL:**</u>

This model is the building block for any ISP to get connected. It lays down the physical layer of the Internet.