SUMMER TRAINING
PROJECT REPORT

ON

“HCL POSITIONING IN THE MARKET VIS-A-VIS IBM & HP”

UNDERTAKEN AT

HCL INFOSYSTEMS LTD.

UNDER THE GUIDANCE OF

Mr. Ojha (Corporate Business Manager)

SUBMITTED BY

Mark
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At the very outset, i would like to express my deep sense of gratitude to my mentor at the college, Mr Jain who have been so kind to give me the necessary infrastructure. She has also been a constant source of inspiration.

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PREFACE

For the deep understanding of the management concepts, practical training is important. Theoretical knowledge gives us the fundamental concepts of management and practical training teaches us how these concepts are used to capture today’s competitive market. Theoretical lectures must be correlated with practical training to make learning process more effective and to provide a platform to judge and apply one’s theoretical knowledge to practical situations. Practical training thus plays an important role in developing and sharpening one’s skill in the field of business and management and administration.

I have undergone 8 weeks of training at HCL Infosystems Ltd., During the training I have worked on the project “HCL Positioning in the market vis-à-vis IBM & HP”. Being a student of management, the training contributed a lot in gaining knowledge about the actual business environment.
OBJECTIVES OF STUDY

Objectives of this project includes the following-

- To study about HCL Infosystems Ltd.
- To study about its Products and solutions.
- To study about its sales and marketing schemes.
- To study competitive Brands like IBM & HP.
- To describe HCL positioning in the market vis-à-vis competitors.
ORGANISATIONAL PROFILE

1) About HCL Infosystems Ltd:

HCL Infosystems Ltd is one of the pioneers in the Indian IT market, with its origins in 1976. For over quarter of a century, it has developed and implemented solutions for multiple market segments, across a range of technologies in India. It has been in the forefront in introducing new technologies and solutions.

HCL Infosystems is India’s premier information enabling company. Leveraging its 3 decades of expertise in total technology solutions, HCL Infosystems offers value-added services in key areas such as system integration, networking consultancy and a wide range of support services.

HCL Infosystems is among the leading players in all the segments comprising the domestic IT products, solutions and related services, which include PCs, Servers, Imaging, Voice & video solutions, Networking Products, TV and FM Broadcasting solutions, Communication solutions, System Integration, ICT education & training, Digital lifestyle Solutions and Peripherals.

HCL has a direct sales, channel sales and retail sales network pan India. Continuously meeting the ever increasing customer expectations and applications, its focus on integrated enterprise solutions has strengthened the HCL Infosystems’ capabilities in supporting installation types ranging from single to large, multi-location, multi-vendor & multi-platform spread across India. HCL Infosystems, today has a direct support force of over 3000+ members, is operational at 360+ locations across the country and is the largest such human resource of its kind in the IT business in India. HCL Infosystems has pan India presence across metros and non-metros.

HCL Infosystems’ manufacturing facilities are ISO 9001 & ISO 14001 certified and adhere to stringent quality standards and global processes. With the largest installed PC base in the country, four indigenously developed and manufactured PC brands - ‘Infiniti’, ‘Busybee’ ‘Beanstalk’ and ‘Ezeebee’ - and its robust manufacturing facilities, HCL Infosystems aims to further leverage its dominance in the PC market. It has been consistently rated as Top player in PC industry by IDC.

The 'Infiniti' line of business computing products is incorporated with leading edge products from world leaders such as Intel. Constant innovation to meet the customized requirements of its customers has enabled HCL to create the trusted ICT infrastructure platforms, powerful value adds like HCL Embedded Control & Continuity (HCL EC2) technology and the future generation of digital lifestyle enablers.

The Imaging, Voice & video solutions segment has strategic alliances with industry leaders to provide services in various domains which include Audio Video system integration solutions, broadcasting solutions, imaging products and solutions. The company has strategic alliances with world leaders for voice and video conferencing solutions, TV and FM Broadcasting solutions and for Imaging products and solutions to provide documentation products like copiers, MFDs, Duprinters, laser printers and large format printers.
The Channel Business of HCL Infosystems has an extensive network of over 3000+ resellers across 900 locations. It has actively promoted the penetration of PCs in the home and the small office/home office (SOHO) segments.

HCL Infinet Ltd, 100% owned subsidiary of HCL Infosystems Ltd. is a class A ISP focusing on providing the corporate networking services like Virtual Private Network, Broadband Internet Access, Internet Telephony Hosting & Co-location services, designing & deploying Disaster Recovery Solutions & Business Continuity solution, Application Services, Managed Security Services & NOC Services over its state-of-the-art IP / MPLS network and end-to-end contact center solutions.

2) VISION and MISSION of HCL:

VISION STATEMENT
"Together we create the enterprises of tomorrow"

MISSION STATEMENT
"To provide world-class information technology solutions and services to enable our customers to serve their customers better"

3) Objectives:

ITS MANAGEMENT OBJECTIVES

To fuel initiative and foster activity by allowing individuals freedom of action and innovation in attaining defined objectives.

ITS 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.

4) CORE VALUES:

- It will uphold the dignity of the individual.
- It will honour all commitments.
- It will be committed to Quality, Innovation and Growth in every endeavour.
- It will be responsible corporate citizens.
5) COMPANY > Alliances & Partnerships

To provide world-class solutions and services to all its customers, it has formed Alliances and Partnerships with leading IT companies worldwide.

HCL Infosystems has alliances with global technology leaders like Intel, AMD, Microsoft, Bull, Toshiba, Nokia, Sun Microsystems, Ericsson, NVIDIA, SAP, Scansoft, SCO, EMC, Veritas, Citrix, CISCO, Oracle, Computer Associates, RedHat, Infocus, Duplo, Samsung and Novell.

These alliances on one hand give it access to best technology & products as well enhancing its understanding of the latest in technology. On the other hand they enhance its product portfolio, and enable it to be one stop shop for our customers.

6) COMPANY > HCL Advantage

HCL Infosystems (HCLI) draws it's strength from 30 years of experience in handling the ever changing IT scenario, strong customer relationships, ability to provide the cutting edge technology at best-value-for-money and on top of it, an excellent service & support infrastructure.

Today HCL is country's premier information enabling company. It offers one-stop-shop convenience to its diverse customers having an equally diverse set of requirements. Be it a large multi-location enterprise, or a small/medium enterprise, or a small office or a home, HCLI has a product range, sales & support capability to service the needs of the customer.

Last 30 years apart from knowledge & experience have also given it continuity in relationship with the customers, thereby increasing the customer confidence in it.

7) Its strengths can be summarized as:

- Ability to understand customer's business and offer right technology
- Long standing relationship with customers
- Pan India support & service infrastructure
- Best-value-for-money offerings

8) Technology Leadership:

HCL Infosystems is known to be the harbinger of technology in the country. Right from its inception it has attempted to pioneer the technology introductions in the country either through its R&D or through partnerships with the world technology leaders.

Using its own R&D it has
- Created its own UNIX & RDBMS capability (in 80s)
- developed firewalls for enterprise & personal system security
- launched its own range of enterprise storage products
- launched its own range of networking products
It strive to understand the technology from the view of supporting it post installation as well. This is one of the key ingredients that go into its strategic advantage.

HCL Infosystems has to its claim several technology pioneering initiatives. Some of them are:

- Country's first Desktop PC - BusyBee in 1985
- Country's first branded home PC - Beanstalk in 1995
- Country's first Pentium 4 based PC at sub 40k price point
- Country's first Media Center PC

9) COMPANY > Quality

Philosophy of Quality

"We shall deliver defect-free products, services and solutions to meet the requirements of our external and internal customers, the first time, every time."

To exist as a market leader in a globally competitive marketplace, organizations need to adopt and implement a continuous improvement-based quality policy.

QUALITY AT HCL INFOSYSTEMS LTD

The history of structured quality implementation in HCL Infosystems began in the late 1980s with the focus on improving quality of its products by using basis QC tools and Failure Reporting and Corrective Active Systems (FRACAS). It also employed concurrent engineering practices including design reviews, and rigorous reliability tests to uncover latent design defects.

In the early 90s, the focus was not merely on the quality of products but also the process quality systems. Its manufacturing unit at NOIDA was certified initially to ISO 9002:1994 by Bureau Veritas Certification in 1994 and later on to ISO 9001:1994 in 1997. As of now, all its manufacturing units are certified by Bureau Veritas Certification as per ISO 9001:2000 and ISO 14001: 2004

In early 1995, a major quality initiative was launched across the company based on Philip B. Crosby's methodology of QIPM (Quality Improvement Process Management). This model was selected to because it considered the need and commitment by an organization to improve but more importantly, the individual's need towards better quality in his personal life.

Under its Quality Education System program, it trains its employees on the basic concepts
and tools of quality. A number of improvement projects have been undertaken by its employees, whereby process deficiencies and bottlenecks are identified, and Corrective Action Projects (CAPs) are undertaken. This reduces defect rates and improves cycle times in various processes, including personal quality.

It has received MAIT’s 'Level II recognition for Business Excellence’ for its initiatives in the Information Technology Industry, adding another commendation to its fold. MAIT’s Level II recognition is based on the 'European Foundation for Quality Management' (EFQM), for gaining quality leadership and business competitiveness.

Its certifications / awards in 2003 include ISO 9001-2000 by Bureau Veritas Certification for its InfoStructure Services and award of First Prize by ELCINA (Electronic Component Industries Association) for Quality, 2002-03. The ELCINA award criteria considers two aspects. (1) Enablers (Leadership & Management commitment, Resource Management, Product Realisation, Measurement Analysis & Improvement) and Results (Product Quality, Customer / Stake holder satisfaction , Business results).

The tryst for continuous quality improvement is never-ending in HCL Infosystems. It always strive to maintain high quality standards, which help it in fulfilling its mission to provide world-class information technology solutions and services, to enable its customers to serve their customers better.
# PRODUCTS AND SOLUTIONS

## PRODUCTS & SOLUTIONS

### DESKTOPS & NOTEBOOKS

- Business PCs
- Home PCs
- Business Notebooks
- Home Notebooks

### WORKSTATIONS

- Infiniti Challenger Workstations

### SERVERS

Overview of Servers

**Intel Servers**

- Back-end Datacenter Servers
- HCL Datacenter in a Box
- Rack Optimized Server Solutions
- Pedestal Server Solutions
- Entry Level Servers

**Infiniti Xcel Line Servers**

- Infiniti Xcel Line 1200 PR with nVIDIA geforce 6150 chipset
- Infiniti Xcel Line 2200 YA with nVIDIA MCP 55 Pro chipset
- Infiniti Xcel Line 2200AT with AMD 8131/8111 chipset
- Infiniti Xcel Line 2200SY with Nvidia nForce Professional 2200 chipset
- Infiniti Xcel Line 4200TL with AMD 8131/8111 chipset

**HP Risc Servers & Workstations**
TECHNOLOGY PRODUCTS

- WINBee Thin Clients
  - WINBee 3000VX
  - WINBee 4000BV
  - WINBee 4000BVX
  - WINBee 5000VX
- HUTS
  - HUTS-8000 V2
- Terminals
  - Turboterm 2000
  - Turboterm 2000E
  - Turboterm 2020C
  - Turboterm 2020E
  - Turboterm 2020R
  - Graphterm
- POET
  - MLT2000
  - Multilingual Terminal 2000
  - Turboterm 2020R

DISPLAY PRODUCTS

- HCM 580M
- HCM 985RFM
- HCM 510LSA
- HCM 582

NETWORKING PRODUCTS

HCL Passive Products

HCL Active Products

HCL Wireless Products

HCL Gateway Products

HCL DSL Products

HCL Media Converters

SECURITY PRODUCTS

- HCL InfoWall
- HCL InfoSecuAccess
- HCL InfoVPNe
- HCL InfoSurveillance
- HCL InfoSecuDesk - Biometric Logon
- HCL InfoSecuDesk - SmartCard Logon
- HCL InfoLoadBalancer
- HCL InfoAttendance
HCL InfoAttendance - Biometric BNx Series
HCL InfoAttendance - Smart Card SNx Series
HCL InfoAttendance - Biometric BNx-SC Series
HCL InfoVMS
HCL Smart Library Management System
HCL Asset Management
HCL EAS System (Electronic Article Surveillance)
HCL Stand Alone Door Access Solution - (NDL 600)
HCL Stand Alone Door Access Solution - (NDL 100)
HCL Hand Geometry Recognition
HCL Hand Geometry with Smart Card
HCL Smart Card Reader
HCL Dual Interface Smart Card Combi Readers

STORAGE SOLUTIONS
HCL Storage Solutions
- HCL FDA 1500
- HCL NAS 2700 SO
- HCL ECO Stor SCSI-SCSI RAID Array
- HCL Infostor SCSI JBOD

Quantum Storage Solutions
Library
- PX 502 Tape Library
- Scalar 24
- Scalar i500
- PX720

Autoloader
- Superloader3

Standalone Drivers
- LTO Gen III
- LTO Gen II

Qlogic Storage Solutions(HBA Cards)
- QLA 2460
- QLE 2460
- QLA 2462

Ingrasys NAS Storage Solutions
- 8420 R
- 4420 R

Brocade Switches
- 200 E
- 4100

EMC Storage Solutions
Introduction to IBM

IBM India - A Profile

IBM has been present in India since 1992 (re-entry, after an exit in the 1970s). Since inception, IBM in India has expanded its operations considerably with regional headquarters in Bangalore and offices in 14 cities including regional offices in New Delhi, Mumbai, Kolkata and Chennai. Today, the company has established itself as one of the leaders in the Indian Information Technology (IT) Industry.

IBM has set the agenda for the industry with 'on demand business' - a kind of transformation where an organisation changes the way it operates and reduces costs; serving customers better, reducing risks and improving speed and agility in the marketplace. IBM is already working with customers to transform them into 'on demand' businesses. IBM is the only company in the world that offers end-to-end solutions to the customers from hardware to software, services and consulting. Linux support further enhances IBM's e-business infrastructure enabler capability.

In 2005, IBM announced the acquisition of Network Solutions Ltd., a leading infrastructure services company in India. This strategic investment will enable IBM to augment its networking and managed services portfolio of offerings in India and broaden it’s reach across the country.

Software Group the largest provider of middleware and the second-largest software business in the world offers its customers comprehensive solutions to meet their e-business requirements. IBM Software provides best-of-breed solutions for financial services,
manufacturing, process, distribution, government, infrastructure and small & medium business sectors. IBM Software portfolio consists of:

- Transformation and integration solutions that are built on the **IBM WebSphere** middleware platform.

- Information leveraging solutions that are built on a portfolio of **Data management** (DB2) tools.

- **Lotus** product line to help organisations leverage collective know-how.

- **Tivoli** range of products to enable organisations to manage complex technological infrastructure.

- **Rational** range of Application Development Tools to help software development houses develop applications in a structured and systematic way.

IBM has been providing leading-edge **storage** technology to organisations around the world for nearly half a century. IBM offers a complete portfolio of storage networking products and solutions that not only includes LTO, SAN, NAS but also IP Storage - iSCSI appliances and gateways.

**India is an important market for IBM and the company has been making significant investments from time to time.**

**Partnering India**

IBM shares the belief that India can unleash its true potential only through making IT available to and usable for large numbers of people. IBM's Community initiatives focus on education and children and leverage its expertise in technology to address societal issues. IBM has partnering relationships in India with a number of educational institutions. IBM has also set up an IT Center in Mumbai in association with Victoria Memorial School for the Blind to impart IT education to visually impaired people. IBM KidSmart Early Learning program was launched to further strengthen IBM's commitment to community in India. This is the only program in India aimed at introducing technology at the pre-school level in disadvantaged sections of society to get a head start on their academic development through the use of age-appropriate software developed by IBM. Tryscience is another community related programme launched, which reinvents science learning, recreates the interactive experience of onsite visits, and provides science projects as well as multimedia adventure field trips for museum visitors - primarily children, their parents and teachers.

**Products Overview**
Systems and Servers

- AMD processor-based servers
- Blade servers
- Cluster servers
- Intel processor-based servers
- Linux servers
- Mainframe servers
- POWER processor-based servers
- System i (iSeries)
- UNIX servers
- x86 servers for Windows and Linux

Software

- Software by category
- Software A-Z
- Software by brand:

Storage

- Disk systems
- Hard drives/micro drives
- Network attached storage
- Storage area networks
- Storage software
- Tape systems
- Storage A-Z

Upgrades, accessories & parts

Packaged Services from IBM

- Service Pac for Warranty and maintenance

Warranties & maintenance

Point-of-sale and self-service offerings

Workstations

- IntelliStation POWER

Products for Small and Medium Business

IBM Certified Used Equipment
PC recycling and buyback programmes for business

Think Pads & Think Centers from Lenovo*
Introduction to HP

HP focuses on simplifying technology experiences for all of its customers — from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world’s largest IT companies, with revenue totalling $100.5 billion for the four fiscal quarters ended July 31, 2007. HP is committed to helping people apply technology in meaningful ways to their businesses, personal lives and communities. The company’s US$3.6 billion annual worldwide R&D investment fuels the invention of products, solutions and new technologies to better serve customers and enter new markets. HP invents, engineers and delivers technology solutions that drive business value, create social value and improve the lives of customers.

At HP, it believes in its customers’ dreams and aspirations, and it is confident in its ability to help make them a reality. It focuses on research and development, its expertise and its best ideas on simplifying the technology experience to help all of its customers from the individual consumer to the largest global enterprise do what matters most to them.

Some people think of HP as a printer company. Others as a PC or data centre company. It is all that, and more:

HP History

Stanford University classmates Bill Hewlett and Dave Packard founded HP in 1939. The company’s first product, built in a Palo Alto garage, was an audio oscillator—an electronic test instrument used by sound engineers. One of HP’s first customers was Walt Disney Studios, which purchased eight oscillators to develop and test an innovative sound system for the movie Fantasia.

Compaq Computer Corporation was formed after a 1982 meeting in a Houston, Texas, pie shop. Together, employees in the new HP share a passion for satisfying customers, an intense focus on teamwork, speed and agility and a commitment to trust and respect for all individuals. HP India, established in the year 1988, holds the distinction of being one of the first technology companies to set up a base in India. HP in India is one of the largest and most diverse sites for HP outside of the US. HP started its India Software Operations (ISO) in 1989 at Bangalore to deliver enterprise software solutions, product and R&D services to HP customers worldwide. Over the past year, HP’s presence and product portfolio has expanded to mirror almost every activity the company undertakes, be it software engineering, IT services, R&D, BPOs among others. HP India became a billion dollar company in 2005 and continues to expand its presence.

With an aim to have each of HP’s various entities contribute to the company’s overall growth, HP’s three business groups drive the industry.
» Desktops & Workstations

Desktop PCs for Home & Home Office
» HP Pavilion Home Desktop PCs
» Compaq Presario Home Desktop PCs

Desktops PCs for business
» Business Desktop PCs

Workstations
» Workstations

Thin Clients
» Thin Clients

» Notebooks & Tablet PCs

Notebook PCs for Home & Home Office
» HP Pavilion Home Notebook PCs
» Compaq Presario Home Notebook (Laptop) PCs

Notebook PCs for business
» Business Notebook (Laptop) and Tablet PC

Supplies & Accessories for Notebooks & Tablet PCs
» For Home & Home Office
» For Business

Options & Accessories for business
» For Business

» Printers and Multifunction

For Home and Home Office
» Color Inkjet Printers
» Mobile Inkjet Printers
» Color Laser Printers
» Black and White Laser Printers
» Specialty Photo Inkjet Printers
» Color Multifunction and All-in-One
» Black and White Multifunction and All-in-One
» Supplies & Accessories

For Business
» Color Inkjet Printers
» Mobile Inkjet Printers
» Color Laser Printers
» Black and White Laser Printers
» Specialty Photo Inkjet Printers
» HP Designjet Printers
» HP Designjet Commercial Printers
» Color Multifunction and All-in-One
» Black and White Multifunction and All-in-One
» Network Print Servers
» Supplies & Accessories

» Handhelds and Calculators

Handheld PCs for Home & Home Office

» Handheld PCs
Handheld PCs for Business
» Handheld PCs
Calculators
» Calculators

» Monitors

Monitors
» Business Monitors

» Scanners

Scanners
» Scanners for Home & Home Office
» Scanners for Business
Multifunction & All-In-One for Home & Home Office
» Color Multifunction and All-in-One
Multifunction & All-In-One for Business
» Black and White Multifunction and All-in-One
» Color Multifunction and All-In-One
Supplies & Accessories
» For Home & Home Office
» For Business

» Digital Photography

Photo Scanners for Home & Home Office
» Scanners
Photo Scanners for Business
» Scanners
Photo printers for Home & Home Office
» Specialty Photo Inkjet Printers

» Storage
- Networked storage
- Internal server storage
- PC storage products

**Servers**

- HP ProLiant Servers and BladeSystem
- HP Integrity servers (U.S. link)
- HP 9000 servers
- HP Integrity NonStop servers (U.S. link)
- HP AlphaServer systems (U.S. link)
- Telco and carrier-grade servers (U.S. link)
- HP e3000 servers (U.S. link)

**Supplies & Accessories**

- Printing and digital imaging products – Supplies & Accessories
  - For Home & Home Office
  - For Business
  - Computing products - Options & Accessories for Home & Home Office
    - Desktops & Workstations
    - Notebooks & Tablet PCs
  - Computing products - Options & Accessories for business
    - Desktops and Workstations
    - Notebooks and Tablet PC
    - Servers

**Networking**

- ProCurve Networking by HP
- Networking
- Unix server connectivity (U.S. link)
- Wireless solutions (U.S. link)
- NonStop™ networking products (U.S. link)

**Software**

Software and operating systems for tasks such as network management, client management, storage management, clustering technologies, and security.
RESEARCH METHODOLOGY

Research Methodology is a key to the evolution of successful marketing strategies and programs. It is an important tool to study buyer behaviour, changes in consumer lifestyle, consumption patterns, brand loyalty and also forecast market changes. To do research there are certain steps which needs to be followed. Those can be explained as follows:-

Problem Definition:-

This is the starting point in the marketing research exercise. In this step the problem is defined in the most accurate manner so that researcher should be very definite about the problem he plans to deal with. So that proper and efficient use of resources can be done. Therefore, the researcher needs to define the problem carefully and correctly. Now in our case the problem under research is to analyse the positioning of HCL in the market vis-à-vis other competitors like IBM & DELL. After identifying the problem the next task is to formulate it more precisely. Formulation of problem implies a statement or definition of the problem itself.

Stating Research Objectives:-

After the identification and formulation of problem is over, the researcher needs to state and define clearly the objectives of the research. It is highly desirable that there should be complete consistency between the definition of the research problem and the objectives of the research problem. In our case the objective of research is to study about HCL Products and services, its sales and marketing schemes, various competitive Brands like IBM & DELL, to describe HCL positioning in the market vis-à-vis competitors and to suggest suitable ideas regarding improving their strategies.

Developing Research Design:-

Any research project design involves the drawing up of a creative plan which can help to obtain the necessary information in the best possible manner. If the research design is conforming to the research objective it will definitely save time and money and will also result in the creation of valid and reliable information.

In our case research design consists of the following steps:
1. Identification and definition of the problem
2. Stating research objectives
3. Analyze and decide the procedure for achieving those objectives
4. Identifying the data collection method
5. Finalization of the sampling technique
6. Selecting the sample
7. Analyzing the sample
8. Remove the deviations
9. Collecting the data
10. Analyzing the data
11. Writing and presenting the research report
**Selecting data collection method:-**

Broadly there are two methods of data collection:-

(1) Primary data collection method  
(2) Secondary data collection method  

(1) **Primary data collection method**  
I have collected primary data through:-

a. Customer Feedback form  
b. Interview of Sales and Marketing manager  

(2) **Secondary data collection method**  
I have collected secondary data from:-

a. Internet  
b. Magazines  
c. Director's Report  

**Finalization of sampling technique:-**

Accuracy of your findings largely depends upon the way the sample is selected. The basic aim of sampling design is to minimize, within the limitation of cost, the gap between the values obtained from the sample and those prevalent in the population. After analyzing the strengths and weaknesses of each technique, i have chosen the Systematic as well as stratified sampling technique so that the accurate results can be obtained.

**Selecting the sample:-**

Once the sampling technique is finalized, the researcher needs to select the sample being suitable for the research, in accordance with the objective of the research. In this case, i have selected a sample of size 40 means it includes 40 different organisations.

**Collecting the data:-**

After having formulated a research problem, developed a research design and selected a sample, and research instrument, now it is required to collect the data which will help to draw inferences and conclusions from such study. A number of methods can be deployed to gather the data and information. I have collected the data by Questionnaire, direct probing and interviews, T.V. adds, magazines, pamphlets etc.
Survey Interpretation & Analysis of data AND Findings

Q1. Which is the organisation who’s positioning you are dealing with?
Ans. HCL Infosystems Ltd.

Q2. Which competitors you are comparing with?
Ans. IBM and HP.

Q3. What are the features of the products and services that you highlight in your communication to the customer?
Ans. The main features are:
- Quality
- After sale services
- Technology

Q4. Whom do you target as prospective customer while surveying?
Ans. Major Industries that may include private as well as government.

Q5. Who do you think is your major competitor?
Ans. HP

Q6. How much you allocate your budget to your sales and marketing activities in

[Graph showing distribution of budget: 60% to Private organisations, 40% to Government organisations]
terms of percentage?
Ans. Allocation of budget to sales and marketing activities depends upon the customer in dealing.

Q7. Is HCL a complete IT Solution provider?
Yes-81% No-19%

Q8. How do you find HCL Product in comparison of other competitor’s one:
(a) Too Good 1%
(b) Better 73%
(c) Similar 25%
(d) Poor 1%
(e) Worse -

Q9. Prices of HCL products in comparison with other competitors are:
(f) Very attractive 5%
(g) Marginally less 70%
(h) Similar 24%
(i) High 1%
(j) Much high -
Q10. In which field(s) do you think that HCL is weak?
Ans: The weakest area is After sale services-60%
➢ Others are:
➢ Warranty
➢ Delivery time
➢ AMC
➢ Marketing
➢ Vendor ship
➢ Maintenance

Q11. When you hear the name “HCL”, what immediately comes to your mind?
(a) A hardware company [15%]
(b) A software company [15%]
(c) Both hardware and software company [10%]
(d) Complete IT Solution Provider [60%]

Q12. In which field(s) do you think that HCL is strong vis-à-vis other competitor brands?
Ans: HCL’s strong areas can be as follows:
(a) Pricing [30%]
(b) Quality [10%]
(c) Technology [20%]
(d) Services [15%]
(e) Marketing [10%]
(f) On time delivery of new products [15%]
Q13. Are you satisfied with the product performance of HCL?

(a) Totally Satisfied [5%]  
(b) Satisfied [45%]  
(c) Just OK [50%]  
(d) Unsatisfied []  
(e) Totally Unsatisfied []

Q14. Are service men capable of trouble shooting?

Rating of service men on a fine point scale:

(5)- [5%]  
(4)- [50%]  
(3)- [40%]  
(2)- [5%]  
(1)- []
Q15. Are the HCL representatives installing the systems technically sound?
Ans: yes-63% No-37%

Q16. Do they clearly understand your organization’s needs and requirements?
Ans: yes-75% No-25%

Q17. Do they respond to you immediately regarding your queries?
Ans: yes-37% No-63%

Q18. Do you think the prices of HCL products commensurate with the quality and performance that they provide?
Ans: yes-70% No-30%
Recent Acts

Analysis

HP Overtakes HCL In Indian Desktop Market

By Bhavika Jhaveri

Mumbai, Nov 26, 2003

HP has attributed its recently-acquired leadership position in the Indian desktop market to induction of new technologies and value-added offerings for the SMB segment, among others. According to IDC's latest report, HP has replaced HCL in the overall desktop market, achieving 10 percent market share.

Ravi Swaminathan, vice-president, personal systems group, HP India Pvt. Ltd., said, "Our continued dominance in the PC market is a reflection of our business strategy, which is clearly focused on delivering on customer needs and requirements.

He further added, "HP has consistently introduced better technology to meet the requirements of our corporate customers and we also have value-based offerings for the SMB segment as well. Our endeavor is to provide choice to our customers and further fuel growth in the Indian PC market together with our partners."

In the overall desktop (consumer + commercial desktops) market category, HP displaced HCL to occupy the top slot in the Indian desktop market with 10.1 percent market share. Furthermore, HP also maintained the top slot in the overall PC (desktops + notebooks + X86) market with more than 11.0 percent market share.

According to IDC, India is the third fastest growing notebook market and HP officials claim that it holds a strong position in the overall notebook market. "We have a market share of 31.6 percent with 7,369 total units shipped and a value share of 32.9 percent during the quarter ended September 2003, said Swaminathan.

As HP looks to maintain its number one position, HCL would be looking to regain its position. What was the motivation behind making HCL Technologies the first external product design center for IBM? What IBM technologies will HCL have access to, and how will it use them? What's in it for IBM and both current and potential customers? Raj Narayanaswamy, marketing manager for HCL Technologies, explains.

In November 2005, IBM announced the selection of HCL Technologies as the first Power Architecture™ Design Center outside of IBM itself. Under this partnership, HCL becomes a licensee and value-added reseller/licensor of certain Power Architecture core technologies. developerWorks talked to Raj Narayanaswamy, marketing manager with HCL Technologies, about the significance of the agreement, its benefits, and what it means for the IBM Power Everywhere™ initiative. As marketing manager for HCL Technologies, Raj handles the business aspects of HCL's new Power Architecture Design Center, which focuses on design services around the
IBM 405 and 440 cores. He joined HCL Technologies in the summer of 2005 after returning to India from Raleigh, N.C. Raj spent six years managing global sales accounts for power semiconductor companies (International Rectifier, SSC) in the United States, following a short stint as product engineer at International Rectifier's Discrete Devices Foundry. Raj earned a BSEE from the University of Madras (Chennai, India) and an MSEE from the University of South Florida (Tampa, Florida).

How and when did the business partnership begin between HCL Technologies and IBM?

**Raj:** We've been involved in a couple of different initiatives with IBM that began in 2000. Two of them were with the former Candle Corporation, which was acquired by IBM and whose system management and monitoring software is now part of the Tivoli® suite of products. In the summer of 2001, HCL started an engagement with Rational® Software, another company since acquired by IBM. In both cases, we provided what most people refer to as a Center of Excellence, a dedicated center providing cost-effective solutions for these tool sets.

We also have a zSeries® Center of Excellence for zSeries servers, ensuring that a number of people in India are trained on zSeries technology. While IBM sells hardware, customers are looking at different end-user applications and what to do with them. We do a lot of application management work in-house, as well as developing new applications and modernizing existing applications in response to business needs. These make up a diverse set of engagements that we've had with IBM.

How did HCL Technologies come to be chosen by IBM as its first external Power Architecture Design Center?

**Raj:** I think there were a number of factors, but it would have to do with the fact that about 40% of our revenue comes from "Concept to Manufacture" product engineering services. A customer comes to us and describes a concept of an end product. That customer needs someone who can translate that concept onto silicon, using ASIC and system-on-chip design services, and then generate all of that and put it onto a little board with the right form and functionality. That's where our hardware services come into play. We also write the custom software needed for end applications, whether it's for a set-top box or high-definition television, which have vastly different software needs.

I believe our counterparts within IBM and Power.org came to feel that we're one of the best-equipped companies outside of IBM that could add value by offering these services. With this design center, HCL is a value-added reseller of specific Power Architecture licenses. We're not just a reseller; we're adding value by providing a plethora of ASIC, hardware, firmware, and embedded software design services, and presenting a commercialized product based on Power Architecture technology that a customer can touch and feel. I believe the fact that we're diversified in product engineering and have a robust Concept of Manufacture practice influenced IBM's decision.

What are the advantages to IBM of this design partnership?

**Raj:** IBM is very public and serious about "Power Everywhere." The best way to do that is by getting many diverse partners involved in building an ecosystem. Within Power.org, the members speak to each other on a regular basis; we're all in touch through technical committees; we meet at different conferences. It helps us when we
have a customer who needs certain skill sets or services to get to market faster. That's the mantra these days: it's not just about cost, but how to get to market first and fastest. It truly helps get IBM to its stated goal of "Power Everywhere," and it's why we're excited about being a part of this ecosystem and being a Power Architecture Design Center.

Traditionally, when people thought about POWER™ and PowerPC® technology, they thought about systems, PCs, supercomputers, space, mission-impossible kinds of applications, and Blue Gene®. They didn't think of PowerPC as something that could play in the embedded space, because embedded products often don't reveal what's inside. The Power Architecture family has always had great strength in the embedded space, but now IBM and partner companies are taking the Power Architecture message more public in markets where it has been hidden or has had a "stealth" presence. The facts that it's so scalable and that it's now making its presence felt across the entire computing spectrum demonstrate IBM's commitment to achieving "Power Everywhere."

**How does the announcement of Ready for IBM Technology (RFIT) validation complement HCL's becoming a design center for IBM?**

*Raj:* The announcement in December that we were RFIT-validated in the foundry space had a lot of people talking. RFIT validation means we're in a position to help customers manufacture their chips in an IBM foundry, which most people thought would never happen. The outside world views IBM foundries as state of the art, but proprietary to IBM and therefore beyond reach.

Where we fit is in helping our customers translate concepts into designs and realize those designs in silicon in an IBM foundry and through the IBM partner network of foundries. For example, if we have a U.S.-based customer who wants to have prototypes manufactured in an IBM foundry but can get a better volume production environment in, say, Singapore because the parts are being shipped and assembled there, we can work within the IBM foundry partnership program to make that happen. The customer can check the prototypes for performance and functionality in silicon and just turn the process over, like flipping a switch, and run it in Singapore without having to re-verify it.

*So becoming a design center and RFIT go hand-in-hand?*

*Raj:* In our case, yes. For an Indian enterprise especially, HCL is a very silent company, but when IBM and HCL sat down to do our due diligence, IBM found that we've done a lot of good work in translating and importing designs from a computer to a wafer foundry. We've done this successfully a couple of times, including within an IBM foundry, so it seemed to be a perfect fit. We love to be able to tell our customers who come to us for Power Architecture designs that we can help them realize their parts in silicon inside the IBM foundry.

Being a design center and RFIT certainly are complementary in many respects, but I'll be very candid: not every customer would want to take that route. Just like you might have a favorite sporting good store, some customers have a favorite wafer foundry they've worked with for the last 15 or 20 years.

However, I don't think anyone is averse to trying something different, especially with the technology advantages that IBM has in its fab in Vermont. It makes a very tough case to refuse. Let's face it, when you need quality, cutting-edge, nanometer-scale semiconductor technology, there's only one place to turn to.
What Power Architecture technologies is HCL licensed to deliver?

**Raj:** HCL is currently a value-added reseller for the PowerPC 405 and the 440 cores. There are some very, very interesting applications we've encountered where these cores are a perfect fit, and these are the ones we'll be taking to our customers and selling as licenses. Our task is to take the technology to customers and prospects and evangelize the virtues of the cores as well as the design services and end applications that we can deliver.

Also in terms of licensing, we have a number of in-house IPs that we've made compatible with CoreConnect™, the language that every IP speaks in order to talk to the PowerPC core [see Resources for a tutorial on CoreConnect --ed]. If you can make your in-house IPs CoreConnect-compatible, you quicken the adaptability of the Power Architecture technology into a customer's design, because you've taken the effort out of integrating the IP block. Now that block can make full use of increased processor speed and performance, and you can pass the benefits on to your customer's device, which is going to be faster, smaller and cooler, because all the building blocks fit together and form a perfect foundation.

What kinds of applications and devices are you targeting for your design and implementation work?

**Raj:** We're looking at markets that are traditionally not POWER-enabled. A lot of our applications are in consumer electronics - things like high-definition televisions and digital set-top boxes. HDTV is a very interesting force in market dynamics, because if you walk down to Circuit City, you see prices coming down drastically, and it's not like the technical content of these things is coming down; in fact, it's going up. It's a great opportunity for us and for Power Architecture technology.

We're also looking at some emerging markets. WiMAX (wireless broadband) is clearly an initiative in the part of the world including India, Singapore, and the Far East, the Koreas, and Japan. A number of different standards are creeping up, but we're working on building a base reference platform that would be one of our investments in Power Architecture technology. Historically, consumer electronics has been dominated by other players, but WiMAX is relatively new. It's definitely a compelling technology that we feel requires an investment, and the Power Architecture tech could be the perfect fit.

Can you describe the design and implementation services that HCL provides for customers?

**Raj:** There's a lot of functionality that can go into and around a chip and into the software. Architecture, the way I see it, is partitioning these different functions to be done in the most efficient way possible. That's one of the benefits we bring to customers as a design center. Not only are we Power Architecture technology experts in our own way, but we also understand architecture, so we can show them through modeling the most efficient way of achieving their ideas.

Implementation refers to classic design methodology -- chip design, verification and validation, synthesis, timing, optimal PC board layout including supporting hardware. Meanwhile, in parallel another team is writing software for the end application. If it's a set-top box, for example, this involves making sure that all pay-per-view functions
replicate the earlier design and incorporating all the additional features that the
customer wants.
For manufacturing, we like to tell customers that the IBM foundry is the right choice,
but manufacturing on the chip level can be done anywhere in the world. As long as we
can license and enable Power Architecture technology in a foundry, they’re good to go.
Today, most board-level manufacturing and testing happens in the Far East. A number
of good companies are there, one of which is a member of Power.org.

Where are most of your customers located geographically?

**Raj:** If you look at HCL as a single entity, 60% of our revenue comes from North
America. I believe Europe and Asia are pretty much neck and neck. Our definition of
Asia-Pacific includes the entire continent and Japan.
With respect to the Power Architecture Design Center, most of our customers are going
to be in the Asia-Pacific region, with North America second and Europe third. A lot of
the innovations that we're talking about, high-definition television and embedded
systems, is driven primarily by markets in Japan and Korea.
It always helps to have local feet on the ground, and that's something I hope to see in
coming months as Power.org members work together to get more local touch points to
introduce Power Architecture technology. For our part, we're making sure our sales
forces across different companies are enabled with an understanding of the Power
Architecture technology.

Does HCL offer similar design and implementation services for other
semiconductor manufacturers?

**Raj:** To the best of my knowledge, no, not anything that could be construed as a
conflict of interest. We do have separate initiatives for software and in networking, and
there are other services we provide with respect to Power Architecture technology and
similar design initiatives. In this part of the world, ASIC design is considered hardware;
that would give some of my grad school professors a heart attack. But in terms of a
hardware relationship along the lines of what we have with IBM, the answer is no, we
don't.

Outsourcing is a sensitive issue in the U.S., especially among workers who fear
displacement by the movement of jobs overseas. Do you see the choice of HCL
as a design center for IBM as outsourcing -- or, in other words, having an
impact on the U.S. job market?

**Raj:** Not at all -- this is not outsourcing, it is really an extension of technology. We're
marketing Power Architecture technology, spreading it into areas where it has not been
around. We're expanding IBM's reach with the Power Architecture Design Center. The
foundry initiative, which ties into our Power Architecture activity, is the exact opposite
of outsourcing. We're talking about starting silicon wafers in a U.S. foundry. Here we
have an Indian IT giant ramping up production and investing in future technology in a
stateside foundry, so what we're talking about cannot in any way be construed as
outsourcing. It's an extension of the Power Architecture ecology.
SUGGESTIONS

(1) Organisation should try to improve after sales services.
(2) It should try to improve after sales maintenance force.
(3) The organisation should give due consideration to small scale organisations as well because they are also an important part of our economy.
(4) It should employ more qualified maintenance force so that customer queries can be resolved quickly and easily.
(5) The customer care center should be more prompt in understanding and handling queries of customers.
(6) Organisation should also improve its distribution channel so that its products can be made easily available because people are facing problems in vendor ship also.

Note: My suggestions are totally based on my personal analysis of the data that I have collected.
LIMITATIONS

My project has few limitations which are to be overcome in the near future. Some of them are:-

- Samples are selected randomly; there is no specific criterion to select them.
- Results are totally based on my personal analysis.
- Results are applicable only for small period.
REFERENCES

- www.hclinfosystems.com
- www.google.com
- www.businessweek.com
- Annual report of HCL 2006-07
- www.wikipedia.com
QUESTIONNAIRE

Dear Respondent,
I am a student of management institute. As a part of curriculum I am doing a project on exploring the acceptability of HCL products vis-à-vis other competitors brands in different market segments/verticals.

I would be grateful if you fill up the following questionnaire:-

Q1. Please mention the names of vendors from whom you procure the various underwritten products.

<table>
<thead>
<tr>
<th>Vendors</th>
<th>IBM</th>
<th>HP</th>
<th>HCL</th>
<th>OTHERS</th>
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</thead>
<tbody>
<tr>
<td>PCs</td>
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<tr>
<td>SERVERS</td>
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<td>LAPTOPS</td>
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<td>PRINTERS</td>
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<tr>
<td>PERIPHERALS</td>
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<tr>
<td>A. KEYBOARD</td>
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<td>B. MOUSE</td>
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<tr>
<td>C. MONITOR</td>
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<tr>
<td>D. SPEAKER</td>
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Q2. Which PC brand comes to your mind first (please write the name of brand)?
Name of Brand………………………………….

Q3. Do you find HCL as a complete IT solution provider?
   a) Yes     b) No

Q4. If answer to question3 is NO, what other products should HCL offer?
   a)……………..   b)……………..   c)……………..

Q5. How do you find HCL Product in comparison of other competitor’s one (please tick the correct option):
   (k) Too Good
   (l) Better
   (m) Similar
   (n) Poor
   (o) Worse

Q6. Prices of HCL products in comparison with other competitors are
   (a) Very attractive
   (b) Marginally less
   (c) Similar
   (d) High
   (e) Much high
Q7. In which field(s) do you think that HCL is weak?

1. ____________________  2. ____________________  3. ____________________

Q8. Areas needed to be improved:

1) Product Quality
2) After sales service
3) ..................... (if any other, please specify)

Q9. What criteria does your organisation adopt for purchasing a product. (Please rank in the order of preference, from 1 to 7)

a) Cost
b) Support
c) Serviceability
d) Discount Scheme
e) Quality
f) Lead time for delivery
g) Brand name
h) Any other ....................... 

Q10. Which of the brand would you suggest (tick only one)

<table>
<thead>
<tr>
<th></th>
<th>IBM</th>
<th>HP</th>
<th>HCL</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Use</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Personal Use</td>
<td></td>
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</tbody>
</table>

Q11. Brand you prefer is due to:

<table>
<thead>
<tr>
<th>Official use</th>
<th>Personal use</th>
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<tbody>
<tr>
<td>a) Technology</td>
<td>[]</td>
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<tr>
<td>b) Cost</td>
<td>[]</td>
</tr>
<tr>
<td>c) Quality</td>
<td>[]</td>
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<tr>
<td>d) After sales services</td>
<td>[]</td>
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<td>e) Company offerings</td>
<td>[]</td>
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<tr>
<td>f) Brand image</td>
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</tbody>
</table>

Q12. When you hear the name “HCL”, what immediately comes to your mind?

a) A hardware company | []
b) A software company | []
c) Both hardware & software company | []
d) Complete IT solution provider | []
e) Any other (please specify) ___________________________
Q13. In which field(s) do you think that HCL is strong vis-à-vis other competitor brands?
1. ______________________
2. ______________________
3. ______________________

Q14. Would you like to receive information on HCL products and services?
   (a) Yes  (b) No

   If yes please specify the medium of your preference______________________.

   **For HCL users only**

Q15. Are you satisfied with the product performance of HCL (please tick the appropriate one):

   (a) Totally Satisfied
   (b) Satisfied
   (c) Just OK
   (d) Unsatisfied
   (e) Totally Unsatisfied

Q16. How is the after sales service (please tick the correct one):

   (a) Very poor
   (b) Poor
   (c) Just OK
   (d) Good
   (e) Very Good

Q17. Service men are capable of trouble shooting (please rate them on scale of 1 to 5; 1 for least capable and 5 for best one):

   --------------------------------------

Q18. Are the HCL representatives installing the systems technically sound?
   (a) Yes  (b) No

Q19. Do they clearly understand your organization’s needs and requirements?
   (a) Yes  (b) No

Q20. Do they respond to you immediately regarding your queries?
   (a) Yes  (b) No
Q21. Do you think the prices of HCL products commensurate with the quality and performance that they provide?

(a) Yes    (b) No

PERSONAL INFORMATION

NAME : ____________________________
ORGANISATION : ______________________
DESIGNATION : ______________________
LINE OF BUSINESS : ______________________
ADDRESS : ____________________________

___________________________________
___________________________________
_________________________PIN______________

TEL ______________ FAX______________
E-MAIL ______________________________

THANKS FOR YOUR CO-OPERATION