

## Transformation of business value chain driven by virtual communities



Community driven revolutions that led to transformation of governance and policies is a common story when we take a look into the political history of different countries. Physical community gatherings also have resulted in social reforms through successful programs such as “Alcohol Anonymous”.

Information Technology right from the beginning has started adopting the core concepts that made the community driven initiatives a success. As we all know a group becomes a community when dialogues, transactions and interactions of common interests happen between group members. Community interactions through IT systems have been made possible initially through emails and email groups. Contacts within emails were just considered as a mechanism to store the contact information of the people with whom a person has interacted or will be interacting in the future. Categorization of contacts was the next step of IT evolution that led to emergence of the social media that have become the essentials of human life. A networking model evolved from the categorization of contacts and this networking model have finally transformed into the evolution of social networking models adopted in various ways across social media platforms.

Information technology advancement fuelled by the communication infrastructure development from time to time also brought in the contextualization and real time aspects that are very much the essentials for the time bound and successful conclusion of human interactions. This driver has led to the real time interactivity IT solutions like real time messenger solutions. Social media platforms as we today have converged the best of networking and real time interactivity capabilities on top of the elastically growing IT infrastructure. They also brought in all the human interactivity

concepts and models in order to attract the customer base. This has proved to be big success story as humans started living a second life in these platforms.

From a retail industry angle the transformation of business models around their customers were gradual ones. As part of reaching out to customers for selling the products and services, retailers have initially adopted catalogue based business models to enhance sales and understand customer preferences and priorities. Later on, retailers have adopted loyalty programs to sustain a loyal customer base and hence adopted offline customer profiling analytics solutions that analyses customer's purchase trends to reach out to them with new offers and product information that will be of interest for them. Most of the retailers have adopted plastic loyalty cards to help customers redeem offers and points gained while they are at the Point of Sale terminal for payment process. This model of customer profile analytics being offline had its own constraints and it was not giving the intended results. This resulted in retailers moving to analytical IT solutions that were giving real customer profiling results.

By the time such IT transformation happened in the traditional retailing model, social media became very prominent and that was impacting the brand and customer retention for retailers in both positive and negative ways based on the contexts prevailed from time to time. Social media as a global virtual platform became so powerful to make positive and negative business impacts in just a matter of seconds for retailers. This prompted retailers to strongly focus on social media and integration of the customer facing IT systems and solutions with social media. Also retailers have leveraged social media as a branding platform and a platform to interact with customers to know what they want and feel about their experience with the retail brand. Social media platforms also have been extensively used to market the products and offerings by taking into account the context and preferences of customers. In the recent analysis done on top 100 retailers on their social media (especially Facebook) success stories, Wal-Mart, the world's largest retail chain emerged on top for maximum number of fan actions with around 26 Million likes in Facebook. Posts were more focused on customer retention with more customer centric posts enabling customers to express their viewpoints and wish lists rather than broadcasted marketing postings. Social media have evolved as key integration interfaces for retail IT infrastructure that delivers customer interactivity online channels.

## About Attinad Software

Attinad Software is a software company specializing in new generation technology driven solutions around Social, Mobile, Analytics and Cloud (SMAC) across various industry verticals. Attinad Software's key objective is to become the right technology and IT solutions partner for its clients by delivering them the best in class software products and solutions that best suits their context. Our products, proven solution frameworks and the implementation methodologies have helped our clients rollout the best fit solution that suits their business contexts, both from functional workflow context and non-functional growth, sustainability and scalability angle.

Attinad Software, one of the fastest growing company has won several prestigious awards and accolades since its inception for its unique differentiators and state of the art solution deliverables. Attinad has been bestowed with the prestigious Red Herring Global 100 award in the year 2013. Red Herring is a prestigious award given to technology companies who bring differentiation in converging and transforming technologies into business solutions. In the year 2012, it has been selected as the EMERGE 50 companies in India by NASSCOM, the association of software companies from India. The mobile patient management solution developed by Attinad has been chosen for the final round of NASSCOM Innovation Award for the year 2013. It has also figured out in other leading technology magazines such as IDG Channel World, Silicon India as one of the hot 50 companies with unique market differentiators.

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