

Report on

**“Robotic Process Automation adaptation and implementation strategies of
Technometrics Limited”**

By

Syed Sajjad Ahmed

ID: 18104248

An internship report submitted to the BRAC Business School in partial fulfilment of the
requirement for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that.

1. The internship report submitted is my original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Syed Sajjad Ahmed

Student ID: 18104248

Supervisor's Full Name & Signature:

Ms. Fabiha Enam

Senior Lecturer

BBS, BRAC University

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Letter of Transmittal

Ms. Fabiha Enam

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Robotic Process Automation adaptation and implementation strategies of Technometrics Limited.

Dear Madam,

In order to complete my Bachelor of Business Administration, I would like to use this opportunity to deliver my internship report on RPA adaption and implementation techniques in SMEs to you (BBA). I had the chance to use my theoretical understanding of marketing to actual company operations throughout my internship program. I leveraged my knowledge and skills from the RPA (Robotic Process Automation) of the business itself as the major emphasis of my report.

I spent a lot of work into gathering all pertinent data while putting this research together to maximize its legitimacy, originality, and educational worth. But I am certain that you will accept responsibility for any mistakes that may arise due to time restrictions and maintaining secrecy.

I also want to thank you for helping me with the writing and picking of the internship report topic, as well as for guiding me throughout the report to give me a clear knowledge of how the report should be written. I sincerely hope the report's appropriate set of writing and the facts it contains satisfy you.

Sincerely yours,

Syed Sajjad Ahmed

Student ID: 18104248

BRAC Business School

BRAC University

Date: April 15th, 2023

Non-Disclosure Agreement

This agreement is formed and signed by the signatory student at BRAC University and Technometrics Ltd.

By signing this statement, I, Syed Sajjad Ahmed, guarantee that this report won't include any sensitive information that might harm Technometrics Limited. This report, which is focused on my daily actions at the office, will be written with the help of the workplace supervisor or line manager.

As a result, as part of the requirements of my internship program, my report won't be published online and will instead be preserved at BRAC University to protect the information's privacy. Both parties in this situation agreed to keep the material used in this report a secret.

Acknowledgement

First and foremost, the development and preparation of my report is entirely monitored by my university faculty and internship supervisor Ms Fabiha Enam, Senior Lecturer, BRAC Business School, BRAC University and I am very much happy for her uttermost support and direction. I would have missed the deadline for turning in my report without her assistance. The next thing I need to do is thank the people at Technometrics Limited for hiring me. While I was an intern there, I received invaluable advice and encouragement from the entire staff, and I am eternally grateful to them all. My on-site manager, Md. Abu Dyan Pramanik (Senior Manager), has been really supportive and encouraging as I begin my career in marketing, and I am grateful to him. Then, I'd like to thank Md. Sabbir Hossain (Senior Manager), with whom I had the pleasure of working throughout my internship and from whom I learned much about the inner workings of the organization. Additionally, I appreciate Iftekhar Hossain Shafi (Chief of Business Development) taking the time to introduce me to the business culture and share his expertise. Knowledge of various sales strategies, such as on-site marketing, telephone marketing, and sales pitch on how to get the attention of the customer in the world of the sales to get the sales that we need, has been gained, and I am confident that these abilities will be extremely useful in my future work in the marketing sector.

Executive Summary

This report gives a brief overview of my time spent internship in business development at Technometrics Limited Bangladesh. I participated in a variety of business development activities during my internship and learned a lot about the company's operations and the sector it operates in.

Technometrics Limited is a technology consulting firm that provides innovative solutions to its clients. The company (TML) is committed to delivering high-quality services and maintaining strong relationships with its clients. As a business development intern, I was responsible for assisting the company in identifying and pursuing new business opportunities.

The report provides an overview of the company's operations and the challenges it faces in the highly competitive technology consulting industry. The report also highlights the importance of effective business.

Overall, the internship at Technometrics Limited Bangladesh provided me with a valuable learning experience in the field of business development. The report provides recommendations that can help the company improve its business development efforts and ensure its long-term success in the highly competitive technology consulting industry.

Key words: clients; service; consulting; Business Development.

List of Acronyms

RPA= Robotic Process Automation

SD= Software Development

TML= Technometrics Limited

LTD= Limited

SMEs= Small and medium-sized enterprises

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Syed Sajjad Ahmed, ID: 18104248, Program: Bachelor of Business Administration, Major: Marketing, Minor: Human Resource Management.

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address, Company Supervisor's Information:

I had a wonderful experience at the Technometrics Limited as a business development intern. Which was for 4 months. I was in the Sales team of the business development department. The address of the office is 7th Floor, InnStar Tree House, Plot: 50 Road: 23, Block: B, Banani, Dhaka-1213. The supervisor of my internship program was held by Md. Abu Dyan Pramanik, Senior Manager of the Business Development Department.

1.2.2 Job Scope – Job Description/Duties/Responsibilities:

One of my major roles in this certain intern post was to visit the clients and know about their needs as well as their requirements to match our work description. As a business development intern in a tech company, I was assigned to work with the sales team and assist them with their day-to-day activities, including making the invoice, bill & visit clients for necessary documentation to pursue the clients for further query to fulfill the sales requirements. This also includes of making a proper relationship with the clients and maintaining a good image just to have more sales in the upcoming business tenures. Moreover, working with other departments such as marketing, product development, and customer service to ensure that the company is meeting the needs of its clients.

1.3 Internship Outcomes:

An internship program in a company is to train up the trainee to become a potential employee and also to make him a good employee as well as to give him a real-life experience in the company with hand-to-hand experience. My internship in the Technometrics Limited has been a great way of delivering me as becoming a valuable asset and also training me to have capabilities for further work life as well as career-oriented needs. In my internship period I was assigned to do various activities to get go the learning of the company structure and the basic needs and as well as the know how to approach the potential clients. The Technometrics Limited being one of the leading tech system solution providers maintaining their clients and giving them the solutions based on their problems they are facing in the system of their regular infrastructural solutions including the cloud solutions, cyber security, fire protection, BMS and many more. Moreover, the internship period in this company has led me to know more about the business structure and also the business development strategies so that the company could be more profitable in the future and get more sales with their proper set of employees and using them as a channel of the company. I had to produce a report about my internship as part of the program, and since the report is a reflection of my understanding of the entire curriculum, it is necessary to complete the BBA degree at BRAC University.

1.3.1 Contribution to the company:

I was very lucky enough to be a part of the Technometrics Limited which is a growing organization and has made a good name in the industry. The company has given me the freedom to learn, speech and has given me a source of responsibility which I should have to become a great person for the future. The environment of the Technometrics Limited is very generous, helpful and fun loving which has given me an opportunity to become a supportive role in the Business Development department, which has flourished my capabilities as a human being. The main responsibilities of the role which I was assigned with is stated in a brief manner below.

1. Enhanced understanding of the technology industry: I gained an understanding of the technology industry, including emerging trends, market demands, and competitor analysis.
2. Improved communication skills: I got the opportunity to communicate with clients and partners, as well as present proposals and ideas to the business development team, which will enhance your communication skills.
3. Exposure to different technologies and tools: I got exposed to various technologies and tools used in the industry, which will broaden your technical knowledge and skill set.
4. Networking opportunities: I had the chance to network with professionals in the technology industry, which may lead to future job opportunities.
5. Increased understanding of the company's operations: I learnt about the company's operations, goals, and values, which will provide you with a deeper understanding of how technology-based businesses operate.
6. Improved teamwork and collaboration skills: I collaborated with other departments, including the engineering team, marketing team, and customer service team, which will help you develop teamwork and collaboration skills.
7. Practical experience in business development: I gained practical experience in business development, including identifying potential clients, creating proposals, and closing deals, which will be valuable for my future career.

1.3.2 Benefits to the student:

I had the opportunity to learn new skills, techniques and know about the company insights and also the knowledge of the tech industry which I learned throughout my internship. A business development team in fact I was working in the sales team to generate leads and going to the clients and asking them about the needs of the company which led me to a different exposure and cultures. This has developed my interpersonal skills and ability to work under different environment and as well as in the different exposures in the industry. Through my experience in this field of tech I was able to deepen my awareness of the technology sector in Bangladesh. I have covered a few know how techniques and necessary steps and provided some personal advice based on the difficulties I faced during my undergrad life.

1.3.3 Problems/Difficulties (faced during the internship period):

Throughout my internship, I had to deal with the following restrictions: There are certain constraints on the resources I could use as a business development intern.

- Due to several limitations, I was unable to gain as much in-depth information about the internal operations of the office as the full-time employees did.
- It was challenging for me to need the substantial money and resources as an intern for such a little time.
- I encountered communication issues when working with multiple teams, which made it challenging to coordinate well and accomplish goals.
- I was under pressure to produce results right away while I was an intern in a business development position.

1.3.4 Recommendations (to the company on future internships):

The internship program in the Technometrics Limited provides a good look-up to the IT industry which is now dominating all over the world. The world has been so much caught up with the fact that the development and information technology in every sector of life that we cannot go by a day without the help of information technology. The recommendation would be for the future interns doing their course work or internship in this organization would be is to not make the interns go in the uncomfortable zone as they have not enough resources to work under the pressure of the organization and fulfill the tasks in the day-to-day basis.

Chapter 2

Organizational Profile

2.1 Introduction

Technometrics Limited is an IT based company situated in Dhaka, Bangladesh and was established in 2015. Technometrics Limited works on IT development and infrastructure solutions for their clients and gives end to end solution. The company's primary focus is on providing software development, implementation, and support services to clients across various industries. They have a team of skilled and experienced software developers, business analysts, project managers, and support staff who work together to deliver high-quality solutions to their clients. Both huge organizations and small and medium-sized businesses are among the clientele of the company. They collaborate with customers in a range of sectors, including clothing, healthcare, retail, and finance. In order to deliver top-notch solutions to its clients, Technometrics Ltd is committed to preserving the highest standards of professionalism and ethics. They are renowned for providing reliable, cutting-edge software solutions that are made to meet the individual needs of their clients. The mainstay of Technometrics Ltd is server storage, security backup & virtualization, fire security, and IPCCTV.

2.2 Company Overview

Technometrics works with a view to identify opportunities to introduce and implement technology solutions that bring about abundant savings in cost, efficiency and investment for the client while enhancing greater security and control. It has a certification of ISO 20000-1:2011, ISO 9001-2015, ISO 27001:2013 certified. Technometrics Limited is the most reliable IT solution making company in Bangladesh. The company gives one step IT solution to their clients and gives them a proper-technological solutions so that the clients requirements meet the demand. The company has ambition to target their customers and give them the solution they need in the shortest amount of time. The company has a team of highly skilled software engineers and IT professionals who work together to deliver innovative and reliable solutions to their clients. They use the latest technologies and methodologies to ensure that their clients receive top-quality products and services. The clients want the solutions in the basis of their problem which the company must identify and give a solution so that these IT related issues can be resolved by the third-party company which Technometrics can play a good role.

2.2.1 Technometrics Limited's Organizational Structure

Technometrics Limited has four departments in their corporate office. Those departments are Business Development and Technical team. The business development team consists of two team which are, Pre Sales and Sales team. The technical team has RPA team, software team and Machine learning team.

2.2.2 Technometrics Limited's Business Units

The major business units of Technometrics Limited are.

RPA Solutions: The RPA solutions has become the greater asset of the company as the company heavily depends on the solutions that has to be given so that the software team can be more of a role player in this scenario. The bespoke solutions can be the main criteria for the clients so that they get their full and initial software solutions regarding the problem they are facing.

Software Development: Tech companies can develop custom software solutions to meet specific business needs. This can include web applications, mobile apps, enterprise software, and more.

Cloud Computing: Tech companies can help businesses transition to cloud-based solutions, providing cloud storage, computing power, and other resources on a subscription basis.

Cybersecurity: Tech companies can offer solutions to protect businesses from cyber threats, including malware, phishing attacks, and data breaches.

Data Analytics: Tech companies can help businesses gather, analyze, and make sense of their data, offering insights that can inform business decisions.

Internet of Things (IoT): Tech companies can help businesses connect and manage their IoT devices, using sensors and data analytics to optimize performance and efficiency.

These are just a few examples of the many solutions that tech companies can provide. Ultimately, the specific solutions offered will depend on the needs of the business or organization in question.

2.2.3 Technometrics Limited's Product and Service

Technometrics Limited has the most innovative products and solutions that can provide the one step further to the companies that has to have their software and security system sorted out. Dahua, Hikvision, Hanwha, Techwin, Bosch etc. are the main companies which are the cc-tv manufacturing companies they serve. However, here are some common examples of tech products and services:

1. **Hardware products:** These include computers, smartphones, tablets, servers, networking equipment, and other electronic devices.
2. **Software products:** These can be anything from operating systems and productivity software to video games and mobile apps.
3. **Cloud computing services:** These services provide computing resources such as storage, processing power, and applications to businesses and individuals over the internet.
4. **IT consulting and support services:** Tech companies may offer services that help businesses with IT infrastructure, software development, security, and maintenance.
5. **E-commerce services:** These services enable companies to sell their products online, manage inventory, and handle payments and shipping.
6. **Digital marketing services:** Tech companies may provide services to help businesses promote their products and services online, such as search engine optimization, social media marketing, and email marketing.
7. **Artificial intelligence and machine learning services:** These services use algorithms and data to help businesses analyze and automate processes, improve customer service, and make better decisions.
8. **Virtual and augmented reality products and services:** These technologies can be used for gaming, training, design, and other applications.
9. **Cybersecurity products and services:** These services help businesses and individuals protect their data and systems from cyber threats.

2.5 Marketing Practices

Marketing strategies in an IT company can be developed using the 4Ps of marketing: product, price, promotion, and place. Here are some ideas for each of the 4Ps:

Product:

In Technometrics Limited, the product is often a software or service. To create a successful marketing strategy, it's essential to identify the unique features of your product and the benefits it provides to the customers. You can use customer feedback and market research to understand your target audience's needs and create a product that fulfills those needs.

Price:

Pricing is a crucial factor in an IT company's marketing strategy. It's important to set a competitive price that reflects the value of your product. You can use a pricing strategy that is based on the product's features, the competition, or the customer's perceived value.

Promotion:

Promotion is about communicating the value of your product to your target audience. You can use various promotion techniques such as digital advertising, content marketing, social media, and email marketing. You can also collaborate with influencers or industry leaders to increase your product's visibility.

Place:

Place refers to the distribution channels you use to reach your target audience. In an IT company, the distribution channels are often online. You can sell your products or services through your website or online marketplaces such as Amazon or App Store. You can also partner with other companies to expand your reach and increase your sales or going to the

preferred customers doorstep to convince them about the product and services that we are providing is the main criteria that is used to refer for place.

2.6 Management Practices

Managing an IT company involves a number of processes that need to be executed efficiently in order to ensure smooth operation and growth. Some key processes that are important for IT company management are:

Project management: IT companies are often engaged in multiple projects simultaneously. Managing these projects effectively is critical to delivering high-quality products or services on time and within budget. Project management involves defining project scope, setting timelines, assigning resources, tracking progress, and ensuring project deliverables meet customer requirements.

Software development life cycle (SDLC): IT companies typically follow a structured approach to software development, which includes planning, designing, coding, testing, and deployment. Managing the SDLC involves ensuring that each stage is completed successfully, and the overall process is efficient and cost-effective.

Quality assurance: IT companies need to maintain high-quality standards for their products and services. Quality assurance involves defining quality standards, testing products against those standards, and identifying and resolving defects or issues that arise.

Change management: IT systems and processes are constantly evolving. Change management involves managing changes to IT infrastructure, software, and processes in a structured and controlled manner to minimize risk and ensure smooth transitions.

Resource management: IT companies rely heavily on their employees and other resources to deliver products and services. Resource management involves planning and allocating resources effectively to maximize productivity and efficiency.

Financial management: IT companies need to manage their finances effectively to ensure profitability and sustainability. Financial management involves budgeting, forecasting, tracking expenses and revenues, and managing cash flow.

Overall, effective management of these processes is critical to the success of an IT company. It requires strong leadership, clear communication, and a commitment to continuous improvement.

2.7 Financial Performance and Accounting Practices

Budgeting: IT businesses should create a budget that details their anticipated income and costs for the upcoming year. This budget should account for projected sales and service revenues as well as associated expenditures for equipment, rent, and other overhead involved with operating the firm.

Cash flow management: IT businesses should keep a careful eye on their cash flow to make sure they have enough money to pay their bills and invest in expansion prospects. To maintain a positive cash flow, this entails monitoring the input and outflow of funds and making changes as necessary.

Accounting software: Investments in accounting software tailored to the needs of the IT sector should be made. This program may be used to track spending, create financial reports, and handle accounts payable and accounts receivable.

Accurate financial reporting: IT companies should ensure that their financial reports accurately reflect their financial position. This involves regular bookkeeping and reconciliation of accounts, and ensuring that all transactions are properly recorded.

Tax compliance: IT businesses need to be aware of their tax responsibilities and adhere to all applicable tax rules and regulations. This entails obtaining and paying sales tax, submitting income tax returns, and abiding by other tax regulations.

Auditing: To make sure that their financial procedures are compliant with accounting standards and laws, IT organizations should regularly audit themselves. This might show where work has to be done and guarantee the company's financial stability.

2.8 Operations Management and Information System Practices

The objectives of operations management center on optimizing an organization's efforts, particularly those related to manufacturing goods and/or services and controlling the infrastructure and supply chain. Cost management, optimizing profitability, and efficient resource allocation are the main concerns.

By organizing company processes, making sure the right people are in the proper roles, and constantly reviewing performance measures, operations managers try to lower operational expenses.

1. Operational Planning: A thorough operational planning can make the organization plans and operational plans up to the mark. Operational planning concludes budgeting, planning and organizing

2. Production Management: This include deciding on the project's goals, formulating a strategy, and figuring out the resources needed to finish it. Project scheduling, milestone setting, and project scope definition are further aspects of project planning.

3. Inventory Management: This include managing the team, making sure that tasks are finished on schedule, and keeping track of progress in relation to the project plan. It also involves managing the resources needed to execute the project.

4. Risk Management: This entails locating and reducing hazards that might affect the project's success. Contingency planning and risk monitoring are both part of risk management throughout the project lifetime.

5. Quality assurance: In order to make sure that the finished product satisfies the needs of stakeholders, quality assurance is crucial. In order to verify that the project deliverables satisfy quality requirements, this comprises testing, evaluating, and validating them.

6. Project closure: In order to achieve this, the project must be properly closed out, which includes recording any lessons learned, concluding the project deliverables, and doing a post-project review.

2.9 SWOT Analysis

SWOT analysis is the process of which can identify the strength, weakness, opportunity and threats. These are the prospects that can help and prosper the company in the future. SWOT analysis examples over team, patents and intellectual property.

In the aspect of Technometrics Ltd., the SWOT analysis is discussed below:

Strengths:

Innovative products and services which is getting to know with the prices that are given by the consumer and the people who needs to setup the products from us.

Strong brand recognition: It is a crucial point for the brand to have the recognition in the market because without the recognition the company would not get the desired customers and sells, they are wanting.

Skilled and talented workforce: Skilled talents are basically the assets of the company. The company cannot function without the skilled workforce because skilled workforce is the driving factor of the company, and everyone must rely on the people to solve the technical issue as well as the sales so that the company can gain competence in the IT industry.

Established market presence: The Technometrics Limited has a great market presence and it is used to make the market competitive so that they can take the bigger clients to get the revenue.

Diversified product portfolio: A diverse product portfolio in information technology may include a wide range of products that cater to different market segments and meet different customer needs.

Weaknesses:

Dependence on a single product or service: An IT firm may be more susceptible to market shifts or supply chain interruptions if it places a lot of reliance on a particular item or service. If the product or service gets outmoded or suffers fierce competition from rivals, this might put the business at danger.

Security risks: IT businesses may be subject to security concerns like cyberattacks and data breaches, which may seriously harm their finances and image. To safeguard their operations and consumer data, businesses must invest in strong security solutions since the threat landscape is continuously changing.

Talent retention: To create and deliver their goods and services, IT firms need talented individuals. A firm in the IT industry may find it difficult to maintain its competitive advantage if it is unable to keep its bright staff. The rivalry for competent people is severe.

Rapid technological changes: The IT industry is constantly evolving, and companies need to stay on top of the latest technological advancements to remain competitive. Companies that fail to keep up with the pace of change may become obsolete.

Regulatory compliance: Regulations pertaining to data protection legislation and other industry-specific rules may apply to IT organizations. It can be difficult and time-consuming to comply with these rules, and failure to do so may result in fines and other consequences.

Dependence on a single product or service: An IT firm may be more susceptible to market shifts or supply chain interruptions if it places a lot of reliance on a particular item or service. If the product or service gets outmoded or suffers fierce competition from rivals, this might put the business at danger.

Security risks: Cyberattacks and data breaches, which may seriously harm a company's finances and reputation, are security concerns that IT organizations may be subject to. Companies must invest in strong security measures to safeguard their operations and consumer data since the threat landscape is continuously changing.

Talent retention: To create and deliver their goods and services, IT firms need talented individuals. A firm in the IT industry may find it difficult to maintain its competitive advantage if it is unable to keep its bright staff. The rivalry for competent people is severe.

Rapid technological changes: To remain competitive, businesses must keep up with the most recent technical developments as the IT sector undergoes rapid change. Businesses that can't keep up with the speed of change risk going out of business.

Regulatory compliance: Regulations pertaining to data protection legislation and other industry-specific rules may apply to IT organizations. It can be difficult and time-consuming to comply with these rules, and failure to do so may result in fines and other consequences.

Opportunities:

In terms of their objectives, an IT corporation has several opportunities. The sector is currently so heavily influenced by technology development that competition is at an all-time high, but there are also many more opportunities than in the past. When the market has needs that must be satisfied in order to generate income, opportunity arises.

Threats:

Every action has a risk. opportunities for clients as well as for a firm. At some time throughout its existence, the firm will face certain unavoidable dangers. This is because a corporation must take significant risks in order to be in business for an extended period of time. In order to fulfill client demand, IT companies are expanding quickly nowadays, but this comes with a high risk. However, on sometimes, its lifespan is shortened to suit customer demand. The firms that are most likely to disappear within a short period of time are those with little corporate expertise. These are the factors that make an IT firm vulnerable in the present marketplace.

Rapid technological changes: To be competitive, businesses must stay up to date with the newest technologies as the IT sector undergoes rapid change. Market share and income might be lost by failing to keep up with technological improvements.

Competition: With new competitors joining the market every day, the IT sector is exceedingly competitive. In order to keep ahead of the competition, established businesses must continually innovate and enhance their products and services.

Economic downturns: Economic downturns can lead to decreased demand for IT products and services, which can result in decreased revenue and profits for IT companies.

Talent retention: The IT industry is highly dependent on skilled workers, and IT companies need to attract and retain the best talent to remain competitive. Losing key employees can impact the company's ability to deliver products and services to clients.

Regulatory compliance: IT companies need to comply with a wide range of regulations and laws, including data privacy laws, intellectual property laws, and cybersecurity regulations. Failing to comply with these regulations can lead to legal and financial penalties.

2.10 Organizational Culture

The organization values strong work culture regarding the organizational structure and its core components. The organization solely works on team culture, values the workers safety and security, maintains the code of conduct as of the organizational book and also maintaining the chain of command so that there is no chaos among the employees. Leadership dedication and a readiness to change with the times are necessary for developing and sustaining a successful company culture. Businesses that place a high priority on culture are more likely to recruit and keep top personnel, experience long-term growth, and be profitable.

2.11 Significance of the Study/ Conclusion

An internship in business development has provided me the chance and scope to learn how the company's business development team functions inside the organization and collaborates with one another to accomplish business objectives and generate sales while competing in a highly competitive environment. Understanding the many dangers that an IT firm could encounter is crucial for an intern in IT business development. You may collaborate with your team to create plans to reduce risks and guarantee the company's long-term success by being aware of these hazards. To guarantee that the business maintains its competitiveness, it is also crucial to concentrate on remaining current with the most recent technical developments and market trends. As an intern, you may assist in the creation of fresh goods and services as well as help the business spot opportunities for growth and innovation.

A successful IT company also has to build strong relationships with its clients and employees. You may help the company offer high-quality products and services while also fostering a positive work environment by being aware of what consumers and employees want and expect.

Chapter 3

Project Part

3.1 Introduction

The total procedure of the business development requires the business that it has proper channel to every team that is required to do the work. The business development is the process where the sales, presales and technical teams work together aligned to get the goal. In a tech company there are segments and solutions that are being given to the customer itself. The company has its segment of IT products which are imported from USA, Thailand, and China. Cybersecurity, cloud computing, big data analytics, software development, and web development are just a few of the services provided by Technometrics Limited. The software solutions offered by the organization are made to assist customers in enhancing their business processes and boosting efficiency. Information technology in the industry is so much competitive and saturated that if the competition is not paying attention to detail, it may not do well in the competitive environment. Each business that wants to expand and stay competitive must focus on business growth. In addition to having a good grasp of industry trends and prospects, it necessitates having a thorough understanding of the company's strengths and shortcomings. Business development efforts that are successful must be carefully planned, carried out, and evaluated. They also need to be in line with the overall strategy and objectives of the organization.

3.1.1 Literature Review

After a decade of rapid technology advancement, most businesses now offer digital services exclusively. The innovative technology of robotic process automation will soon be launched. Because of this benefit, robotic process automation can achieve high levels of precision when combined with AI. When it comes to information extraction, classification, prediction, and optimization, RPA operations are greatly aided by artificial intelligence. Since RPA technology is scalable, it may be put to greater use in the manufacturing process across a variety of sectors. Robotic process automation is used for a wide range of tasks, including factory automation, real-time communication for coordinated activities, the Industry drive development platform, industrial security, etc. Software robots, rather than actual humans, undertake the repetitive and low-value operations such as logging into applications and systems, reorganizing files and directories, extracting, copying, and pasting data, filling out forms, and producing routine analysis and reports. Advanced robots can do cognitive

activities such as language interpretation, conversational engagement, processing of unstructured data, and applying state-of-the-art machine learning models to make complex decisions.

3.1.2 Objective(s)

The goal of RPA is to automate the process of the repetitive works that are being done in everyday manner. Businesses are always looking for the generation of revenue, reduce expenses and improve efficiency. RPA bots move sensitive data from one system to another while working with it. Robotic process automation does the work of a human resource officer. The objective for the RPA in business is to basically automate the process if business development.

3.1.3 Significance

Because it enables the work of the repetitive advantages, the construction for the robotic process automation is crucial for the business. RPA can be set up to gather information such as paperwork, credit reports, and background checks. A person's application status and eligibility for the card may also be decided by the program.

3.2 Methodology

During my internship period, my responsibilities were to identify the robotic process automation works in the business development sector. The business development is a crucial work for the company. I was assigned to identify the probable business development/ sales work regarding the tech and non tech agendas and the main concerns of the company. The sources that I have followed is written down below:

Primary Sources:

1. My Line-Manager.
2. Interviews of the corporate staffs.

3. Conversation with the clients.
4. Sending emails to the potential clients through links and maintaining a relationship with the potential customers.
5. Talking with the robotic process automation team and discuss about the projects they were working in the past.

Secondary Sources:

1. Studying the industry reports and whitepapers to gain knowledge about the RPA implementation.
2. Office employees who are working actively in the RPA team to solve the RPA processes of the organizations.

3.3 Findings and Analysis

The business development is a very crucial part of the company. The company cannot comply without the business development sector and its implements. The company has its benefits to the fact that it has to gather the probable outcomes from the customers and maintain the relationship in order to gain profit for the long run. Two widely used programming languages for data analytics and machine learning are R and Python. Python is frequently used for creating machine learning models, whereas R is particularly helpful for data analysis and visualization. Many RPA platforms include built-in R and Python integration capabilities, enabling RPA bots to use data-driven intelligence.

3.3.1 Data Driven Intelligence in RPA:

- **Process Discovery:** The RPA process enables the repetitive works to be done in a certain manner that it would be automated for the regular days.
- **Process implementation:** Process implementation can be done after the process has been set by the admin and the process has been put into the system.
- **Predictive Analysis:** Analyzing the process implementation to gain the proper knowledge to detect the problems that occur in the process of the RPA.

- **Reporting and analytics:** Several methods exist for automating report generation and analysis with the help of RPA, or Robotic Process Automation. Data collection and input into reporting tools and software are two of RPA's primary functions. As a result, you may spend less time entering data manually, and make fewer mistakes, too. Additionally, RPA may automatically generate reports like financial statements and performance indicators by pulling data from several sources. As opposed to generating reports by hand, this method can be faster and less prone to mistakes. Third, RPA may evaluate data, such as customer behavior or market trends, through the use of algorithms and machine learning techniques to determine patterns or insights. This can help businesses boost their efficiency by basing decisions on hard facts. Finally, RPA may offer real-time monitoring and analysis, letting businesses keep tabs on their progress in real time and act accordingly.
- **Data integration:** Automated data processing is made possible by the RPA data integration process, which entails establishing connections between multiple data sources and systems. Extraction and transformation of data from multiple sources into a common, usable format may constitute data warehousing. These sources may include databases, spreadsheets, or online applications. After the data has been transformed, it is loaded into the target system, which may be a data warehouse or reporting tool, for further analysis or processing.

3.3.2 Understanding the Benefits of Robotic Process Automation

1. **Increased Efficiency:** Robotic process automation, or RPA, can be used to boost productivity in several ways. The first advantage of RPA is that it can operate nonstop for longer periods of time than humans can. Second, RPA can lessen the requirement for rework or corrections because software robots are less prone to faults and blunders than humans. In overall, RPA may help businesses cut expenses, streamline their processes, and boost the standard of their goods and services.
2. **Cost Reduction:** Robotic process automation (RPA) has several cost-cutting applications for businesses. To begin, RPA may help businesses save money by

cutting down on the amount of human labor required to complete routine operations. This includes salary, benefits, and other overhead costs. RPA can enhance income and growth for a firm by allowing workers to devote more time to other valuable activities like customer service and innovation. As a whole, RPA has the potential to save money while helping businesses become more productive and resourceful.

3. **Improved Accuracy:** Robotic process automation (RPA) has various applications that can enhance precision. To begin with, RPA bots can carry out activities with a high degree of consistency and accuracy, unlike human workers. This has the potential to increase productivity and quality by decreasing the number of mistakes made. Second, RPA bots may execute manual and repetitive operations that people are prone to making mistakes with. This has the potential to increase output accuracy while decreasing the likelihood of mistakes. Thirdly, RPA bots may evaluate data accuracy by comparing it to established rules or criteria, which helps to lessen the possibility of errors and guarantees the quality of the data. Fourth, RPA bots can keep an eye on things and do analyses in real time, helping businesses to spot and fix problems as they arise much more swiftly.
4. **Increased Scalability:** Robotic process automation (RPA) can aid in scaling in a number of different ways. Firstly, RPA may help businesses automate low-value, manual operations so that employees can focus on more strategic initiatives. This can improve an organization's scalability by allowing them to take on more work without adding headcount. Secondly, RPA may assist businesses in streamlining their operations by eliminating wasteful steps and inefficiencies that stand in the way of expansion. Finally RPA can improve an organization's performance by automating routine processes and enhancing workflows to make better use of available resources.
5. **Improved Compliance:** RPA can help businesses make better decisions and respond more quickly to changing conditions because of the immediate access to data and insights it provides. In conclusion, RPA may aid businesses in keeping a full audit trail of their operations, which is useful for showing compliance to auditors and regulators. In sum, RPA has the potential to be a potent instrument for enhancing

compliance across a wide range of business activities, assisting enterprises in mitigating risks, avoiding penalties, and preserving the confidence of their constituents.

6. **Improved Customer Service:** Responses to frequently asked questions, requests from customers, and other mundane duties in customer care can all be automated with the use of robotic process automation (RPA). By automating these tasks, RPA can help reduce response times while boosting the effectiveness of customer service operations, leading to a better customer experience. Through gathering and analyzing data on client tastes and behavior, RPA can help tailor customer service interactions. By using this data to tailor customer interactions, RPA may allow organizations to build stronger relationships with customers and improve their satisfaction levels. Finally, RPA's real-time monitoring and analytics can aid businesses in swiftly locating and fixing problems with customer support. RPA can aid businesses in proactively addressing customer service issues and enhancing the customer experience by leveraging this data to detect frequent issues and patterns. Fourthly, RPA can allow firms to provide continuous client support, by automating customer service jobs that can be completed outside of typical business hours.

7. **Faster Time to Market:** Data entry, data validation, and document processing are just some of the time-consuming operations that can be automated with the help of robotic process automation (RPA). RPA can shorten the time it takes to bring a product to market by automating repetitive processes like these. Second, RPA can assist businesses in streamlining their operations, which in turn can lessen the risks of bottlenecks and inefficiencies in the product creation process. RPA can help businesses run smoother and more quickly bring products to market by improving workflows and automating tasks. Finally, RPA can facilitate better teamwork and information sharing through enhancing collaboration and communication inside a business. This can make it easier to finish projects on schedule and lessen the likelihood of delays. Finally, RPA's real-time monitoring and analytic capabilities can aid businesses as they respond to fluctuations in the market or their customers' needs.

3.3.3 Examining the Challenges & Gaps

While there are numerous potential advantages to implementing RPA, or robotic process automation, in a IT company, there are also certain special difficulties and gaps that must be bridged. The following are some potential problems and gaps that may arise during RPA implementation at a technology company:

Integration with Legacy Systems: The IT infrastructures of technology firms are notoriously complicated, making it difficult to implement RPA solutions. This can make it challenging to integrate RPA in a way that improves upon preexisting procedures. One of the most typical problems that arise when introducing new technologies is people's reluctance to adapt to them. Some workers may be hesitant to adopt RPA out of concern that they may be laid off or demoted as a result of the technology's implementation.

Skilled Personnel: RPA is a complex process that calls for experts in many fields. It can be difficult for tech organizations to successfully adopt RPA if there is a lack of trained individuals with these talents. Inadequate data privacy and security management is a danger while using RPA because of the need for access to sensitive data. To guarantee that RPA does not compromise data security, tech businesses must have adequate governance and security measures in place.

In a rapidly expanding IT company, RPA requirements could quickly multiply. However, RPA's scalability isn't perfect, especially when applied to more complex jobs or greater amounts of data.

Lastly, a gap for tech businesses may be that their employees aren't aware of, or don't comprehend, the capabilities and limitations of RPA. It might be difficult to determine where RPA will be most useful without first having a firm grasp of its capabilities and limitations.

The overall effectiveness of RPA programs and the achievement of the organization's automation goals depends on being cognizant of the aforementioned difficulties and limitations.

3.4 Recommendations

Here are some suggestions for how Technometrics Limited can get the most out of robotic process automation in their sales efforts:

It is important for businesses to first identify the operations that take up the most time and effort, such as lead generation, data input, and order processing. By automating them with RPA, salespeople may spend their time on more productive endeavors

Use Robotic Process Automation to Analyze Customer Data: Sales teams can better prioritize their time and resources by analyzing customer data for trends and insights using RPA.

In order to guarantee correct and up-to-date information, RPA should be integrated with preexisting systems like customer relationship management (CRM) software

In order to optimize sales processes, it is essential to train sales representatives on how to use RPA tools. Companies should provide in-depth training to guarantee that sales representatives are proficient in the use of the tools.

Regular monitoring of RPA performance can help businesses find room for improvement and confirm that the technology is producing the desired outcomes. This can improve the effectiveness of an organization's RPA efforts and increase revenue. To minimize legal or reputational problems, businesses should verify that RPA complies with industry norms and data privacy laws.

By adhering to these guidelines, businesses can maximize the benefits of RPA in their sales operations.

3.5 Conclusion

In conclusion, integrating RPA into Technometrics Limited's sales process has the potential to greatly enhance productivity, accuracy, and patron happiness. Data input, order processing, and lead creation are just some of the monotonous operations that may be automated so that sales agents can devote their time to more value activities like cultivating connections with customers and closing agreements.

In addition, RPA can be used to analyze customer data for trends, which can then be used to inform and enhance sales strategies that ultimately benefit the company. But it's on Technometrics Limited to make sure everything works together smoothly, that people get the training they need, that performance is constantly tracked, and that privacy and security standards are maintained.

Implementing RPA in Technometrics Limited's sales process may boost revenue, cut expenses, and delight customers, all of which would be crucial to the company's success.

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