An In Depth Look Of Marketing At Xenwork

Student Name: Amanda Chen

Student ID: 121242

Mentor: Bill Madden

Organization Name: Throughwave Software and Solutions

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Executive Summary

Xenwork is an Information Technology service company that offers an array of solutions for its business clients. Emphasis is placed on its one of a kind software development as well as algorithms to help improve the technological side of its clients. With the ever growing market in technology, Xenwork is constantly looking to improve in any way it can.

Xenwork places a high value on customer service and marketing. Therefore, it takes an extra step to reach out to potential customers with personalized scripted messages. In addition to reaching out to potential clients, Xenwork also makes sure to be updated on what's happening in the information technology scene in Chicago. My internship focuses on these interactions. The aim of my project is to determine what company would be most compatible with Xenwork in terms of business. In order to achieve this, I will be assisting in the reaching out process as well as the gathering of contact information.

Business Context

Xenwork was established in 2017, and now has international delivery centers in India and the US. As follows, Xenwork provides combined industry experience, proven methodologies, technical expertise, and strong execution capabilities to provide the best staff augmentation, consulting, and software solutions. There are other services that Xenwork offers such as machine learning software development that includes creating self learning algorithms that can minimize errors and maximize accuracy with time. By using business process such as SAP's S/4HANA suite of their next generation enterprise technology, Xenwork can transform the digital aspect of a company. Xenwork is well established and works with existing companies to improve in the IT field. Some existing companies that Xenwork has worked with are ConagraFoods, Kelloggs, and Tradebe. Xenwork is also a well awarded company. In May 2018, Xenwork was rewarded Fasted Growing Companies in America by Inc500.

Business Project Description

Xenwork is an HR consulting service that relies heavily on good communication and marketing with potential clients. During my internship with Xenwork, I have been focusing on finding the contact information (emails, phone numbers, linkedIns) of potential collaborators. Not only have I been focusing on this task, but I've also been doing market research as well as going forth with reaching out to the contacts I have found.

There are a few types of tasks I have been instructed to accomplish during my internship. Firstly, finding the emails, phone numbers, and other contact information of potential business partners. In order to find this information, I would utilize Zoominfo. Xenwork has bought Zoominfo premium to be able to access its information at any time. Since I do not own an account, I would log in through my advisor's account. After logging in, I would continue to the search function of the application. By putting in the restraints of the company name, manager, and information technology I'm able to narrow down the specific contacts. In Figure 1, the search for contacts that work at the University of Chicago are shown. Upon finding the contacts, I would copy and paste the name as well as the position of the contacts to send to my advisor for approval.

Following the search of contacts, I'm then tasked with contacting the managers through email. Throughout my internship, I have been using an outlook account specifically from Xenwork. When sending out emails, I would send a scripted message to the contact which has been approved. As shown in *Figure 2*, the scripted message is marked with the company logo as well as a certification image to emphasize validity. For each of the contacts that are emailed, their first names are used in the greeting. As a result, I have to be careful while sending out the emails. During my internship, I have contacted various companies such as Adtalem Global Education, the University of Chicago, the State of Wisconsin, as well as Loyola University in hopes of becoming business partners. For each of these companies, variations of the scripted email have been sent. This includes changes in the subject line as well as the greeting. Since some of these companies have already been approved as business partners, the message in the body of the email is different.

In addition to finding contacts, another task I've been instructed to accomplish is documenting "scoops otherwise known as updates on various companies in the Chicagoland area. In order to find scoops on the Zoominfo website, I would first go to the scoops tab and input a variety of constraints to find the specific information needed to be recorded. These constraints are Chicago, Human Resources, Emerging Tech, Enterprise Technology, Infrastructure, Product Development and QA, Project Management, and Security. After finding the results, I would extract the information by copying the name of the company as well as the inside information provided by Zoominfo. I've been instructed by my mentor to look for problems that other companies may have in order to pinpoint which areas Xenwork could help them. At other times, there have been updates that are not important. This includes completed projects since no help would be needed. After deciding if a piece of information is important or not, I would then input it into a google doc which is shared with my advisor.

Throughout my internship, I have been keeping track of progress as well as the times and dates I've been working on a google sheet as shown in Figure 4. Here, the tasks I have completed every day are included.
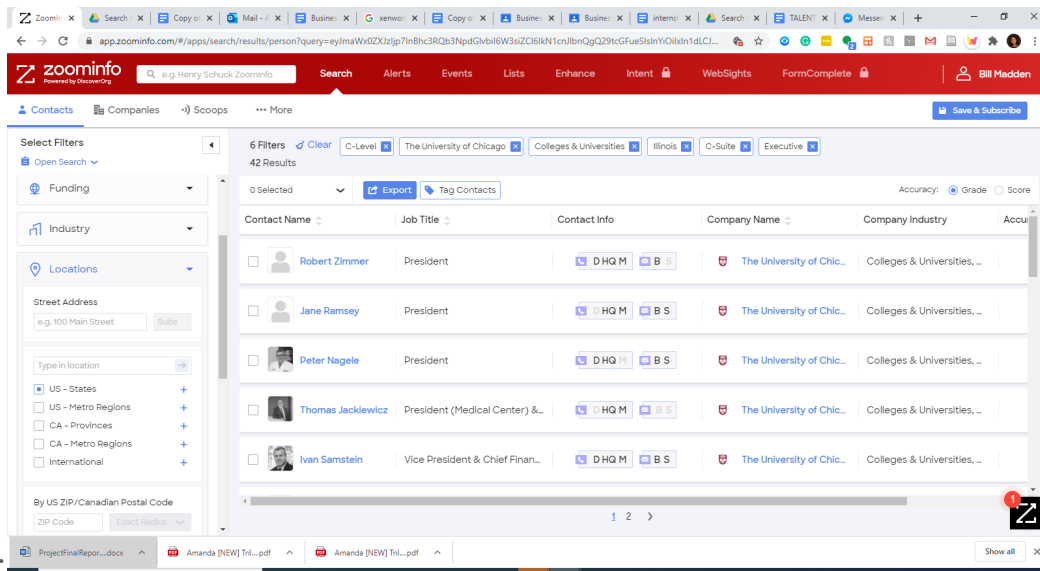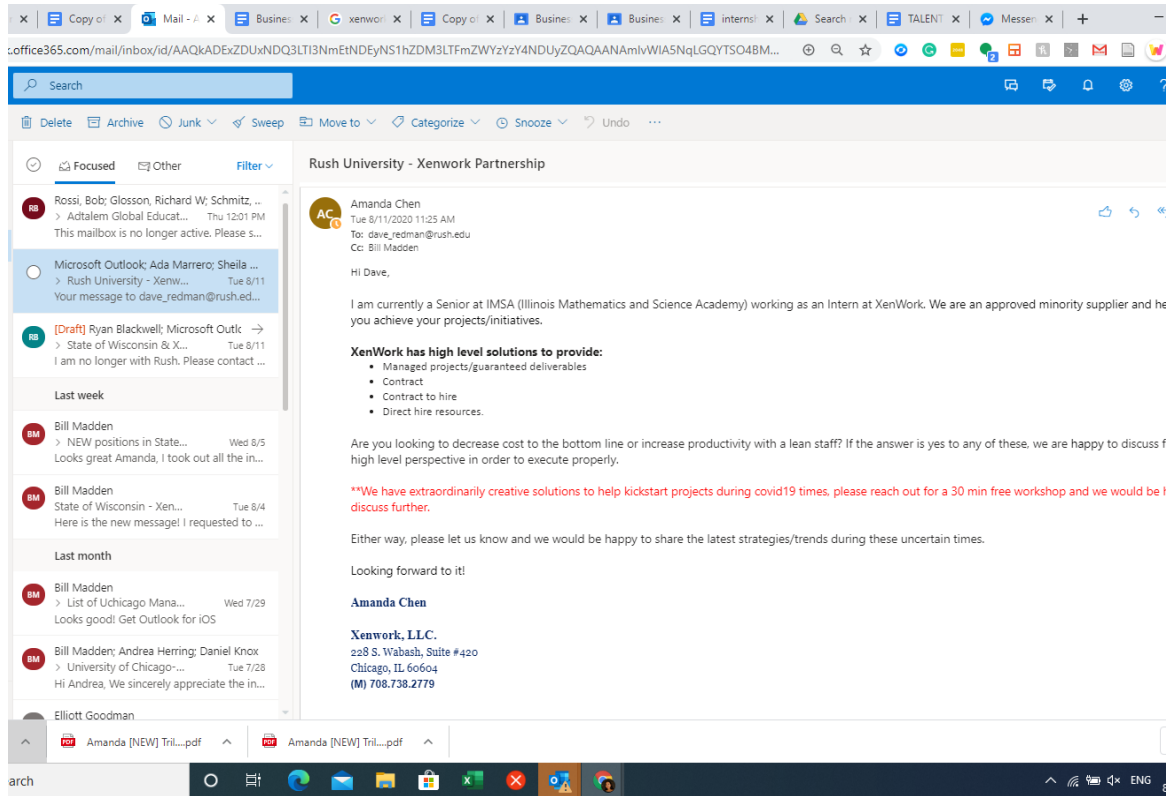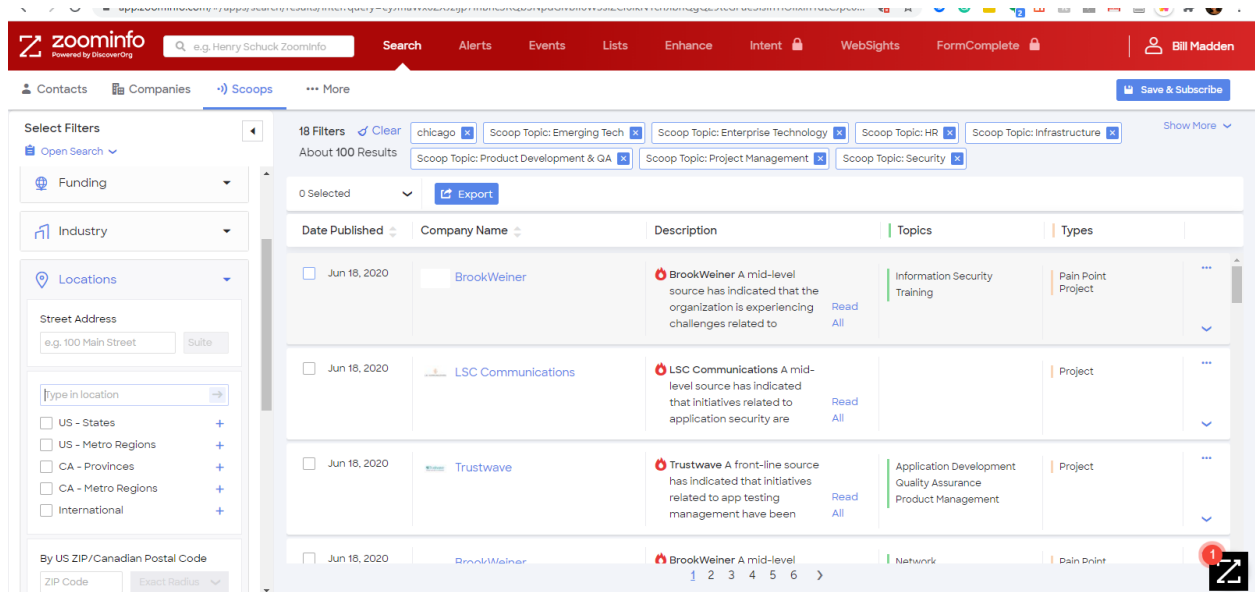

Figure 1:

Figure 2:

Figure 3:

Figure 4: link:

https://docs.google.com/spreadsheets/d/1pvfpwn1CUpNGn2zoJqt4aHhf2kkg6tHAfxtSsFBUA8Q/edit?usp=sharing

Business Project Research

{Key Questions}

What do machine learning, artificial intelligence, and robotic process automation have in common in the development of the information technology field?

With the further development of these new technologies, the area of information technology is constantly evolving. Prior to the project, I was instructed to research these new frontiers and understand the differences and similarities between them. To most, these topics appear to be very similar. As a result, it is a common misconception for people to group them into a singular division. Due to the research on these new technologies, I was able to identify the importance of each of them in my project.

In marketing, specifically the information technology dimension, it is extremely important to have a grasp on the current advancements in technology. After researching each of these indicated topics I have been able to come up with the following:

Artificial intelligence is:

- Vast in scope
- entails devices that are designed to act intelligently.
- Often classified into two groups: applied or general.
- Applied AI is commonly known as systems designed to intelligently trade stocks and shares or maneuver autonomous vehicles.
- Generalized AI is commonly systems or devices which can, in theory, handle any task
  - Less common, but this is where the exciting advancements happen,
  - It is what lead to the development of machine learning
- Artificial intelligence is the science and engineering of making computers behave in ways that, until recently, we thought required human intelligence
- AI is an umbrella term that involves the simulation of human intelligence and thought process by machines with plenty of irrelevant information

Machine learning:

- Started through a breakthrough credited to Arthur Samuel in 1959
- Rather than teaching computers everything they need to know, it might be possible for them to teach themselves
- The emergence of the internet has also generated and made available for analysis.
- Through machine learning, computers can learn to improve themselves rather than through a set program
- The central question: How can we build computer systems that automatically improve with experience, and what are the fundamental laws that govern all learning processes?
- Branch of artificial intelligence

Robotic process automation:

- The use of software with artificial intelligence and machine learning elements to handle a high volume, repeatable tasks that previously required humans to perform.
- Queries, calculations, and maintenance of records and transactions
- A form of business process automation technology based off metaphorical software robotics
  - A software robot that perform repetitive tasks while following STRICT rules

- Like a clerk who is good at clerical jobs

{Key Research Question 2:}

What does a front end developer, back end developer, and a full stack developer bring to the information technology market?

Majority of my internship was focused on researching and finding positions in the information technology field. As a result, it was extremely important to understand the differences between different types of developers. The research I have

Front End Developer
- Manages everything that users visually see first in their browser or application. Front end developers are responsible for the look and feel of a site
- Mainly responsible for the client side of development
- This includes
  - Analyzing code
  - Design
  - Debugging
  - Ensuring seamless user experience
  - Ultimately, feel and design the site
- Mostly use HTML, CSS, and Javascript
- Jobs
  - Web Designer
  - UI/UX designers

Backend Developer
- Refers to the server side of an application and everything that

communicates between the database and the browser
- Development of how the site works
- Makes updates and changes in addition to monitoring functionality of the site
- Consists of three parts
  - Server
  - Application
  - A database
- Code written by back end developers is what communicates the database information to the browser
- Anything you can't see easily with the eye such as databases and servers is the work of a back end developer

What is a full stack developer:
- An engineer who works on both client side and server side of software
- This type of software developer works on the full stack of an application meaning frontend and backend

- Pretty much everything in the software the full stack developer can handle

Key Learnings and Recommendations

Xenwork has given me a perspective of business that I will never forget. One of the biggest takeaways from this opportunity is the importance of researching the market and information on the target market. I've realized that the smallest amount of information could make the biggest difference. By using Zoominfo, I've realized that my job has been so much more convenient. I'm able to have information such as emails at my fingertips. As a result, I do not have to result in looking up each and every representative of the designated companies. On top of that, I was able to see how much of a difference there is to the

Another lesson I have learned is both and perhaps one of the most important lessons that I will ever learn: never give up. Throughout the summer cohort, many emails were sent out to possible clients. However, not a single person replied. Day after day, my advisor and I would work to get more people to respond by changing up the initial email. Despite not receiving any replies, I've realized that one of the most important lessons that can be learned through experience is to never give up. By seeing how persistent my advisor was, it pushed me to continue emailing. Therefore, I believe that we will get a reply no matter what. From the lesson I've learned, I'm not stopping until I do.

Although my internship at Xenwork has been an amazing experience, there is only one thing I would change: more communication. This is mainly a result of the virtual complications due to quarantine. It's a lot harder to establish a connection online rather than in person. I understand that it is partly my fault for not reaching out as I should have, but I hope that my mentor and I could sit down and have a conversation about business or get in depth about Xenwork. Unfortunately, we have been unable to this cohort, but I'm

hoping on continuing my internship experience and hopefully we will be able to talk more in the next semester.

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Final Signed and Dated Attendance Sheet:

https://docs.google.com/spreadsheets/d/1pvfpwn1CUpNGn2zoJqt4aHhf2kkg6tHAfxtSsFBUA8Q/edit?usp=sharing