
SMAC (SOCIAL MOBILE ANAYTICS & CLOUD): A DRIVING GROWTH FOR MSME SECTOR IN INDIA

Dr. J. VENKATESH*

Associate Professor

Department of Management Studies

Anna University

Regional Campus Coimbatore,

Navavoor, Coimbatore – 641 046. Tamil Nadu, INDIA

Dr. R. LAVANYA KUMARI**

Associate Professor,

Department of Business Management

David Memorial Institute of Management

Tarnaka, Hyderabad – 500017, Telangana, INDIA

ABSTRACT

The evolution in the region of technology has changed the face of commercial employer. Dynamics like Social media, Mobility, Analytics and Cloud computing have collaboratively boosted the basics of organization infrastructure, consisting of to the deftness within the enterprise company and in the marketplace. The aim of the paper is to better recognize the idea of SMAC and use of it's a driving boom for the rise of the MSME sector, 'SMAC' - an acronym for Social, Mobility, Analytics and Cloud. SMAC is an idea constructed on the symbiotic integration of the four ends of technology which develops an environment that allows agencies to decorate their operations and maximize their advantage to the customers with minimum overhead. The predicted market boom pushed with the aid of the usage of SMAC is predicted to be 30% (US\$1 trillion) with the useful resource of 2020. Micro Small and Medium Enterprises (MSMEs) performs a primary feature in adoption of SMAC in India, given the large opportunity it opens up, no longer handiest to growth income through manner of improved marketing to new customers, but furthermore to herald operational performance and remodel the customer enjoy. In quick, the SMAC generation is a complete device that offers a holistic solution for groups.

KEYWORDS: *Benefits, Factors, MSMEs and SMAC.*

INTRODUCTION

Flourishing amidst a hard surroundings, the Micro Small and Medium Enterprises of India skilled several highs and lows in the beyond few years. With the Indian financial system anticipated to turn out to be one of the main economies inside the world and possibly to become a USD 5 trillion economic system by using 2025, most important impetus is being given to bolster the backbone of Indian economy the SME sector. Comprehending the importance of the MSME sector through a lending numbers to the job marketplace, contribution to GDP and fostering entrepreneurship and innovation, numerous projects by our current government had been the highpoints.

SMAC technologies have become so superior, cheap and pervasive that they're now available to corporations of all sizes. That is establishing up an opportunity for MSMEs to stage the gambling field and compete with larger players. The need of the hour is for MSMEs to take the lead in adopting SMAC and make it an essential a part of their business techniques. Those that are successful in expertise the strength of SMAC and harnessing it throughout their businesses will lead this new wave of increase. SMAC is known as the destiny organization era. though, the system of exploitation of this era has already kicked in. it's miles redefining the IT solutions to be had inside the environment with the aid of handing over a holistic service backed by using the unification of a couple of disruptive generation enablers and entrepreneurial tactics. In India, the time is ripe for SMAC to finally move from being a hot trend to a business reality. SMEs will play a leading role in the adoption of SMAC in India, given the huge opportunity it opens up, not only to grow revenues by increased marketing to new customers, but also by bringing in operational efficiency and customer experience.

SMAC is prominent from it's beyond generations of generation architectures by means of one large attribute-range. It's far a collaboration of multiple disruptive technology, each sporting similarly layers in them, rendering a large number of alternatives, equally numerous and various. The idea of SMAC has already evolved a base for itself. However, the edition, adoption and exploitation of this generation remain at an embryonic degree. Although, it is assumed in reality, axiomatic that the convergence of these four pillars of generation could result in an outburst of opportunities, enabling corporations to take a soar forward towards advancement.

OBJECTIVES

- Understand the concept of SMAC
- Identify the key factors influencing the success of SMAC
- Know the benefits which empowered the MSME sector

OVERVIEW OF SMAC

Technology is increasingly more visible as commercial enterprise enabler and a vital tool for bringing in manner efficiencies and better degree of standardization. so as for MSMEs to increase a competitive benefit to operate in the global marketplace, a sturdy attention on implementing new age era, growing indigenous era as well as era collaboration with global partners is possibly to play a essential role. Technology performs a pivotal function for MSME to help them stand up to the stiff opposition from massive corporations and imports. Robust technology-enabled zone degrees the gambling discipline, to a awesome volume, between MSMEs and their established opposite numbers globally. The increasing tempo of change is hastily driving purchaser, groups and generation corporations in a decent include, with the convergence of disruptive technology eroding the bounds keeping apart them. Organizations are getting increasingly more agile, and technology which includes social media, mobility, analytics and cloud computing are coming collectively to unharness great cost and opportunity. This convergence also called SMAC (Social Media, Mobility, Analytics and Cloud Computing) will turn out to be a key commercial enterprise enabler over the following couple of years.

As per context of the Indian MSME sector, there may be a gradual adoption of the SMAC amongst the urban enterprises as minimum components of mobility and social media. With recognize to developing indigenous generation, throughout sectors like IT, Electronics, Production, prescription drugs and Biotechnology, various industry stakeholders, enterprise bodies and institutions, academia, government and massive enterprises need to return collectively to assist pull MSME one notch up inside the price chain and cause them to consciousness on innovation and automation. Local institutions and academia can help set-up cluster precise incubation cells to provide guidance in phrases of generation implementation, development and scaling up. Institutions need to also collaborate with the enterprise, in particular MSME, on studies tasks and assist offer technology guide to commercialize innovative merchandise and carrier ideas.

As a significant stakeholder of the innovation ecosystem, the academia has a critical function to play. The entire collection of developing an innovative business concept right into a product, and its commercialization, via the putting in of an employer, can be accomplished successfully and successfully through incubators. Through growing a country wide community of laboratories and trying out centers, and linking the stay initiatives in their students to the diverse government schemes, the academic institutions can end up primary sources of innovations. MSMEs as the driver of socio-monetary development of the country is set to peer positive tendencies, some upcoming & some hooked up, with the intention to play out in 2017, touted to be an exciting year folks who will continue to exist the trenches of moves like demonetization are maximum in all likelihood to witness a smoother direction ahead.

- **Upward thrust of MSME targeted B2B ecommerce:**

The arrival of superior technology is establishing more modern channels for businesses across numerous sectors. This is especially real for B2B ecommerce firms centered at the Indian MSME sector. Hitherto ignored, the presence of innovative technological structures is bringing on board a rising variety of small players together with the neighborhood kirana save. That is a win-win scenario for all worried allowing smoother transactions, procurement of uncooked materials & industrial items, and forging a higher connection between established brands and small keep proprietors. With MSMEs in India touted to be a \$25.8 billion market for emerging technologies through 2020, the rise of B2B ecommerce is a trend with a view to in reality gain extra momentum in 2017.

- **Amalgamation of eCommerce & mCommerce:**

Digital transformation is no longer a flowery time period vis a vis Indian MSME courtesy quicker penetration of net. Whilst that is coupled with extensive usage of smart phones which can be becoming increasingly lower priced, Indian MSMEs are experiencing simultaneous adoption of net as well as mobile based technology. As in line with an EY report, agencies have greater their consciousness on mobility as against social ensuing a exchange from Social-Mobility-Analytics & Cloud (S-M-A-C) to Mobility-Analytics-Cloud & Social (M-A-C-S).

M-A-C-S technologies are being simply followed by means of 2d generation entrepreneurs keen to beautify their sales by way of bringing in operational efficiency and transform purchaser enjoy. The Indian MSME quarter is likely to utilize a union of ecommerce and M-trade as a great recipe for success in 2017.

- **Improving SME lending with increase in FinTech companies:**

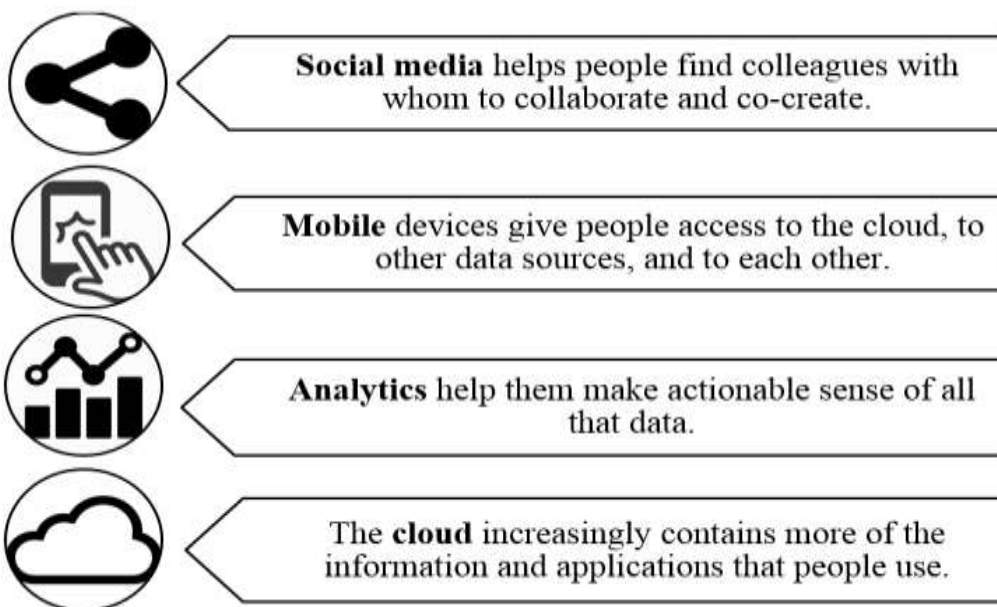
A major constraint within the boom of the MSME zone has been non-availability of smooth finance. Now not all small and medium enterprises locate favor with traditional banks in relation to

lending courtesy lack of reveal in, absence of collaterals and infrastructure, poor financials, and small price tag size. Given their full-size on-line presence, numerous modern-day fintech participants are making it convenient for the MSMEs to get hold of loans. The year 2017 will enjoy a surge in NBFCs with special focus on offering customized mortgage solutions on on-line platforms. Growing a disruption inside the enterprise and for properly, these alternative lending companies analyze credit worthiness of the dealers the usage of analytics and different scanning metrics like their income and fulfillment information and may disburse loans in less than 48 hours. As a depend of fact, some of the banks like financial institution of Baroda is also partnering with new age Fin Techs to increase their attain specifically in the MSME zone.

- **Government projects, a major enhancement:**

The MSME sector, stated because the backbone of the India economic system is similarly predicted to make a contribution considerably to India's growing GDP. The arena will unavoidably support India to improve kingdom's financial inclusion and mitigate the city rural divide. additionally, it's far anticipated that through 2020, India could have largest activity equipped, teenagers population inside the international and with favorable enterprise atmosphere in the manufacturing region it's going to not simplest generate employment of vast degree but additionally end up warm bed of entrepreneurial sports.

SMAC (social, mobile, analytics and cloud) is the idea that four technologies are currently riding business innovation. SMAC creates surroundings that let in a commercial enterprise to enhance its operations and get in the direction of the consumer with minimum overhead and maximum reach. The proliferation of dependent and unstructured statistics that is being created by means of cellular gadgets, sensors, social media, loyalty card applications and website browsing is growing new business fashions built upon customer-generated records. none of the four technology may be an afterthought because it's the synergy created by means of social, mobile, analytics and cloud operating collectively that creates a competitive advantage.



SOCIAL MEDIA

This technology includes social media like Facebook, Twitter, Instagram, YouTube, WhatsApp, and plenty of extra that have eliminated all the boundaries and barriers hindering verbal exchange. Social generation is unexpectedly developing a number of the loads making it easier for them to explicit their views about a products or services. On the other hand, it's also beneficial for companies across the country as they're capable to connect with their clients, exchange views and gain feedbacks. Through social media, businesses get an insight of what the customers are annoying, and in flip, can manufacture products consistent with their likes and dislikes.

The mixing of the technologies requires smooth hints and recommendations further to control gadget that may automate business corporation strategies. The media employer Netflix is often stated as an instance of a business enterprise that has correctly harnessed the power of SMAC. As an instance, when a Netflix member streams a television show from the Netflix cloud to their iPad, they will receive the choice of signing into Netflix with face book's social login. After viewing a show, participants are given more than one approaches to offer social remarks. They could fee content material cloth with stars, write opinions and/or proportion what they surely watched with pals on Facebook or Twitter. Client information data is stored inside the cloud and Netflix can ruin down its evaluation to this sort of granular a degree that its advice engine can customize pointers for person family participants who share the same account.

MOBILE

The mobile generation is the best convenient improvements that have be fell to humans. Smartphone's nowadays make everything only a tap/touch away. People could have get entry to the happenings of the sector from anywhere they want to be. In addition, even business owners can manipulate their agencies easily, even if they're traveling with their own family and buddies. Other than this, there are various apps which could paintings as easy and effective gear for coping with finances, money owed, payments and much greater.

ANALYTICS

Companies these days are an increasing number of focusing on the era of analytics. This is mainly because there has been a wonderful rise in facts collection and lead generation, and some of strategies and gear are to be had to make analytics a clean technique. Another important thing is that an increasing number of human beings have become privy to the power of analytics and appreciating the several approaches it increases performance and optimizes agencies. Analytics also allows enterprise owners to recognize the likes and dislikes in their clients, and as a consequence enables them in formulating client-centric products and services. This challenges them to constantly maintain experimenting and growing something out-of-the-field for their clients. The marketplace competition is also taken to a whole new stage.

CLOUD

With the advent of cloud technology, agencies now have a more secure and cost-effective way of managing their each day operations. Now, commercial enterprise owners ought not to hire more money and time for the garage and buying of software & hardware offerings. In advance, companies needed to regularly keep themselves up to date with the ultra-modern trends, which required a steady value-incursion on generation. However now, with cloud technologies coming up, they no longer need to bother about any updates. This is due to the fact cloud gives whole statistics protection and facts management, making it less difficult for corporations to recover facts effortlessly in the occasion of a calamity.

SMAC FOR ENTERPRISES

The reach of social media, the connectivity of mobile technology, the accuracy of analytics, and the network of cloud computing are strikingly responsible for the 360 degree B2B and B2C communications. That's why brands which have been promoted using SMAC are getting better response of their customers and prospects than the brands that are still rigid to conventional marketing approaches. On the other hand, firms that are smart in strategising SMAC driven marketing plans are more efficient to curtail their advertising cost and saving the organisation's resources. Another significant benefit of SMAC is measuring the return from each campaign/activity due to its highly accurate analytical tools, because analytics is an integral part of this revolutionary technology. Verily, SMAC is boosting the growth of the businesses; a growth that spontaneously creates a better market scenario and leads to greater entrepreneurial initiatives.

SMAC FOR PROFESSIONALS

As every technological innovation brings some fresh job opportunities in the market, SMAC is the gateway to success for people planning to make a career in this relatively new field. Opportunities are in abundance, but there is a big shortage of SMAC skilled professionals to meet the present and future demands of the industry. That's why many universities and institutes have introduced specialized programs in SMAC and others have started following them. And, in the era of online education, those who can't follow the classroom curriculum may take admission in the online courses to acquire skills as well as certificates. But, beyond eligibility, one should be familiar with all the updates and advancements in all the four pillars of SMAC: Social Media, Mobile Technology, Data Analytics, and Cloud Computing.

SMAC AS DIGITAL TRANSFORMATION!

SMEs should leverage themselves with SMAC technologies and come up together to avail all the significant business benefits. The foundational block of this digital transformation would constitute of the following four pillars.

- **A Digital Business Structure**

New business models will be created based on the uses and benefits of digital technologies, and existing businesses will also be optimized accordingly.

- **A Digital Experience for Customers**

The marketing, sales and services of the businesses will all be digitalized, making it easier to learn customer behaviours, attract and engage with them on a personal level, and enhance the shared relationship.

- **Digitally-enabled Operations**

All the operation performed in businesses would be highly digitized. From planning to execution to evaluating the end result, every process within organizations will be digital in nature. This would ensure greater transparency among the management and the workforce too.

- **A Digitized Workforce**

Technologically advanced workforce will be able to perform their daily tasks with greater efficiency and effectiveness. Management and recruitment of employees would also be simplified to a great extent. This would therefore ensure high performance and productivity.

SMAC AN ECOSYSTEM-DRIVEN

There are several ecosystem-driven SMAC initiatives targeted at SMEs. These are being undertaken by banks, government and industry bodies and other enterprises. SMEs should embark on such initiatives in a similar manner, as self driven initiatives. Ecosystem-driven initiatives undertaken by SMEs should focus on the following factors:

- ✓ Establish synergy of SMAC initiative offered by ecosystem players with the digital strategy. The fitment analysis should be undertaken, keeping in mind business imperative and how it will help to business.
- ✓ SWOT analysis to be conducted, since a similar platform and alignment of this initiative with self-driven initiatives (currently ongoing or in the future) will also be available to your SME competitors.
- ✓ Evaluate ROI by joining the SMAC initiative of an ecosystem player. In such cases, the initial cost of developing a SMAC solution is usually borne by ecosystem players, but SME players should establish their ROI, since indirect investments will be required (at the minimum) and direct returns articulated. While such initiatives provide an opportunity for SMEs, there is also a huge risk for an organization if things do not go according to plan. Therefore, it is important that it defines its ROI and risk mitigation plan just as if this were a self driven initiative.

Key factors that position such businesses well to operate such a model include the following:

- ✓ They serve a large range of customers that form part of the SME value chains of different industries.
- ✓ They are spread across regions and understand prevalent market dynamics in different segment in these areas.
- ✓ They need to plan and execute their end-to-end operations management processes by studying the trends and patterns of their customers.
- ✓ They are now acknowledging the importance of adopting SMAC technologies in India and have begun investing in these in order to provide their customers with seamless services.

Benefits for cash and carry businesses that adopt this model:

- ✓ Creation of new revenue potential and enhancement of customers' convenience through value-added services
- ✓ Improved Return on Investment on SMAC investments
- ✓ Improvement in lead identification and increase in sales opportunities
- ✓ Reduction in processing costs, fast realization of payments and improved customer stickiness due to integrated supply chain solutions
- ✓ Customers empowered with knowledge, leading to brand loyalty
- ✓ Enabling customers to connect, advertise and generate new business, and thereby, increase their incremental sales capabilities

MSME sector in India comprises of various sizes and types of companies, organizations or corporations. Each enterprise performs a unique and tremendous function in the development of the country, but no longer have they all understood completely the strength of SMAC technology and the way their business can gain their advantages. Its miles therefore important for positive specific industries to collaborate with government our bodies to make the most of SMAC technologies for his or her companies. They need to comply with a comprehensive method to leverage the whole capacity of the cutting-edge upcoming technologies to build a higher organizational shape and ensure stronger relationships with their partners and clients. SMAC technology is quite low-priced, and with little quantity of steorage, they may also end up handy to all styles of corporations. That is a incredible possibility for small marketers to take part within the league and compete with large market players. What's required is for SMEs to return forward and undertake SMAC as a critical component and parcel in their developing groups.

CONCLUSION

SMAC doesn't mean simplest enterprise increase i.e., the growth of company and the boom of SMEs, beyond this, SMAC is likewise a token of infinite activity opportunities for millennials. In fact, even a fresher can effortlessly take hold of a package deal of Rs.7 to 8 lakhs in step with annum in India, and those with a truthful quantity of revel in can count on remuneration now not much less than Rs. 10 lakhs per annum. As SMAC is flourishing globally, so, a dynamic candidate can discover a beneficial opportunity everywhere around the globe. Indian SME has the revolutionary

modifications in the quarter with several policy interventions at the side of era and innovation will keep to play a pivotal function in growing a enterprise-friendly ecosystem for the SMEs.

REFERENCES

- [1] Shubhra Saraswat & Nikhil Govil, "**Emphasis of SMAC - Enabled Applications for Future Businesses**", 3rd International Conference on System Modeling & Advancement in Research Trends (SMART) College of Computing Sciences and Information Technology (CCSIT), Teerthanker Mahaveer University, Moradabad, 2014.
- [2] P. Verma, V. Kumar and R.R.K. Sharma, "**Role of SMAC Stack on Competitive Advantage and Innovation with Supply Chain Performance**", 13th International Conference on Business Management 2016.
- [3] Kritika Singh, Shivang Goel & Ashish Agrawal, "**A Review on SMAC: A New Dimension to the Business World**", *International Journal of Computer Applications (0975 - 8887) Volume 148 - No.13, August 2016.*
- [4] Shreya Rani, "**SMAC in IT-BPO**", Jaipur International Journal of Converging Technologies and Management (IJCTM) Volume 1, Issue 2, 2015, ISSN: 2455-7528.

WEBSITES

- www.smeventure.com/tag/smac
- www.smeventure.com › Industry Dynamics
- economictimes.indiatimes.com › Small Biz › SME Sector
- www.indiainfoline.com
- www.infotechlead.com
- <https://www.biz2credit.in/blog/2016/02/22/future-sme-trends-to-look-out-for>