Software industry growth will come from social media, cloud: Study

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The resilient Indian software industry is poised for a strong revenue growth this fiscal (2013-14), as social media, mobility, analytics and cloud redefine the multi-billion dollar business, PricewatehouseCoopers (PwC) said on Monday.

The study was conducted by the Indian subsidiary of the UK-based global professional services firm, PwC.

"We are seeing a change in the fortunes of the Indian software services and products due to emerging technologies such as social media, mobility, analytics and cloud (SMAC) driving growth and helping it to move to the next level," PwC India technology leader Sanjay Dhawan said.

UP THE VALUE CHAIN

With Indian software export firms posting combined revenue of $7.97 billion in 2012, India ranks fifth among the 100 emerging markets on revenue basis.

"As the Indian IT industry has been primarily identified with software services, the focus had relegated its software products segment. Of late, however, we have noticed a significant growth in this segment too as it moves up the value chain," Dhawan pointed out, citing the study.

Noticing that emerging markets would play a pivotal role in the global software industry, the study found the Indian software industry focusing on innovation, growing talent pool and government support to consolidate its market share in the segment.

The survey, however, cautioned vendors of new challenges due to transition to SaaS (software as a service) from traditional licensed software and shift towards hybrid business models.