

# Software Architect/ Applications Programmer

## Job Details

### Company Positioning

The sales-i service revolutionizes the effectiveness of product salespeople by automatically monitoring (24/7) the buying patterns of their customers. They are pro-actively alerted via email and text when any changes in a buyer's behaviour indicate a competitor threat or missed sales opportunities.

Classic software solutions do not help the field based B2B sales forces in either the manufacturing or wholesale distribution sectors. CRM only works with 'soft' contact data rather than 'hard' transactional buying pattern data and Business Intelligence tools rely on the initiative of an IT literate user asking the right questions. sales-i fundamentally 'disrupts' the traditional software world by pro-actively delivering a sales intelligence **service** to 'low tech' salespeople via the most basic of technologies: email and text. One click then automatically takes the user to an easy to use dashboard providing all of the information they require on: product mix, range gaps, link-sells and product leakage.

As a scalable multi tenanted hosted Software as a Service (SaaS) solution – sales-i delivers the service on a low cost subscription based commercial model – making it accessible to even the smallest manufacturing or distribution business.

### The Market

In IT industry terms – sales-i is categorised within the Business Intelligence Sector. Forrester, the leading analysts predict that this will be one of the fastest growing areas of the market reaching a \$7.3bn market size in 2011

Analysts, Gartner predicts that, in 2010, more than 50% of software purchased will be 'as a service'. The way that enterprises acquire software is clearly changing dramatically.

There is a substantial existing market for Business Intelligence Software, which is concentrated on larger companies who can afford expensive customised and sophisticated software packages. sales-i is positioned as an easily affordable service, deployed via a low risk SaaS model and will therefore appeal to the vast untapped potential in the SME sector whilst not ignoring the large enterprise user.

The market 'sweet-spot' for sales-i is manufacturers and distributors of high volume, low value consumable items, for example: office supplies, automotive parts, food & drink, industrial supplies, builders merchants, packaging, IT supplies and so on. In the region of 300,000 companies in these sectors have been identified in the UK, and 6x this in the USA.

### Competitive Advantage

The major players in the Business Intelligence area are Cognos and Business Objects. Their products are 'blank sheet' generic tools and involve major effort to develop a user solution. With high costs of deployment, slow time to market and complex user interfaces these traditional software packages (Software as a Product – SaaP), reside on in house computer networks and rely on the initiative of the user to interrogate the system to get results.

The 'sales intelligence' rules engine and push technology that drives the sales-i service is based on the combined experience and expertise of leading sales practitioners from a broad spectrum of manufacturing and distribution industries.

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sales-i's competitive advantage is that it is 'a service', analysing sales data automatically for the user (i.e. zero effort required) and delivering the results pro-actively via web dashboards, email alerts, and text prompts.

sales-i fundamentally disrupts the world of the traditional competitors and removes the barriers preventing organizations benefiting from the power of Business Intelligence systems, yet not excluding large organisations.

- The price point is be accessible to even the smallest company
- ROI is instant – salespeople get valuable information on day one
- The customer is taking a low risk – they can stop their subscription if the service fails to deliver value
- Extreme ease of use by low tech users
- Pro-active – no longer reliant on the initiative of the user
- No risk of 'shelfware' – as a web service all usage (or non usage) can be monitored

In short sales-i is an easy, risk free decision – delivering compelling instant value and sustainable ROI.

### Milestones

- Continue building a world class product development and implementation team
- Gain a paying subscriber base of 1,200 within 18 months.
- £50m (\$100m) TO within 3 years
- Worldclass customer "stickiness" of 90%+

To achieve these milestones, the founders have addressed the problem that traditional BI tools become 'shelfware' in the hands of low tech, mobile workers and have therefore developed the world's first, easy to use, 'out of the box' Sales Intelligence solution based on a SaaS platform.

Job description: **Software Architect/ Applications Programmer**

**Responsible to:** Head Of Development

**Salary:** £18,000 - open (all levels of development considered)

**Hours of work:** 37/40hrs per week

**Holiday** 24 days

We are a Software as a Service (SaaS) business at the cutting edge of both our industry and technology fields. sales-i is a solution with never ending opportunities of creation and development of truly disruptive technology which is presently sold into five countries.

The development team is expanding due to the size of the opportunities facing the company and the demand being generated in particular in the US.

We are looking for individuals that enjoy the challenge of creating software and who have the following

- Proven development skills
- Strong communication skills

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- Self belief
- A passion and drive for developing new software

sales-i will only employ best of breed individuals who work as a close knit team sharing a common goal of creating the best SaaS development team. Individuals who come from a telesales background or who have sold within recruitment, media or software will be ideal as will Individuals within target industries like manufacturing or distribution.

The development team is fundamental to the success of the business and key to its success going forward so the right individual in exchange for your enthusiasm matched with your performance, we will offer an opportunity to earn well and share options to exceptional performers.

The individuals we are looking for must be able to work on their own instincts and not be afraid of putting forward their own opinions or working practice. The individuals will learn about the commercial aspects of the business understanding the financial workings of the company and being able to help steer its success and share in it.

Though a list of required skills is below, the individual must be able to create scalable web based technologies at the cutting edge of web 2.0. The attitude of the individual is the most important attribute and he/she must be able to work in a highly motivated team and enjoy the flexible environment.

The prospective programmer would be designing, developing and testing the company's software applications as well as the diagnosis and support of the present software solution. The successful candidate continue the company's ongoing development, as well as undertaking quality control procedures and working within departmental standards.

The successful programmer will be project oriented and committed to delivering high standards, whilst willing to use their own initiative to research and solve problems.

Candidates will possess good communication skills, excellent organisational skills and be highly motivated. Applicants should be a degree calibre individual and a first class or upper second class degree in Computer Science or another Computer related discipline would be advantageous. Programming and database experience is essential, preferably in the following technologies: Flex (Actionscript), HTML (Web 2.0), CSS, .NET and MSSQL.

This role could also be suited to a recently qualified graduate or individual with academic experience as well as practical.