anatomy of a typical software company
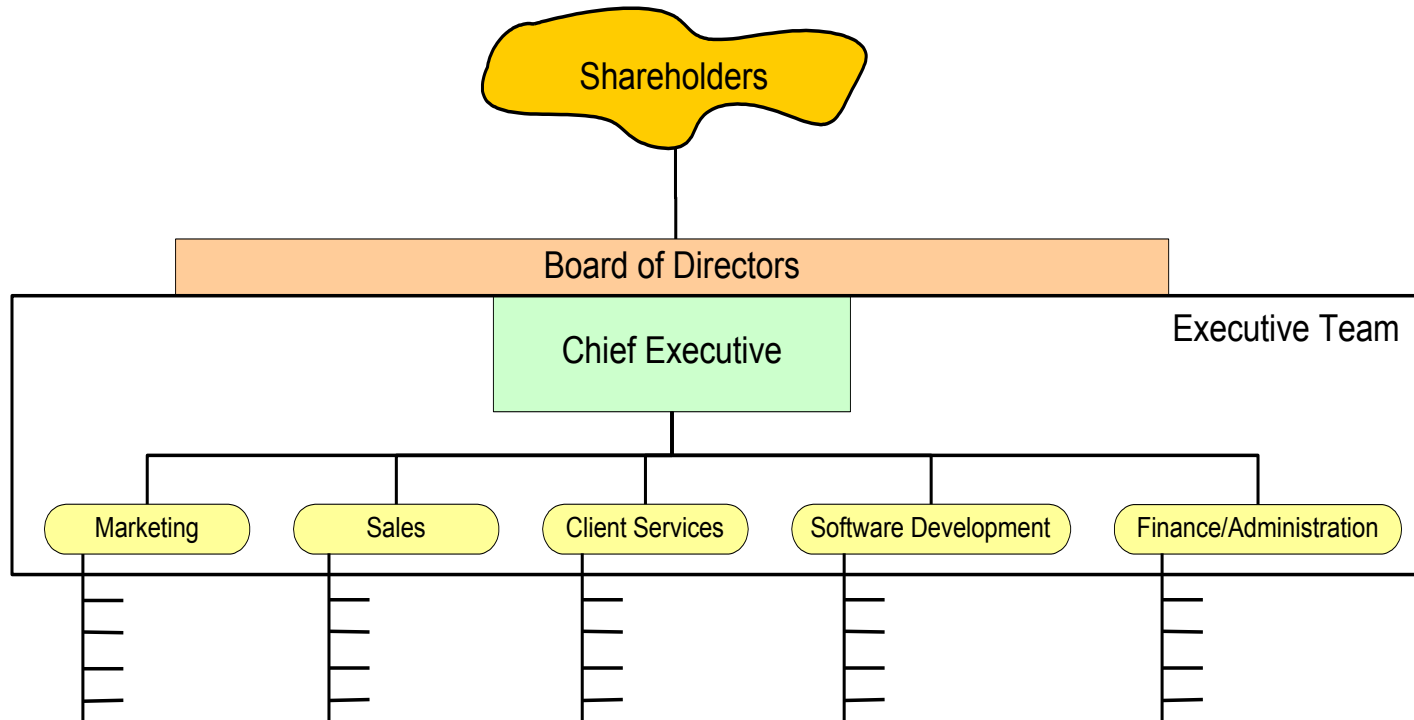
the software company

```
                        ┌─────────────────┐
                        │  Shareholders   │
                        └────────┬────────┘
                                 │
        ┌────────────────────────┴────────────────────────┐
        │              Board of Directors                 │
        └─────────────────────┬───────────────────────────┘
        ┌─────────────────────┴──────────────────┐  Executive Team
        │              Chief Executive            │
        └─────────────────────┬──────────────────┘
```

| Marketing | Sales | Client Services | Software Development | Finance/Administration |
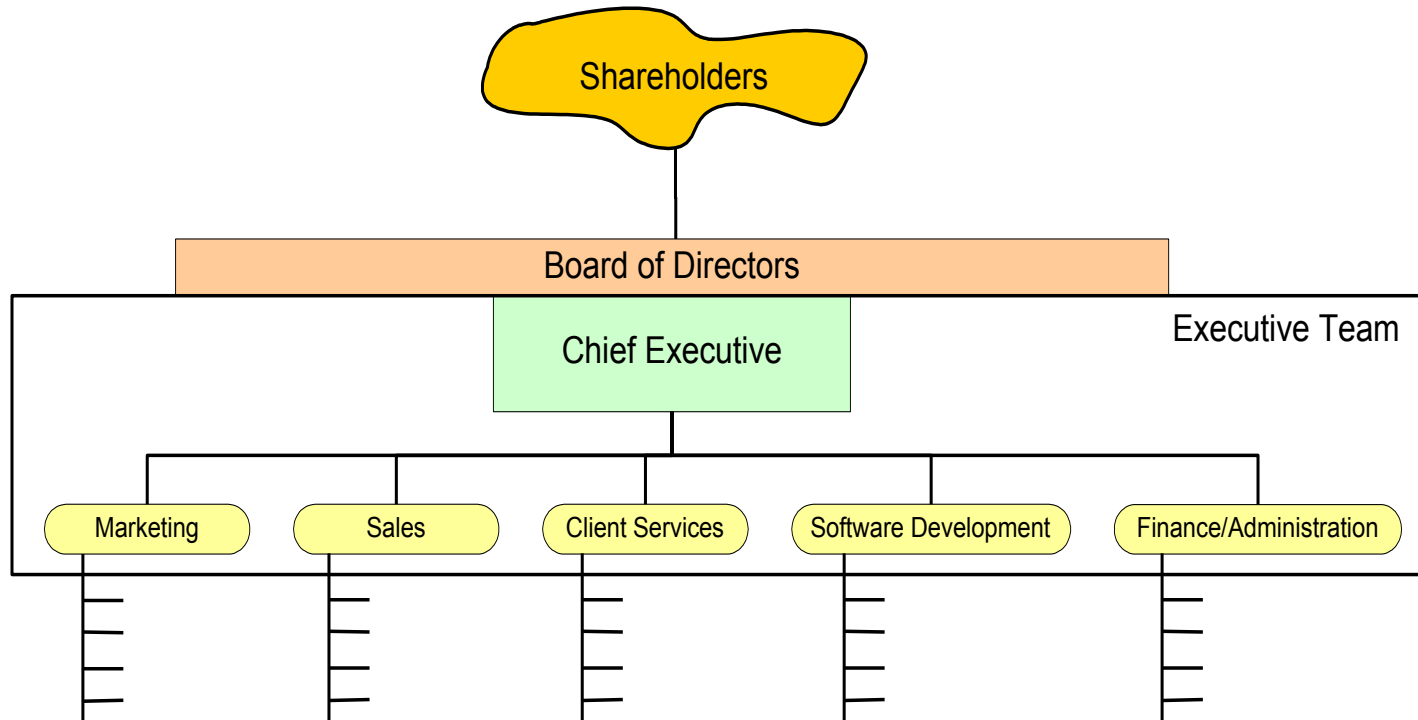
- ## shareholders
  - owners of the company
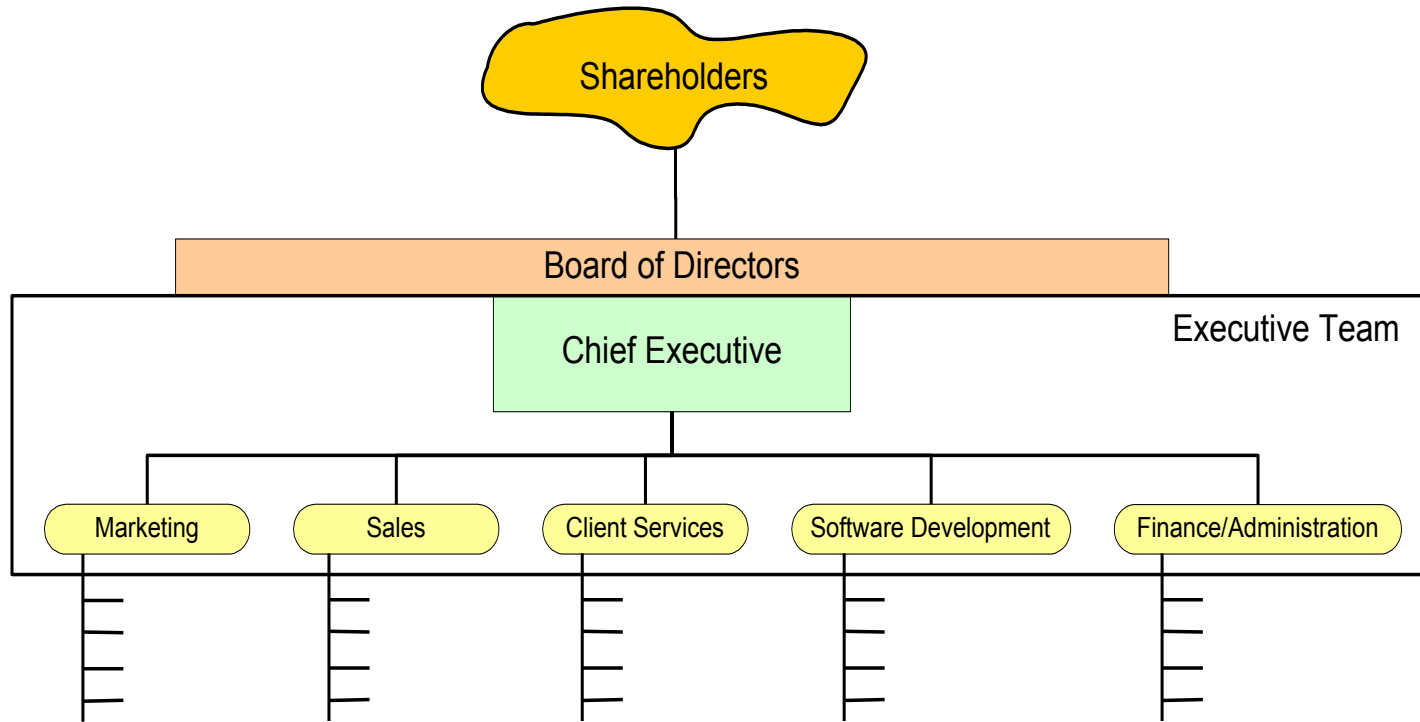 - elect the board of directors, vote on issues
  - same for private & public companies

- ## board of directors
  - represent shareholder interests
 - appoint officers, hire & advise CEO
  - legal liability (or LLC/LTD/etc.)

the software company (3)

Shareholders

Board of Directors

Chief Executive

Executive Team

| Marketing | Sales | Client Services | Software Development | Finance/Administration |

- ## Chief executive officer (CEO)
  - appointed (or hired) by the board
  - in charge of day-to-day operations & exec. team
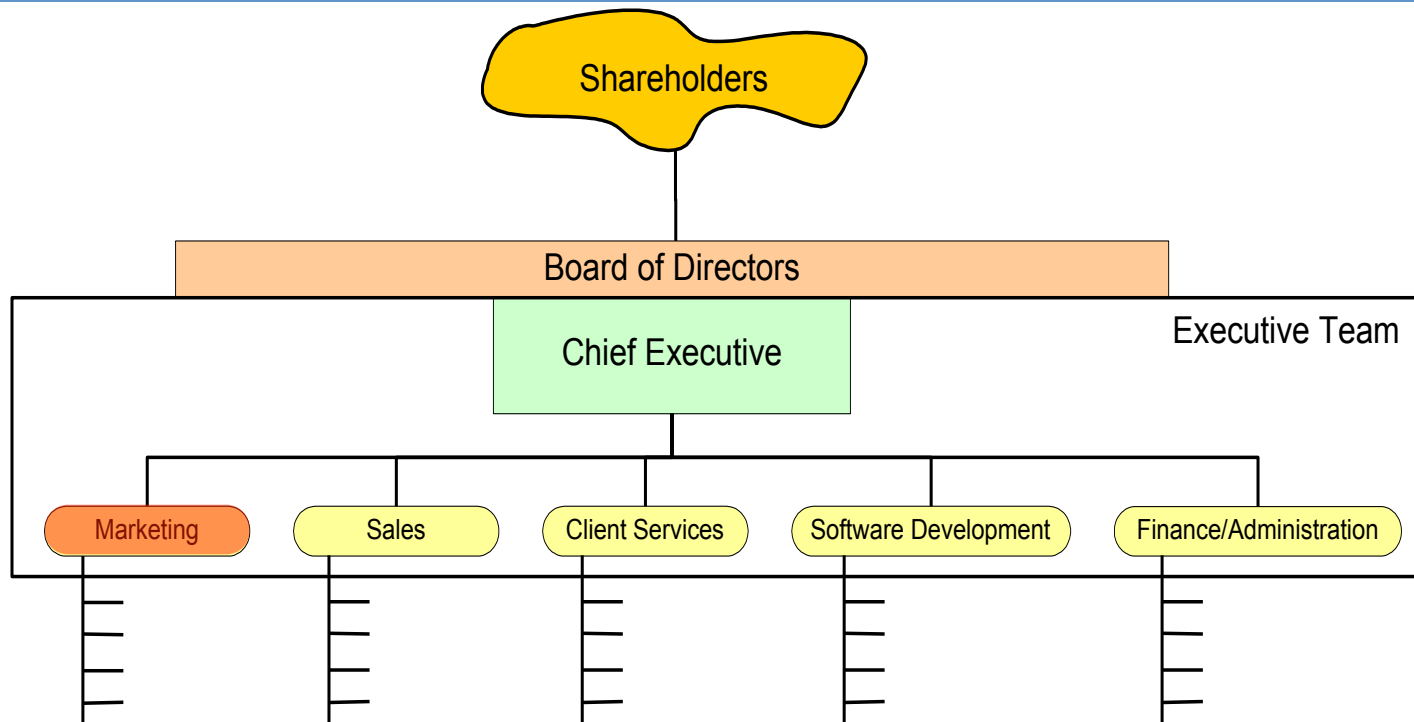 - commits to financial targets (revenue/profit)

the software company (4)
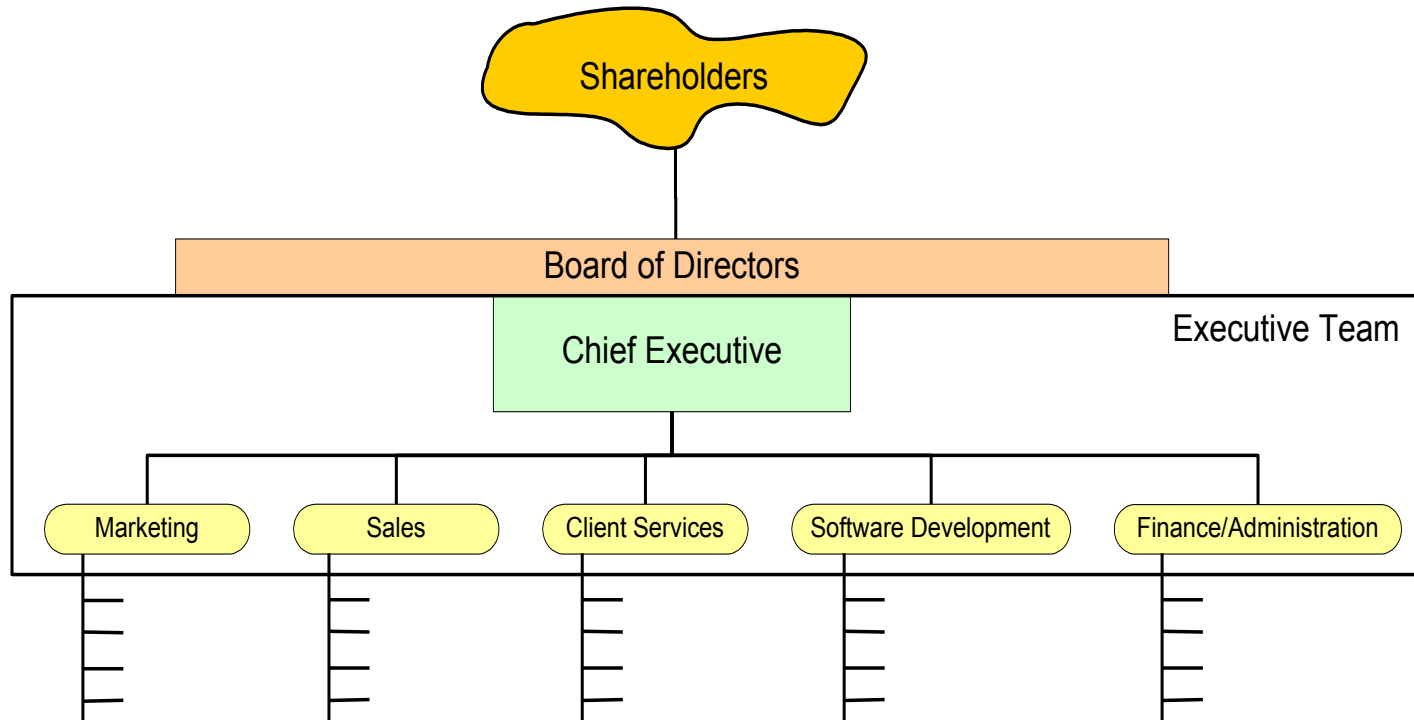
- ## executive team
  - vp & c-level officers. assembled/managed by CEO
  - in charge of day-to-day functional areas
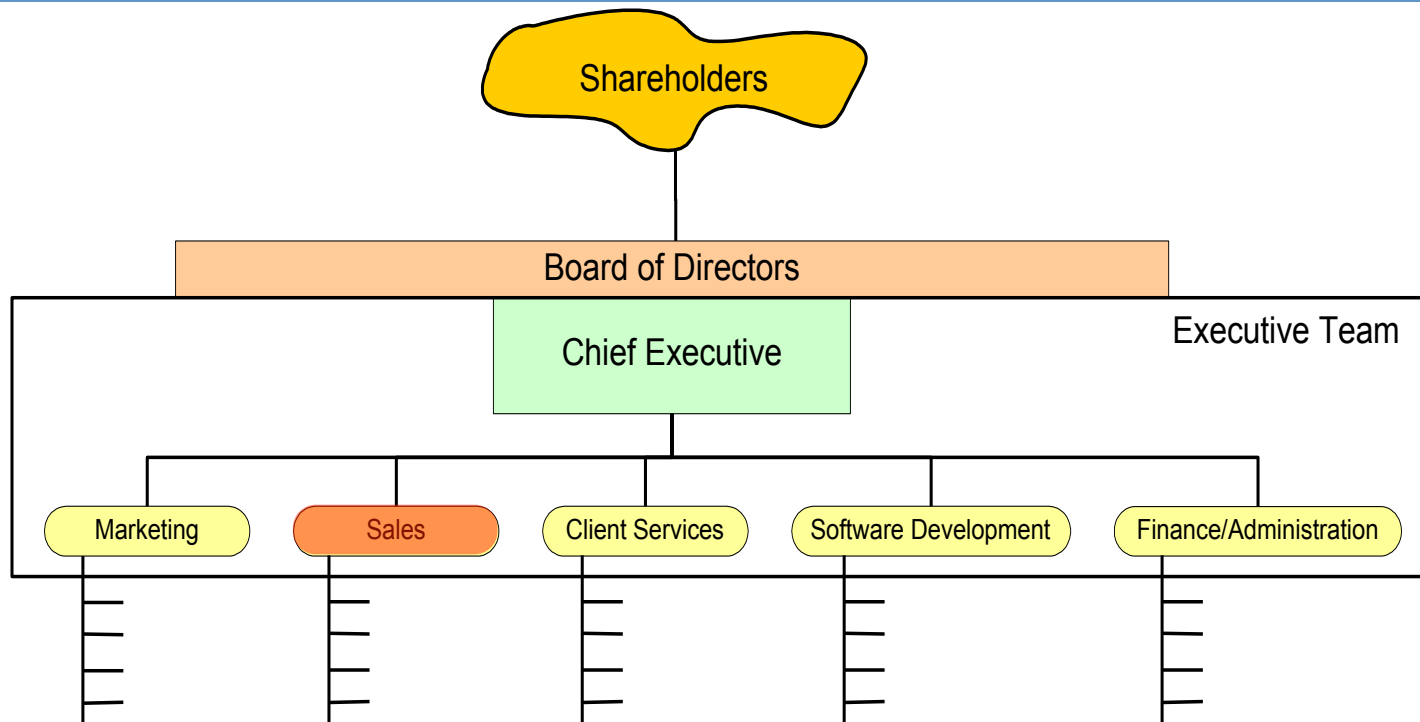 - meet regularly to coordinate strategy, budget, etc.

the software company (5)

```
                        ┌─────────────┐
                        │ Shareholders│
                        └──────┬──────┘
                               │
              ┌────────────────┴────────────────┐
              │        Board of Directors        │
              └──────────────┬──────────────────┘
    ┌────────────────────────┴─────────────────── Executive Team ┐
    │              ┌─────────────────┐                            │
    │              │ Chief Executive │                            │
    │              └────────┬────────┘                            │
```

Shareholders

Board of Directors

Chief Executive

Executive Team

| Marketing | Sales | Client Services | Software Development | Finance/Administration |

- ## marketing
    - product mgmt. (sometimes under r&d)
    - marketing communications (MARCOM)
    - business development (BIZDEV)

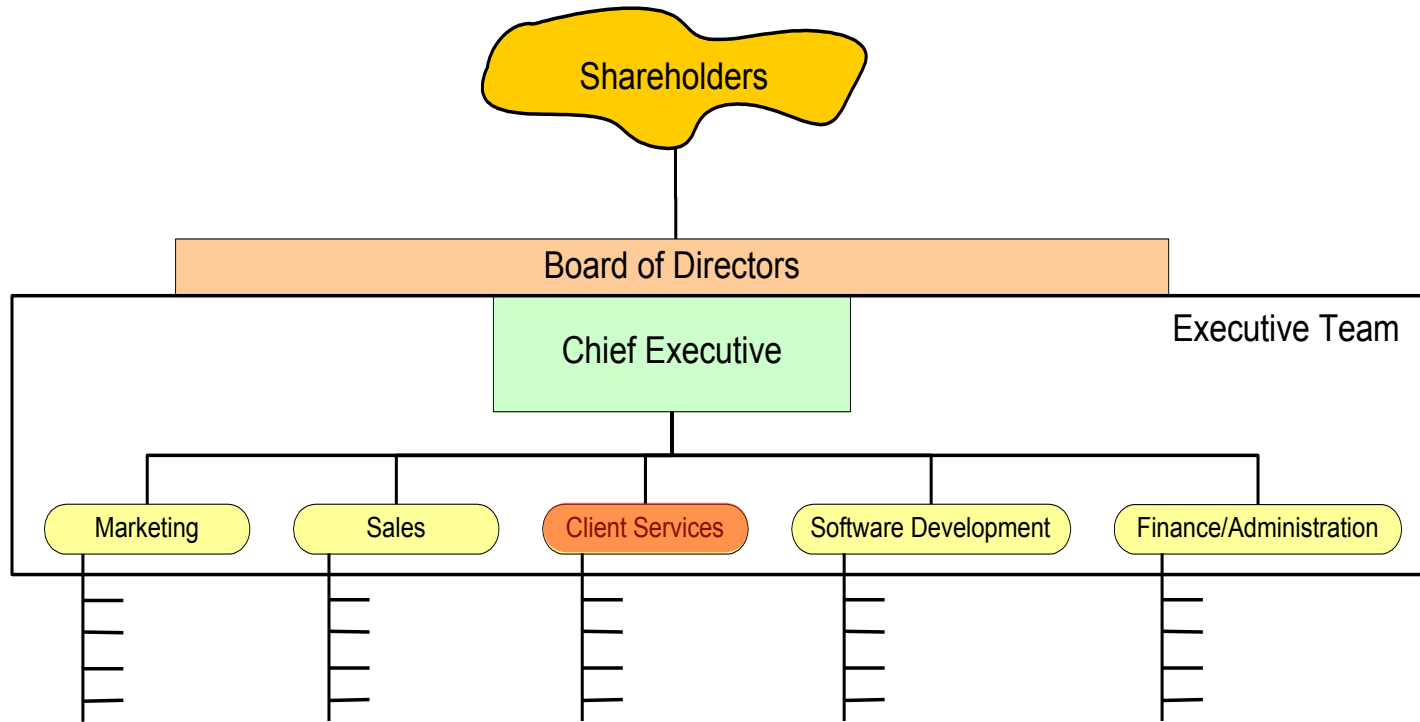The Edward S. Rogers Sr. Department
of Electrical & Computer Engineering
UNIVERSITY OF TORONTO

- sales
  - responsible for hitting revenue targets
  - models: direct, dialing-for-dollars, channels, …
  - compensation = base + commission (+ bonus)
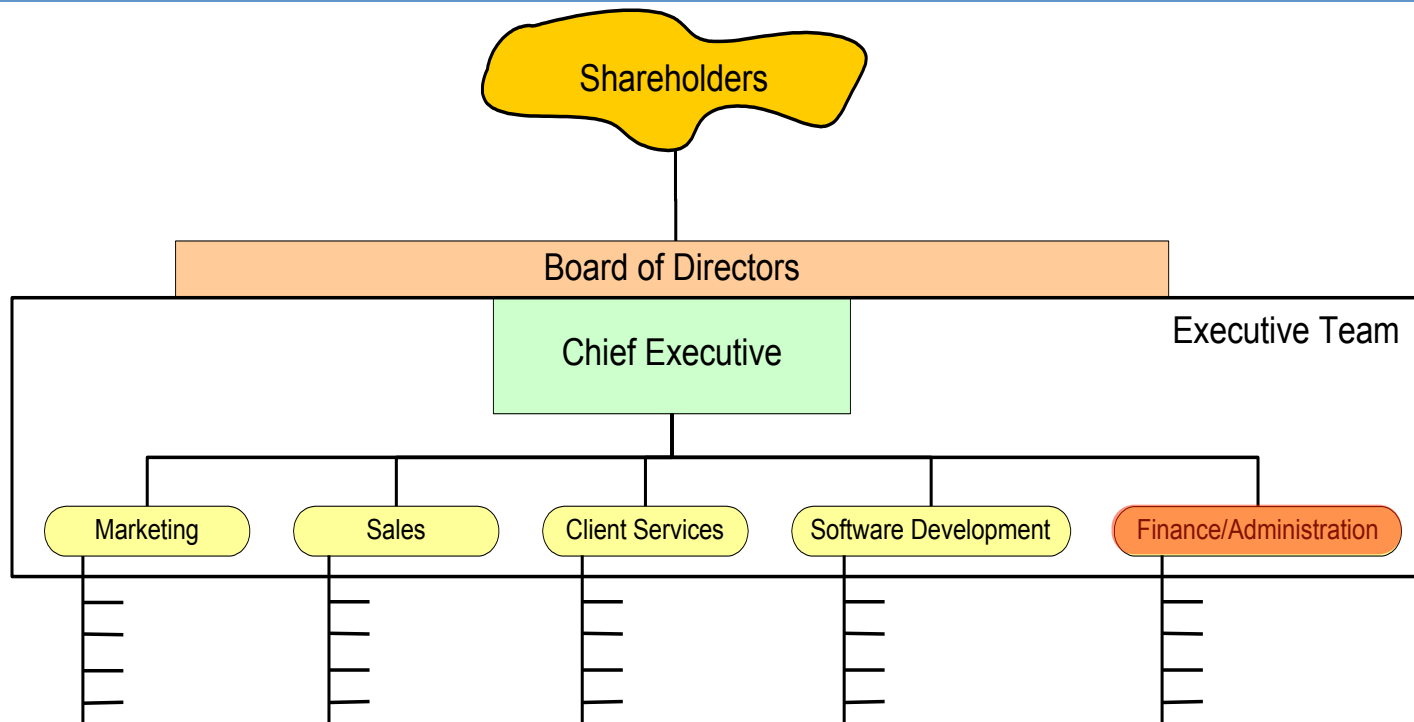 - pipeline: leads, qualified leads, negotiating, close

the software company (7)

- customer/client services
  - pre-sales support & project planning, deployment
  - account management (ongoing)
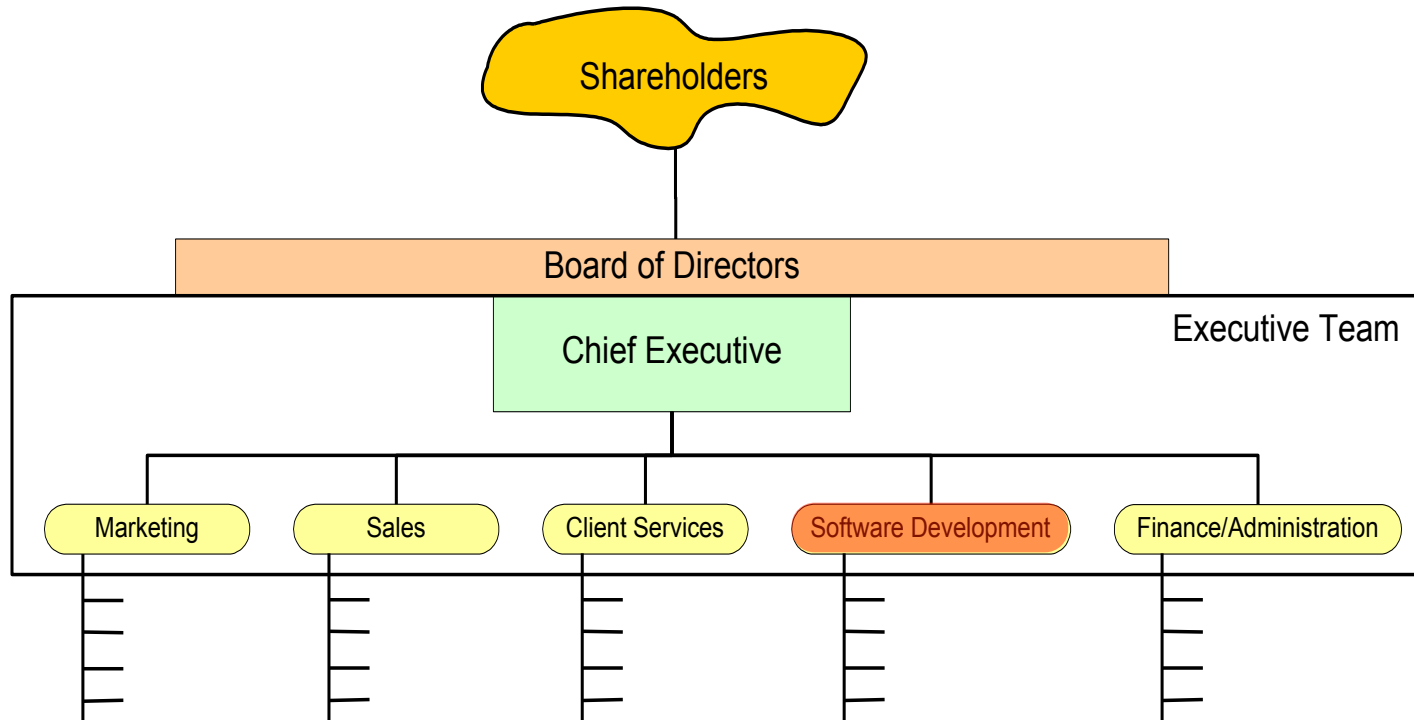 - help desk

the software company (8)

- finance & admin
  - sometimes separate, sometimes include HR
  - investments, payroll, taxes, investor relations, HR, office mgmt., IT, etc.
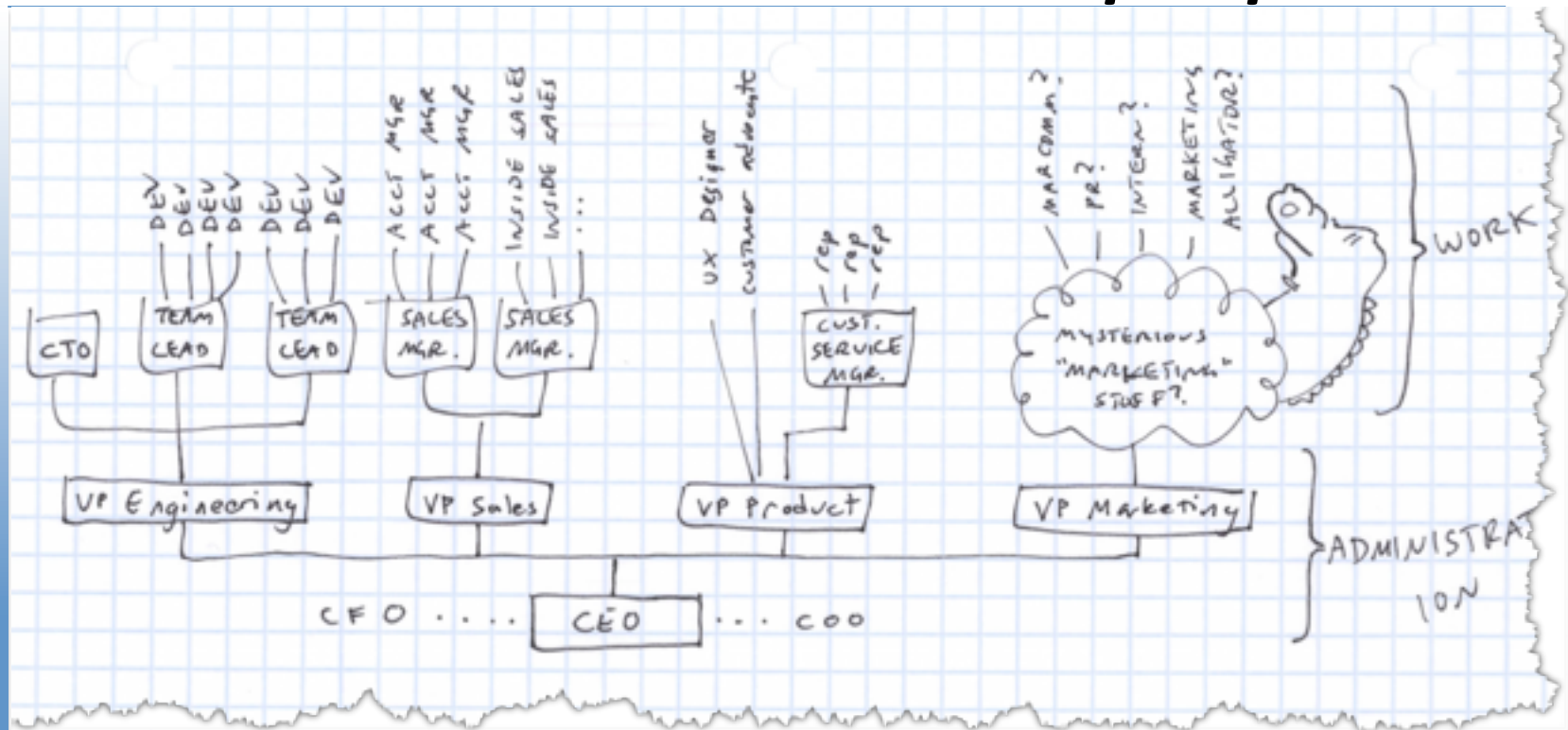
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UNIVERSITY OF TORONTO

- software development (or, r&d)
  - responsible for delivering quality software, solving the correct problems, on time, and with low defect counts
  - CTO vs. VP R&D vs. CSA – who's in charge?

- this view helps eliminate "command & control"
- hire the best, and then control them, no good!
- this model = more of a "support" structure
- maybe call it "administration?"