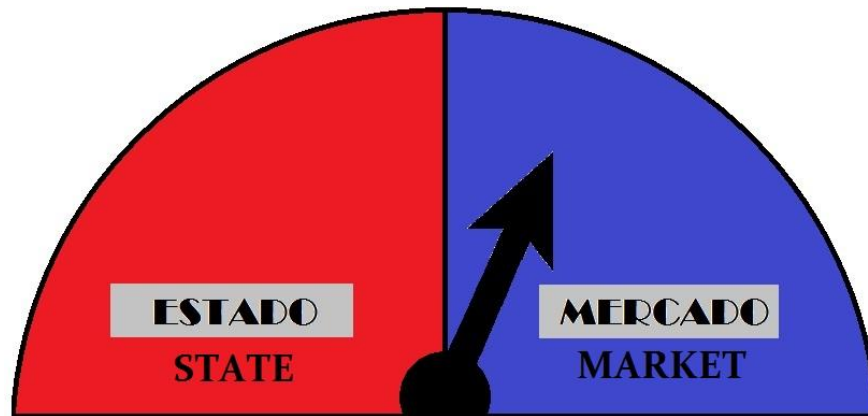


CHALLENGES OF THE INFORMATION TECHNOLOGY MARKET.



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- **Holistic View of Market.**

In Brazil and worldwide, the changes imposed by the last globalization process inspired the trajectory of new global businesses influenced by the economic-political paradox of the Capitalism (US) and socialism (USSR), as precursors of countless Multinational or transnational corporations, i quote from the main sectors of telecommunications, the modernization of the machinery and transport industry, the modernization of ports and airport, the super estimated space race, and the advent of Internet. In the 1969 decade, at the height of the Cold War the U.S. lead the race for the development of new pioneering technologies aimed at optimizing the country's defense system, with the aim of integrating communication between government and authorities, the US Department of Defense develops, through its agency, the Advanced Research Projects Agency Network (ARPANET), the first communication protocol between interconnected computers that would later become the backbone of the Internet.

In 1950, after World War II, data collection and archiving was an experimental business, physically dependent on robust machines, supplies, valves, magnetic tape, and highly perishable papers that often became obsolete over time. Data processing promised far beyond the population census, with ENIAC (Commissioned by the US government), it was possible to perform ballistic calculations for the US defense system, and later IBM's System-360 enabled the leveraging of projects of NASA together with the development of electronics (miniaturization of components) in a super advanced computer for the time. It was this advent that brought man to the moon. In the same line of scientific research, a decade before the Apollo 11 mission, COBOL developed by the US Department of Defense had emerged as a commercial

database processing solution. In fact it was a need for the US government to process potential information quickly and analyzes the data.

In the 1990s, inspiration from the American model of life, motivated by the Hollywood industry, Anglo-American standard products and services, the American Silicon Valley, and the newly arrived industries, boosted Brazil's information boom by offering a promising career and full salaries. To this end, new jobs were created to meet this demand in the light of the new world order, marked by the fall of the Berlin Wall (1989) - New courses in technology and engineering emerged, a real bubble. The qualification of strategic value information was truly evident, and the pioneering spirit of some companies came on the scene, enshrining global brands, acquisitions, and mergers with other companies over decades of meteoric growth.

At the end of the twentieth century, the frenetic race of this market created new jobs, but also determined the extinction of others just in question of time. For the new generations it represented a quick entry at low investment cost compared to other time-consuming and traditional areas. The lack of regulation of the Information Technology or Information and Communication Technology market represents a great business for companies to exploit service and skilled labor.

In the 21st century, new technologies and innovations have made multi-disciplinary technology-based adherence to conflict and day-to-day issues a man-machine interface, with mass changes to these digital platforms conditioned by fast and cheap internet access. In the business plan, innovation is the key word for strategy and competitiveness. From the business model, processes, management, research, market, etc.

As reported by Brasscom (An Brazilian IT company), in the decade of 2010 the IT market shows above average growth, reaching about 4% of the Brazilian GDP. The national economy and investments in the country, especially in the telecommunications and logistics sectors, have yielded a lot of money to shareholders. Already the consumption of technology places the country among the 7 largest consumers in the world (Brazil, China, India, Russia, Germany, Japan and the United States).

However, the IT market was not able to regulate itself, due to the culture that IT was volatile and could be replaced by bots or new resources every year, IT represented commodities, and its labor force submitted an "Invisible hand," by Adam Smith. The demand for legal security and lower taxation, in view of Total Cost of Ownership (TCO), which includes specialized manpower resources, has decimated the category and healthy biome of the competition - making the market an "out of law racing" , offering wages less and less attractive, well below inflation.

- **Clinical Look for the Market.**

The outsourcing of the end activity offers significant market slices to startups specialized in the subject, this, therefore, represents an evolutionary retrogression, even by the impact that information technology has on the essential activities of any organization in the current days. With no expertise other than this type of service, outsourcing of labor no longer needs to resort to loopholes in the law; it may occur openly, great deal when one thinks of the benefits of staff reduction together with infrastructure outsourcing. However, it brings the multiplication of EIRELIs (kind of contract for small company in Brazil) in the IT market, at the same time sponsored by large companies interested in this service. This brings into play modalities such as the "body-shop" in which companies offer ghost job ads to potential candidates and partners. As well as functioning similar a showcase of solutions that the company does not have but still offers to its customers and partners.

In fact, the selection of employees is the most important part of the acquisition and retention process, since it starts with the psychological impact on the opinion of its employees. Being the expertise in the screening of resumes sufficient for the call announcement for the next step, an interview with the area manager who must have background in some process of recycling in the human sciences. Subsequently the company interested can request copies of the certificates and / or diplomas and, through the "accepted" of the candidate, a verification of the candidate's academic / professional background as well as criminal records. Unfortunately the market is giving less and less importance to the diploma of formation of the candidate, for two main reasons: 1 - There is no regulation to act in the area; 2- The IT professional is highly self-taught. That is, it favors a rapid entry into the labor market, but it does not value traditional and time-consuming training.

"When I do a job interview I feel confident because in fact I have an apartment, luxury car, a company, a modest bank account, private retirement, health insurance among other undeclared inheritance funds." Candidate Unknown.

- **Market Tips.**

An important point to be considered by the aspirant of information technology is the frequency of updating through courses of certifications of technical standards offered by specialized training centers, typical fact of every professional of the area, however, an investment often not estimated at the time to choose to pursue the IT profession. In addition, of course, the mandatory knowledge of English, other languages being a plus, such as Mandarin, Spanish, French etc, as some clients require attention to specific regions. Although studying the foreign language is a weak discipline in the curriculum, the most effective way to acquire fluency is experience abroad, which is not sponsored by companies. Competition between emerging or transition countries

(India, China, Mexico, Brazil, Czech Republic, Ireland, etc.) demands that these professionals be in line with the international standard, or even more productive than the competitive market, even though wages are not quoted in US dollars but in national currency as a counterweight to these bilateral deals aimed at bargaining by market.

One advice I give to new aspiring IT career to be opinion makers, organize their time and money so that the world does not revolve around bits and bytes, understand the laws and demand their rights, known the history of bankruptcy of the city of Detroit, USA, but watch out for the lack of a salary floor. If possible make a personal blog and, if good developer go to program Python, Ruby, Java, .NET in London, Lisbon, USA. In order to publicize your knowledge, but beware of the information you share, especially in social networks. Thus of the market there are many agreements, as for example nomenclatures for position with title from A to Z, formerly generic "System Analyst", embedded in the famous questionnaire "What is your salary claim?". So my dear NEWBIE, GEEK, NERD, FREAK, HACKER, JEDAI, YODA, NULL, FATMAN, the future depends on us all.

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