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## DIGRAMILIC as a Distribution Model to Make Computer Applications Useful

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### I. Introduction

We started from the observation that some software developed has serious market penetration problems. Therefore, they are not competitive in the market.

Software is private property, but if it is not distributed it will not be used. Consequently, its designer will fall into the problem of one of the Software Engineering theories which stipulates that 30% of the software produced is not used. This wastes energy, time, and resources.

What is the basis of the inaccessibility of this software on the market?

We believe that the mechanism used for distribution does not allow the emergence of certain software.

To overcome this problem, developers must use strategies that we have presented in the form of the *DIGRAMILIC model*, which once applied, will promote their emergence.

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### 2. Presentation of the model

Digramilic is an acronym for free distribution, posting and marketing.

It is a model that works in three phases.

- Free software distribution from CDs, DVDs, or removable media
- Its posting on a personal website or in social networks and a good declaration of keywords for its visibility on the various search engines for its free download
- Its marketing in shops or sale with an activation key by granting the update version or the update version (file) by updating the downloaded version.

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### 3. Model operation

#### 3.1. Free

This phase presents the essential functionalities of the software. Strategic functionalities will not be incorporated without being activated, i.e., they will not be operational.

Disabled features become operational upon activation of the free version.

The objective pursued is to penetrate the market. It should be noted here that the user can already derive great benefit from the operation of the software. This is what pushes some users to settle for only this version.

#### Advantages and disadvantages

##### Disadvantages

- The developer does not profit financially from his work on the part of the users.

##### Benefits

- The software will enter the market because it is obtained and used for free. Whence it will be known.
- thanks to the feedback formulated in the form of opinions and comments on the errors observed or proposals for new needs, the users become agents for the improvement of the software.
- exhibition of his know-how of developer.
- users become advertisers.

### **3.2. Putting it online**

Putting online consists of placing the software on the Internet to be downloaded free of charge from a distance.

Putting it online allows for great visibility.

#### Disadvantages

- viral attacks
- risk of recompilation.

#### Benefits

- the software becomes visible (notable) in the web.
- know its popularity.

### **3.3. Commercialization**

Commercialization focuses on the problematic to be drawn from his work.

Commercialization is the result of the first two steps.

There are two possibilities to earn money thanks to its software and its website. The two products eventually become two different works likely to provide money.

#### **3.3.1. Operation of the site's advertising banner**

One can market his advertising space to earn some money, although insignificant.

#### **3.3.2. Sale of software**

This phase consists of distributing the full version of the software for money.

#### **3.3.3. Shelf sale**

In this step, the developer can use CDs or DVDs as distribution tools or the internet.

#### **3.3.4. Premium offer**

Software update without changing user data using an activation key.

#### **3.3.5. Advertising (banner) space**

You can market your advertising space. It also pays off. It's about having a good audience. Hence, the software must be interesting.

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## **4. Conclusion**

Although the developers, by creating the software, pursue a profit motive, market requirements may require them to resort to free distribution to benefit from their know-how.

When the software is not used, time and effort are wasted. We believe that these efforts must be profitable.

We have proposed a model that works in three phases, namely:

- free distribution

- putting online and
- commercialization

It is by following this approach that the software will be competitive.

The objective of the free distribution phase is to make the software available to anyone whose things are of interest but to take over all the functionalities.

This model has been tested on Google Play Store and has proven to be effective. We highly recommend it to developers.

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