

Industrial Session: Software Business Innovation Track

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Software industry is going through a major transition everywhere in the world. On one hand the recent recession and increased price competition from emerging economies in Asia have caused changes in where software is being developed. Outsourcing has become much more prevalent - almost a standard part of many software development projects. Customers are more demanding and providers need to develop better applications faster and at lower cost.

On the other hand, significant changes are taking place in technology platforms used and types of applications being developed. Cloud computing, Software as a Service and gaining popularity of smart phones are changing where computing takes place and social media as well as content sharing applications are changing what users do with their devices.

Technological discontinuity, changes in consumer behavior and likely changes in market structures are taking place at the same time. These trends will cause challenges to many companies but they will also create opportunities for innovation for those who dare.

Traditionally software organizations have seen innovation as a technical issue: innovations have been considered technological advances that give companies an edge over competition. While technical innovations are still relevant, increasing share of successful innovations take place outside the technical domain. iPhone was not so much of a technical innovation but a usability innovation and systemic innovation; Salesforce.com's compelling feature is the possibility to buy software functionality as a service; Facebook hooks people by helping them develop their social network online. Innovation in software industry is now driven by business innovations - innovative business models, partnerships, service types, processes and novel combinations of products, services and content.

The Software Business Innovation Track of the International Conference on Software Business was intended for sharing practical industry experiences and innovations in the area of software business. It collected practitioners, industry visionaries and software scholars together to discuss and share insights and experiences in software business innovation.

Our aim was to boost the innovativeness of software organizations everywhere and to gain deeper understanding of new forms of innovations - as well as the innovation process itself - so that we could identify and deliver more innovative services, products and content to the marketplace.

One of the known catalysts for innovation is the interaction of people with different backgrounds and experience. That was exactly the role of the Software Business Innovation Track.