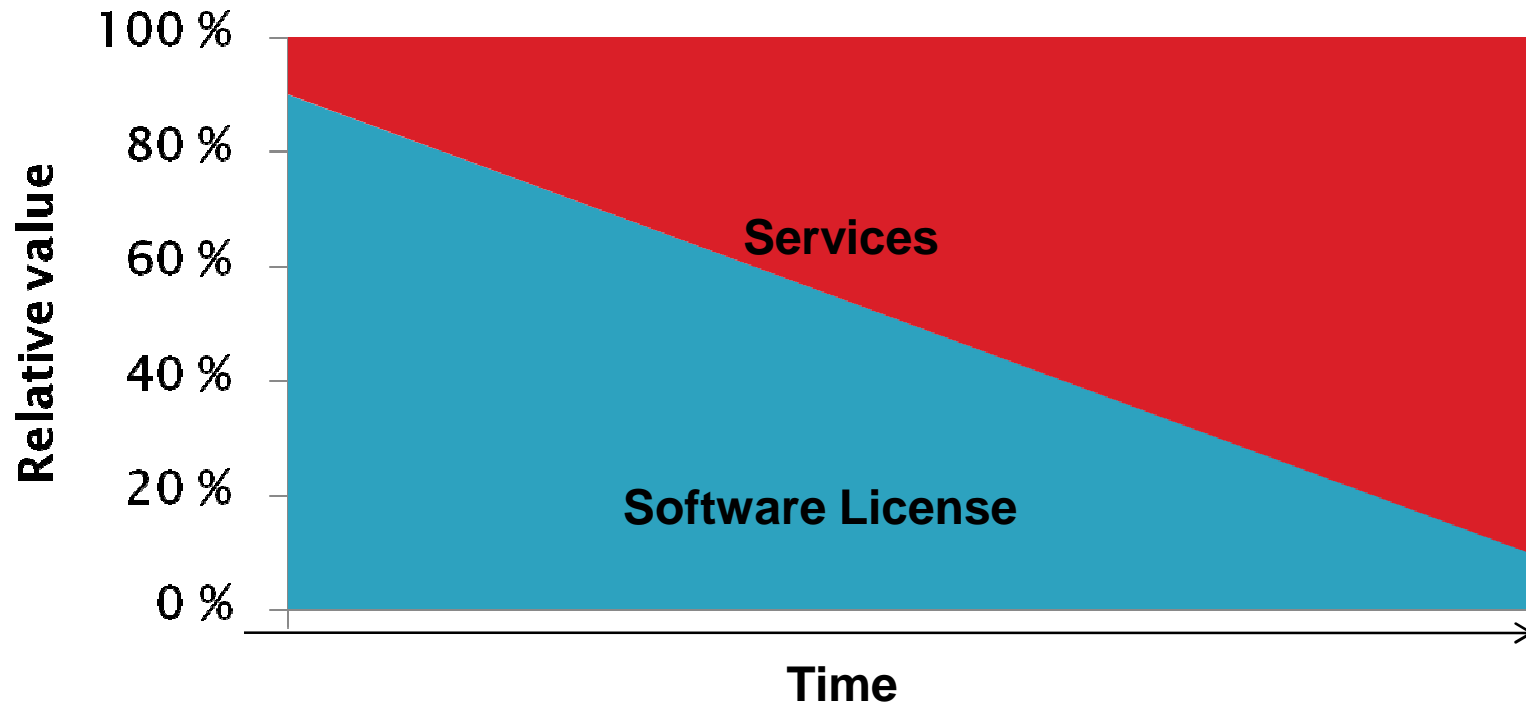


Open and Web'd Software SW-SRA Proposal



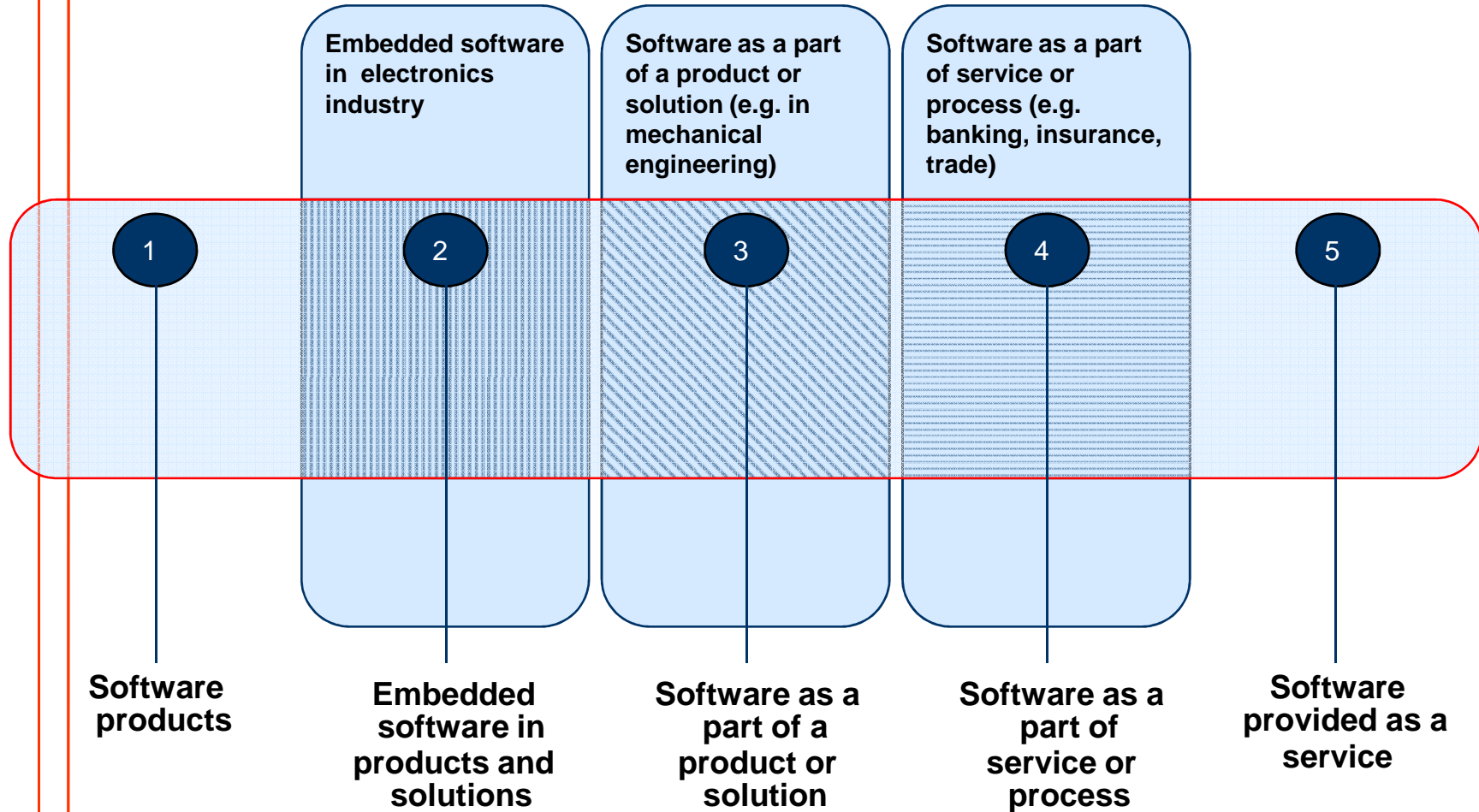
Pirkka Palomäki, CTO
F-Secure Oyj
Tivit Results and Strategy Seminar 2009
14.4.2009 Dipoli

Value shifts in mass markets from licenses to services



- Software license business transforms into service business in mass markets
- Software's role as means of production in the future
- Software's role in physical products increases
- Differentiation created with user experience

Software as integral part of businesses



Source: Tekes / Swot consulting; The role, Importance and Future Challenges of Software Competencies in Finland - Draft, Spring 2009

- ▶ R&D cost pressures
- ▶ Need to deliver top most quality with faster time to market
- ▶ Need to differentiate with user experience
- ▶ Need to create sustainable competitive advantage

- ▶ Build competitive concept creation, architecture and software engineering competence
- ▶ Automate all routine work
- ▶ Benefit from collaborating ecosystems (open interfaces) and developer initiatives (open source)
- ▶ Innovate new services

Software and networks as key means of production in the future

Emphasis on high value creation & innovations

- Leading in user experience and concept creation
- Innovations in understanding and predicting customer needs
- Creating fast feedback loops
- Defining the future architectures and open interfaces
- Building holistic view coupling computer and management science research
- Creating new centers of ecosystems

Benefiting from smart ways of working

- Automating routine work & not reinventing the wheel
- Reducing cycle times and waste
- Leading the development of agile and lean standards & practices

Building on existing strengths and research

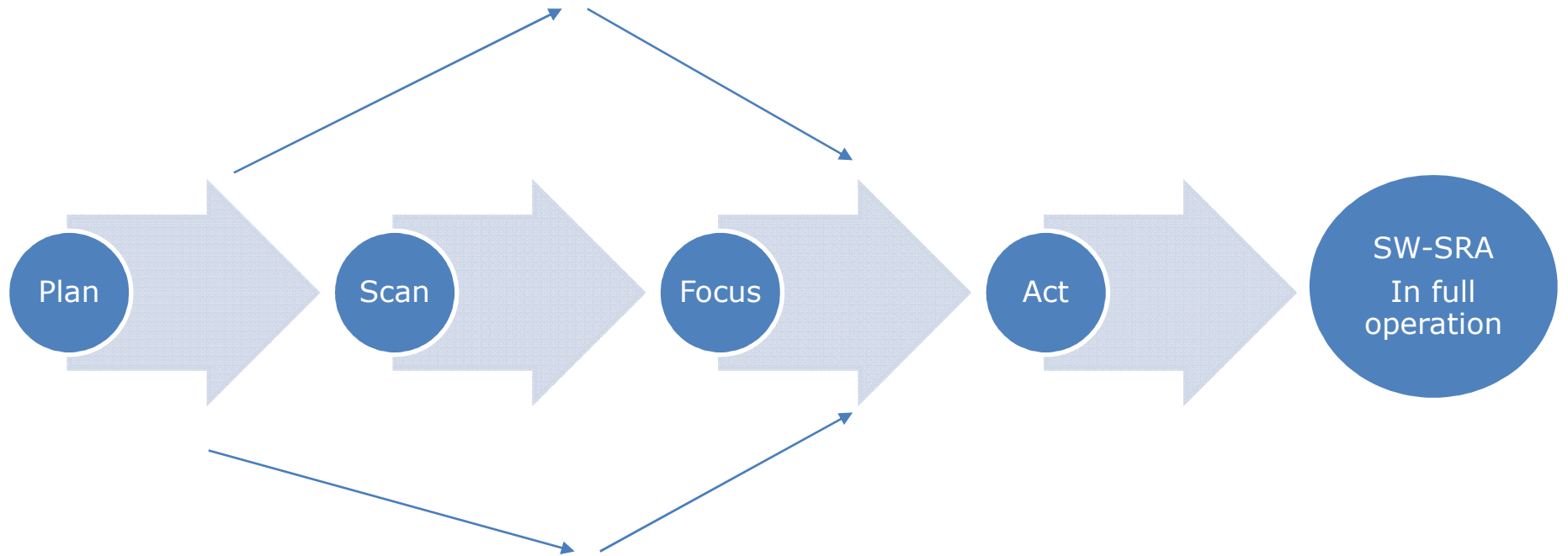
- E.g. neural networks, open source, scaling agile & lean

Companies that

- have software intensive business models
- are enthusiastic about improving quality, efficiency & effectiveness
- want to share experiences, costs and benefit from joint method, system, tools development & access to world class experts
- want to develop and share the means to better capture & understand customer needs / behavior
- want to increase the level of automation
- want to build new ecosystems
- are in the business or considering businesses to support software intensive companies

**Most importantly:
Companies that have capability and will to actively contribute!**

SW-SRA planning process and steps



- Formation of the initial SRA agenda
- Dec 2008 – Jan 2009

- Thematic areas to collect industry and academia feedback
- Three workshops in Oulu, Tampere and Helsinki
- March – April 2009

- Core team workshops to formulate SW-SRA vision and scope definitions
- SW-SRA proposal to Tivit Board
- May – June 2009

- Target for approval of SW-SRA and forming the steering and management organizations
- Work packages and leaders defined
- Initial program prepared
- August – December 2009

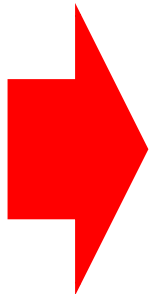
- SW-SRA active
- First program started
- January 2010

SW-SRA 2015 Vision (to be formulated)

Six thematic areas used to get feedback, formulate the vision and to define focus areas

- **Operational Efficiency & user experience**
- **Web'd software**
- **Open software & systems**
- **Security development lifecycle**
- **Supporting systems, tools & platforms**
- **Green software development**

	Thematic Area	Planning coordinator
1.	Operational Efficiency & user experience	Pekka Abrahamsson
2.	Web'd software	Tommi Mikkonen
3.	Open software & systems	Tomi Männistö
4.	Security development lifecycle	Reijo Savola & Juha Röning
5.	Supporting systems, tools & platforms	Jussi Autere
6.	Green software development	Jussi Katajala



- Areas are open for discussion and feedback
- Opportunity to give proposals for new areas
- SW-SRA vision and work packages will be formed based on feedback
- For more details and discussion about the areas, please visit next workshop on 21.4.2009.

- Aim:
 - First draft of SW-SRA by the end of May 2009
 - SW SRA mission and agenda finalized and approved by June 2009
 - SW SRA launched January 2010
- Preparatory workshops:
 - Oulu, 24.3.2009 - Done
 - Tampere, 7.4.2009 - Done
 - Helsinki, 21.4.2009

 - So far about 150 people have participated the workshops about half of them from companies
 - More data and findings from the workshops available at later time

- SW-SRA@vtt.fi – mailing list for everyone interested in the SW-SRA / used for generic communication
- SW-SRAfeedback@vtt.fi for suggestions and ideas and request to be added to / removed from the mailing list