

The seminar focuses on the future trends of global software development.

Beyond Outsourcing – Enabling Innovations through Creative Collaboration in Global Software Development

MaPIT presents
Wednesday November 26th, 2008 at 1–5 pm
Dipoli Congress Centre, Espoo

| Communication | Group Relations | Trust | Strategy | Management |

An afternoon for reflections – how to foster sustainable benefits in global collaboration and distributed software development projects.

The seminar presentations focus both on strategic and operational level of managing, improving and implementing practices for collaboration and innovativeness in software projects.

Keynote speaker
Deependra Moitra



is an independent management consultant, executive coach, and an internationally well-known authority on global innovation management. Deependra has 16 years of multifaceted professional experience spanning business consulting and technology products as well as services sectors. His consulting work has focused on strategic and operational issues involving globalization and innovation.

Don't miss the opportunity to hear his lecture *Beyond Structural Savings: Harnessing Global Software Development for Competitiveness*

- > How to strategically organize and leverage global software development for competitive success?
- > How to harness global software development to enhance your company's innovative capability and organizational flexibility?

Programme 26.11.2008

- 12.30 Registration & coffee
- 1:00 Welcome to MapIT!
Professor Reijo Sulonen, SoberIT, TKK
- Beyond Structural Savings: Harnessing Global Software Development for Competitiveness
KEYNOTE SPEAKER Deependra Moitra
- 2:30 Energy Break
- 3:00 Two MaPIT industrial CASE presentations
CASE IBM – Working as one team across diverse time-zones, cultures and locations
Sara Eriksson, GBS Nordic Global Delivery Leader, IBM Svenska AB
CASE TietoEnator – "Experiences from offsite – distributing software development to Czech Republic."
Petr Lukasik, Department Manager, TietoEnator Czech s.r.o.
- 4:00 **PANEL** Discussion – Future trends in GSD
Deependra Moitra
Professor Reijo Sulonen, SoberIT, TKK
Professor Matti Vartiainen, Work Psychology & Leadership, TKK
Chairman Casper Lassenius, SoberIT, TKK
- Conclusions
- 5:00 Happy Hour & Networking



MaPIT - Management, processes and IT support for globally distributed software development

The degree of globalization of the software industry has increased rapidly during last decades. Traditionally companies have been engaged in global software engineering in order to cut software development costs, to access competent labor, and to shorten the time-to-market for their products. In many cases, these benefits are supposed to be realized in a short period of time. As a consequence, many of these projects neglect building a true collaborative relationships within the project team.

In this seminar, we look further both in terms of time window and also the development of global software development. By focusing on the collaboration and innovativeness within and between the teams, we seek to find ways how to build real partnership between the parties in global software development, and how to foster innovativeness and sustainable benefits from the global collaboration. The seminar presentations focus both on strategic and operational level of managing, improving and implementing practices for collaboration and innovativeness in software projects.

MaPIT industrial case presentations provide insights into the real challenges and solutions global software companies have experienced, as well as enlighten the future steps for improvement and research on global software development and collaboration.

For more information www.soberit.hut.fi/mapit



WHY PARTICIPATE?

The seminar is targeted for people responsible for their it-projects, managers, HR people and directors – who want to make best out of their respective positions and teams.

MaPIT is a research project at SoberIT of the Helsinki University of Technology. It is funded by Tekes.

Welcome!

Registration & Seminar fee

Register online
https://eage.tkk.fi/forms/fill/TAPAHTUMA_8132
or by email to tuomas.niinimaki@tkk.fi. (full name of participant, organisation and invoicing address).
E-payment or invoice upon registration.

The seminar fee is 180 EUR +VAT 22% including the speaker's exclusive material, coffee and refreshments and cocktails. Researches and academics reduced fee is 50 EUR.

Cancellations

If you cancel after November 12th 2008 the invoice is 50 % of the fee and after November 19th 2008 the whole fee will be invoiced.

The Venue: TKK Dipoli Congress Centre,
Otakaari 24, Espoo