SCALing softwARE

Supporting European Industry in Scaling its Software Capabilities

Software Technology Exchange Workshop
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Agenda

- About us

- What is SCALARE?

- The SCALARE Framework

- A typical Case Study - servitization

- Next steps or Final words or Summary

- Q&A

Addalot, MAPCI & SCALARE

addalot

25 years of supporting companies to find efficient ways of working

MAPCI

MAPCI - Mobile And Pervasive Computing Institute. A reseage instutute tied to Lund University

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SCALARE

SCALARE

Aalto Univ.

Lund University
Mapci/Sigrun

Tieto
Sony Mobile
Addalot
Softhouse
Husqvarna

Lero/Univ. of Limerick
Goshido
QUMAS

Kugler-Maag

Schneider Electric

- An Industrial EU research project by ITEA and Vinnova
- Supporting the industry in SCALing softwARE capabilities
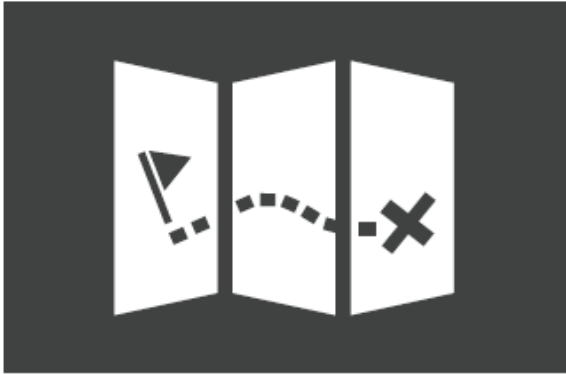- Consist of 10 companies and 3 universities in 5 countries

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Software organization digitalization journey

Business drivers

HW → SW

Product → Service

Proprietary → Open Source

Small & local → Large & global

Product

Organization

Process

SCALARE

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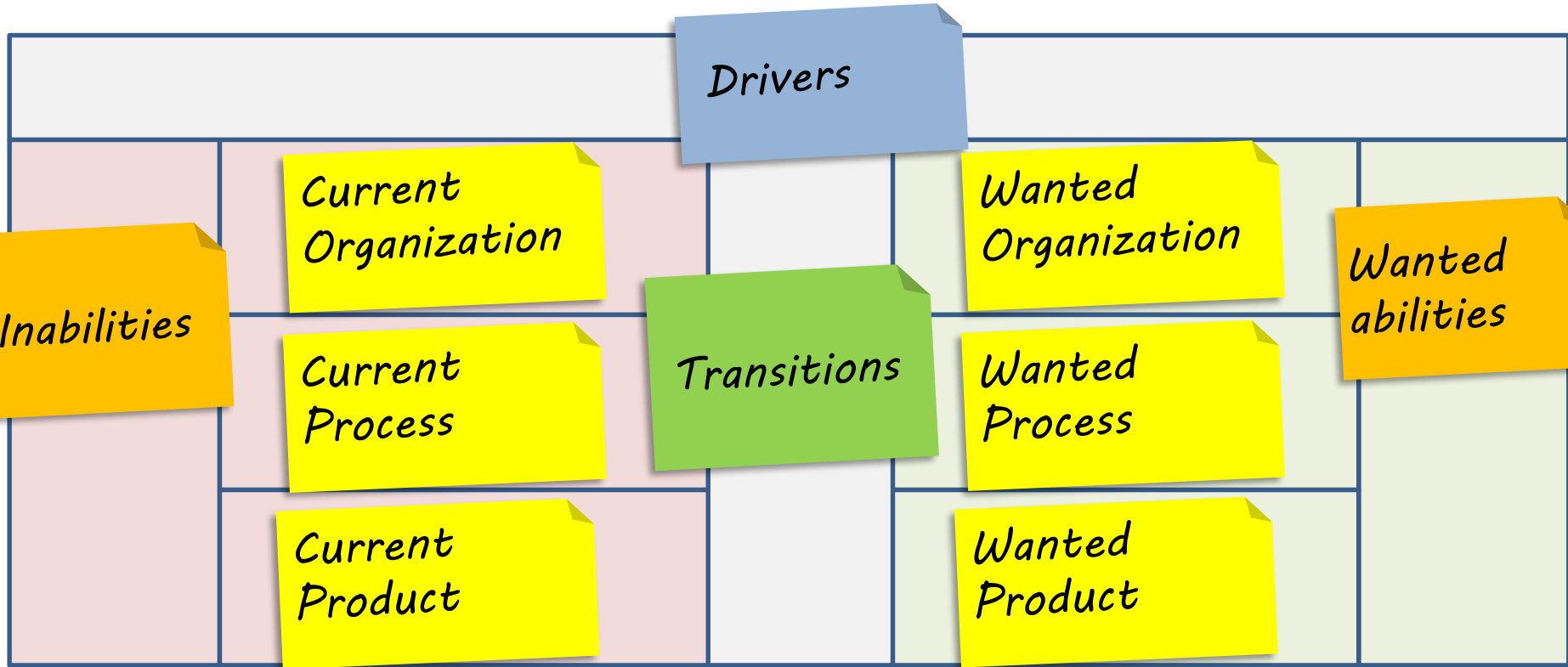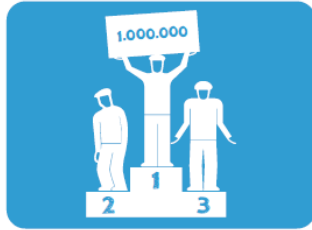# Scalare gives the Map, the Compass, and the Journeys

An experience database with real industry examples and tools to help enterpizes to make a digital transformation journey.

The Map – SMF Canvas

The Compass – the Driver groups

Drive revenue growth and outperform competitors with new business models

Increase quality, make savings of operating expenses and shorten time-to-market

Deal with leadership challenges (access to qualified personnel, ability to ramp resources, round the clock development, divide the work between different departments, etc.)
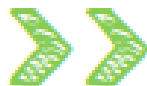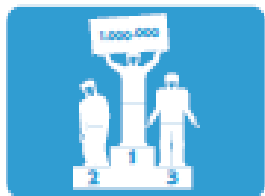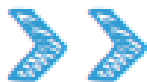
Expand into new markets and geographies

Develop innovative new products and services, innovate in current products and services

Use the compass

Drive revenue growth and outperform competitors with new business models

Scenario 2
Scenario 3

Open Source

Servitization

Scenario 2 - Building ecosystems

By now we've been into Open Source development for quite a while. Even the management has acknowledged the contra productivity in just using free software without giving back, that sharing is caring. We imagine the ultimate Open Source strategy, to go beyond the communities and orchestrate our own ecosystem, to divide and conquer.

Scenario 3 - Add supplementary services

Customers are getting more and more demanding: they want it all and they want it now, not to mention the fierce competition. Their offerings are basically the same as ours, equally or even better priced. Our product-oriented business slows us down. We need to move towards a service-driven business model.

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The Journeys

- An experience database of industrial best practices and tools to support enterprises in their digital transformations

- Scaling a software business - The Digitalization Journey
- Scalare.org
- Scalare consultant
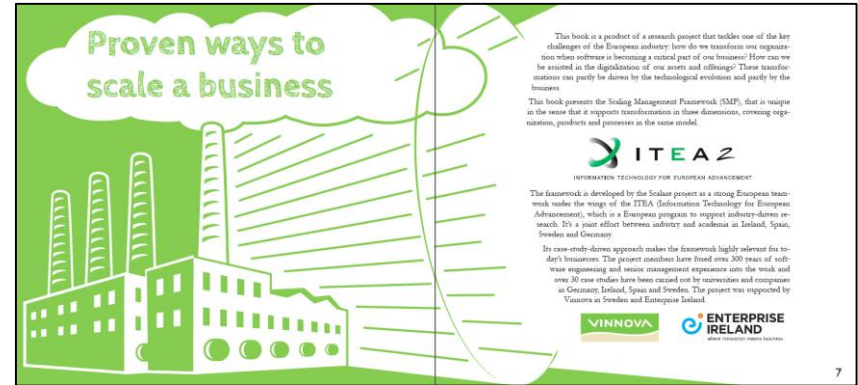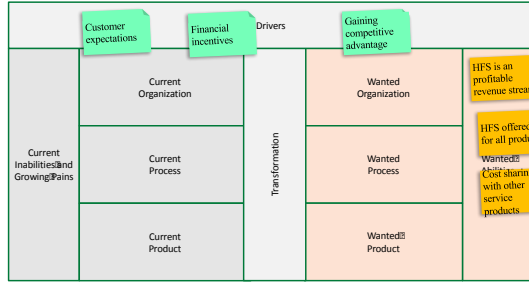
The Travel Brochure – the Scenarios

- Open Source
- **Servitization**
- Agile Development
- Deliver 24/7
- Agile in Regulated environments
- Outsourcing
- Offshoring
- Basic Software Engineering

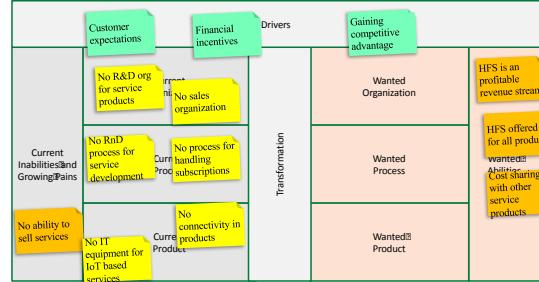# The Travel Brochure – Servitization Scenario
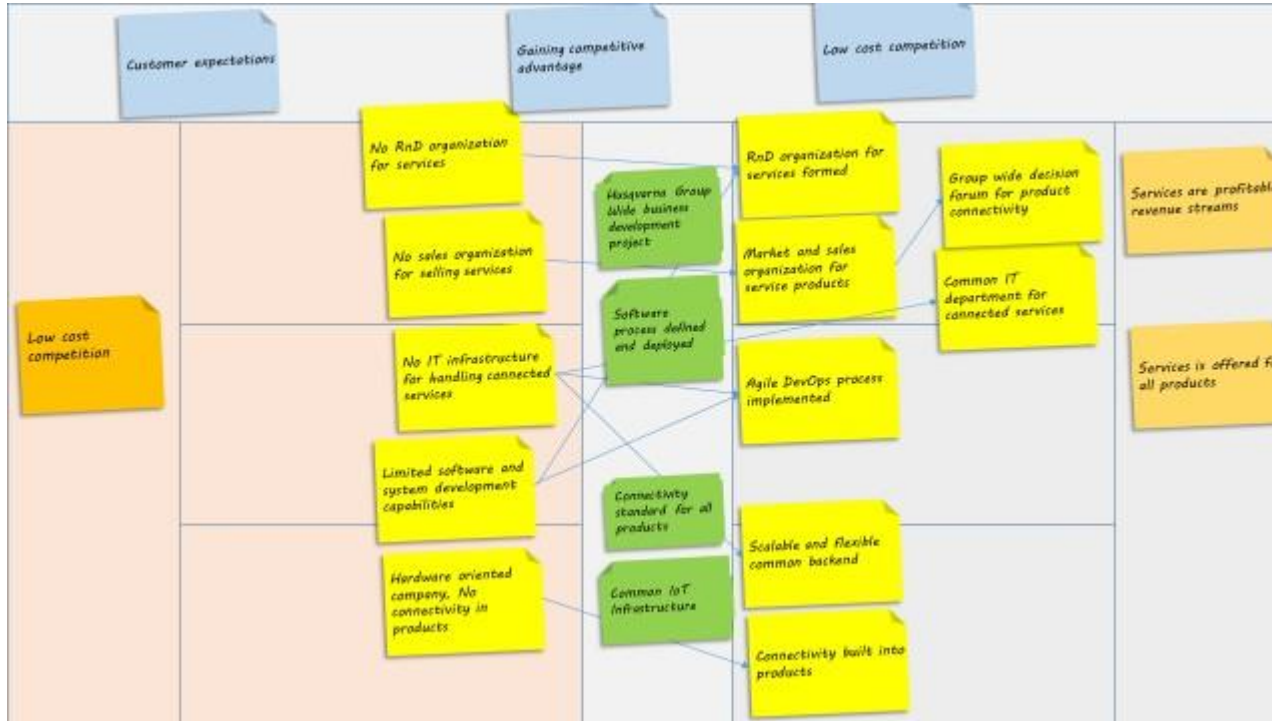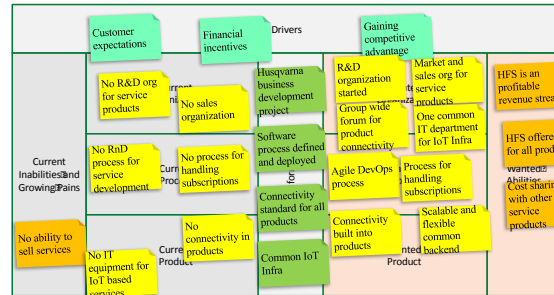
The Travel Story - Case Study

Next steps

- Results are continuously published in the SCALARE Magazine.

- The SCALARE Book to be launched this autumn – 2016 – by Springer.

- The comprehensive report on all the Scenarios, with corresponding Canvases and Patterns, on the web portal www.scalare.org end of 2016.

- More than 30 real Case Studies from various industries

- More to come – looking for Case Studies and Industry interaction

Thank You

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