

Lecture Notes in Business Information Processing

240

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Preface

Welcome to the proceedings of the 7th International Conference on Software Business (ICSOB)!

The ICSOB conference is intended for researchers and practitioners who are involved in software business in different ways, including large organizations and start-ups with a focus on different types of software products and services. This year, we selected as the conference theme “Software as a New Way of Providing Cutting-Edge Solutions” to focus on the innovative solutions that we see around us and that are attempting to engage in our life. Advancements in the software industry have had a substantial impact on productivity and GDP growth globally. There is a noticeable spillover within other industries (e.g., manufacturing) enabling new business models. Software business refers to commercial activities in and around the software industry aimed at generating income from the delivery of software products and services.

Although the business of software shares common features with other international knowledge-intensive businesses, it carries many inherent features. It is making it a challenging domain for research. The examples of many successful companies show that software provides unique benefit to its users. Moreover, software has spread all over the world and has permeated in many industries, which are not usual for software. In particular, software companies have to depend on one another to deliver a unique value proposition to their customers or a unique experience to their users.

Cross-functional use of software is a challenge for industry and academia, studying not only the use of software but also software business, software production, and other surrounding themes. This year the conference attracted practitioners and researchers who are concerned with software business in different ways as well as its introduction to new areas of research and practice.

For this 7th International Conference on Software Business, we received 38 research paper submissions from all over the world. The papers went through a thorough review process by at least two, typically three, knowledgeable reviewers for each paper. The Program Committee deliberated over all the reviews and accepted 10 full and five short submissions, yielding an acceptance rate of less than 40 %. The accepted papers follow various methodologies and represent the diversity in our research community. The papers span a wide range of issues related to contemporary software business – from strategic aspects to operational challenges. The strong presence of software ecosystem papers confirms the importance of this topic and its influence on software business.

This year the 7th International Conference on Software Business was co-located with the 28th International Conference on Advanced Information System Engineering (CAiSE). We extend our heartfelt thanks to everyone from the CAiSE Organizing Committee and Marko Bajec, the general chair.

April 2016

Andrey Maglyas
Anna-Lena Lamprecht

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Software Product Categories in the Automotive Industry and How to Manage Them (Keynote)

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Abstract. AVL List GmbH is the world market leader for powertrain development and test systems in the automotive industry. Software plays an ever more important role in this industry, not only as the backbone of manufacturing and administration, but increasingly as the main driver of customer value creation. Important categories are embedded software, pure standalone software products, or software products with a tight hardware-software system integration. In this talk we look at these categories in more detail, and analyze the consequences for product management.

Keywords: Software product management • Software product categories • Automotive industry

Peter Lick is the process and skills manager for product management at AVL List GmbH. He has been reporting to the executive vice presidents of AVL since 2007. Before that, Peter worked for several years as a product manager for process software and testing software. Peter's professional experiences are in the field of portfolio and innovation management, marketing, product and process management, and he also managed software development cooperations and software projects. Peter holds an academic degree in electrical engineering and automation from the Technical University of Graz and additional degrees in coaching, marketing and management.

Hans-Bernd Kittlaus is the owner and CEO of InnoTivum Consulting (www.innotivum.com) which he founded in 2001. Before he was Director of SIZ GmbH (Computing Center of the German Savings Banks Organization, Germany) and Head of Software Product Management and Development units of IBM. His main focus area is software product management. Hans-Bernd has been working as a trainer, coach and consultant for both corporate IT organizations and companies in the IT industry. He has published numerous books and articles, his latest being "Software Product Management and Pricing" [1]. He is Diplom-Informatiker (corresponds to M.S. in Computer Science) and certified as ISPMA Certified Software Product Manager, Certified Scrum

Product Owner (CSPO), and PRINCE2 Practitioner. He is a member of ACM (Association for Computing Machinery, USA), GI (Gesellschaft für Informatik, Germany) and board member of ISPMA (International Software Product Management Association).

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