Introducing Global Software Competitiveness

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The vision to be globally competitive in software is accomplished by setting the enterprise direction, providing the fuel, and controlling the business environment, including suppliers, customers, competitors, and event threats. Software competitiveness revolves around how the software work force is used to achieve customer satisfaction, how innovation is essential to delivering customer value, and how strategic software management guards against event threats and even exploits change. In association with the Center for National Software Studies, I have identified the enterprise capabilities needed to achieve global software competitiveness in several stages. In addition, leading indicators have been identified to guide assessment and improvement of these capabilities.

The prosperity of the nation depends on achieving global competitiveness in critical industries, including telecommunications, transportation, manufacturing, finance, utilities and energy, medical systems, and defense. Each critical industry contains strategically essential value points that are increasingly dependent on software. Achieving global competitiveness then depends on achieving excellence in software in each industry.

The Center for National Software Studies has identified the enterprise capabilities needed to achieve global software competition. In addition, leading indicators have been identified to guide assessment and improvement of these capabilities along with models to reason about competitiveness.

Global Competitiveness Maturity Levels

The strategic management of global competitiveness in software calls for setting direction, providing fuel, and controlling the business environment including the supplier, the customer, the competition, and change and event threats. Accordingly, enterprise maturity in global software competitiveness is achieved in five levels.

.• Level 1 is the absence of expectation, achievement, and engagement in the conversation on global software competitiveness.