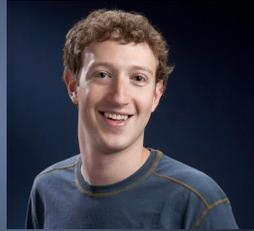


Company Culture : Facebook

- Hacker mentality
- “Done is better than perfect”
- Openness
 - Open Compute Project
 - Open office work environment



Source: <http://bloggingpublic.com/wp-content/uploads/2014/01/mark-zuckerberg-scand-078165127.jpg>

13

Company Culture : Facebook



Source: <http://perspectives.mvdirona.com/content/binary/f/acebookOpenCompute1.jpg> http://2.bp.blogspot.com/-Rf3sEY_GU7TbLxjNz2VAAAAAAB2YI/UC0rlyGHao1600fac4g4k-office-work-space.jpg

Company Culture: Facebook

DONE IS BETTER THAN PERFECT

MOVE FAST AND BREAK THINGS

WHAT WOULD YOU DO IF YOU WEREN'T AFRAID?

Source: <http://www.ccsforge.net/>

15

Software Development Method

Development methods are instrumental to the efficiency of a successful and thriving company. Two companies that demonstrate that different development methods can be successful are Google and Microsoft.

Google

Google:

- Agile Development
- Continuous Integration - single tree of code
- Development is focused on quality

Microsoft

Microsoft:

- Waterfall Development
- Development is focused on meeting deadlines

16

Google

Google has its own unique style of agile development which focuses on:

- Lots of Iterations
- Little Pair Programming
- Unit Testing
- Design Documentation
- Code Reviews



Google distinguishes itself in that it doesn't follow the industry standard "Date-Oriented Programming". Google focuses on the quality of the code and documentation.

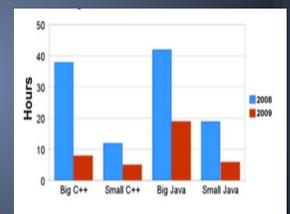
17

Google

All of the code is developed on a single code tree with a variety of languages. Which simply means that code from Gmail, Android, etc. are all available on the same code tree.

The single code tree improves:

- Scalability
- Time per build
- Accessibility
- Code Reviewing



As a result in 2009 Google saved an estimated ~600 person-years in build time alone.

18

How does Microsoft develop their software?

- Waterfall method
- At the center of each product is the vision statement

How do the requirements for products get decided?

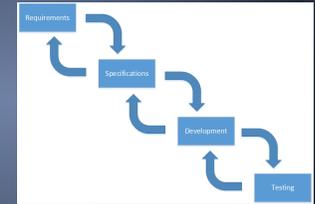
- Mainly by the product marketing team

Microsoft has a modular approach to development which requires the integration and collaboration of teams.



Microsoft's development implements multiple phases of waterfall methodology with some exceptions:

- Requirements can change
- The Vision Statement must be met
- As well as early adoption of testing to ensure that products are sustainable

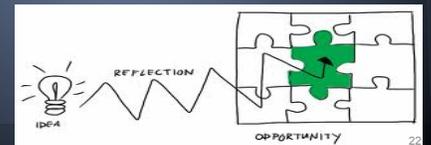
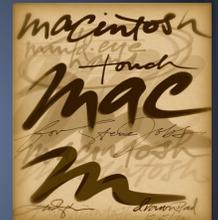


Characteristics of successful software entrepreneurs



Human Aspect

- The merge between the human and technological aspects
- Opportunity Identification
- Dissatisfaction with the status quo
- Unconscious software development process.



Start-up Expansion

- Spreading the word
- Understanding the target market.
- Requirements gathering
- Being the user VS understanding the user.
- Central medium of distribution



Rise and Fall of Software Companies

- Achieving success in the technology world has become increasingly difficult. However, holding onto success has shown to be even more difficult.
- The rapid changing world of technology along with increasing competition has some companies unable to keep up
- Factors for downfall: Lack of focus, direction, and proper execution of ideas
- Case Study:



Rise and Fall of Software Companies

Microsoft's Rise

- Achieved success primarily with the Windows operating system
- Had a clear focus on what they wanted to deliver
- Wanted an OS that was simple to use, flexible, and cheap
- Built a solid ecosystem with related Microsoft products



25

Rise and Fall of Software Companies

Rising Competition

- Microsoft continued to innovate with their operating system
- The rise of new/existing companies put increasing pressure on Microsoft to introduce new products
- Microsoft expanded to the gaming market with Xbox
- Apple challenged the innovation of Windows. They also began conquering the music and creativity market.



26

Rise and Fall of Software Companies

Bumps in the Road

- Tried to enter music business with the Zune 
- Ended up focusing on software again
- Wanted to deliver a modern OS experience with Vista.

Picking Themselves Up

- Understood their mistakes and learnt from feedback
- Windows 7 fixed the issues that came with Vista



27

Rise and Fall of Software Companies

Path of Decline

- Industry shifted from desktop to mobile computing which had a big impact on Microsoft
- Struggled to enter the phone business and gain a decent market share with Windows Phone.
- Tried to improve the Windows operating system with Windows 8
- The surface failed to gain a decent customer base and market share against products like the iPad.



28

Rise and Fall of Software Companies

Conclusions

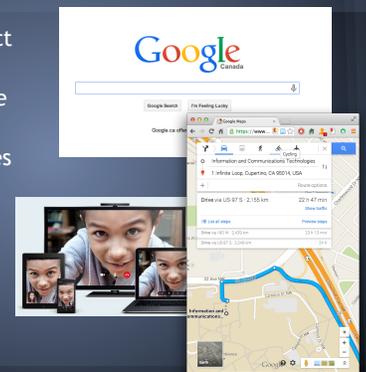
- Many factors led to Microsoft's downfall as a technology leader but the prominent ones were a lack of focus, direction and a proper execution of their ideas.
- Radical changes to their best selling product
- Entering markets too late
- Constant switch in direction
- Poor execution of new product categories

Microsoft is one company that shows the difficulty of staying on top and stresses the importance of maintaining focus, direction and having a good execution.

29

Software Innovation: Products

- What makes a product innovative?
- An "extension" of the human body
- Pushes the boundaries and exceeds our limitations
- "Transcendence"



30

Questions?

31

DRAGONS' DEN
SENG EDITION

32

The Dragons



33