



tinyurl.com/mtug2018





Does your company see **software**
as an essential way to provide more
value with your **products and services**
to keep your customers
happy and loyal?































Mark Andreessen

founder of Netscape,
renowned Venture Capitalist
Andreessen-Horowitz

**Software is eating the
world, in all sectors**

In the future every
company will become a
software company

	g	Apple	f	a
TELECOM & IT	 Project Fi	 Apple SIM	 Open compute project	 Web services
HEALTH	 Calico	 ResearchKit	 Move	 Marketplace
RETAIL	 Shopping express	 iBeacon	 Facebook "Buy" Button	 Dash Button
ENERGY & UTILITIES	 Smart home	 Solar Power	 Internet.org project	 Fulfillment by Amazon
MEDIA & ENTERTAINMENT	 Play	 Apple music	 Oculus	 Instant Video
FINANCIALS	 Wallet	 Apple Pay	 Credit scoring	 Payments API
MOBILITY, TRAVEL & LEISURE	 Car	 CarPlay	 Messenger + Uber integration ¹	 Media app for connected cars







INTRODUCING AMAZON DASH REPLENISHMENT SERVICE

Amazon Dash Replenishment Service (DRS) enables connected devices to order physical goods from Amazon when supplies are running low—like a Brita Water Pitcher that orders more filters. By using DRS, device makers are able to leverage Amazon's authentication and payment systems, customer service, and fulfillment network—giving their customers access to Amazon's low prices, great selection, and reliable delivery.

Interested in working with Dash Replenishment Service?

[Request information](#)

amazon go

amazon go

amazon go

2121

BETA
Participant
Entry

NO LINES. NO CHECKOUT.
(NO SERIOUSLY.)
JUST WALK
OUT
SHOPPING

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BREAK

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THE SHORTEST PATH TO BETTER SOFTWARE

By Puppet | JAN 4, 2017 12:59 PM PT

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Every Company Must Behave Like a Software Company — Including Yours



Harvard
Business
Review

STRATEGY

You Don't Have to Be a Software Company to Think Like One

by **Vijay Gurbaxani**

APRIL 20, 2016

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EDITION: US



VIDEOS SMART CITIES WINDOWS 10 CLOUD INNOVATION SECURITY TECH PRO MORE NEWSLETTERS ALL WRITERS

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MUST READ CLOUD COMPUTING, BIG DATA, SECURITY: WHAT CIOs ARE SPENDING THEIR BUDGET ON THIS YEAR

Why every company needs to run like a software company

The new breed of digital players 'attack the companies where they are weakest, that is in software applications.'



By Joe McKendrick for *Service Oriented* | April 8, 2017 -- 10:28 GMT (log 28 PDT) | Topic: IT Priorities



GE Imagination at work

DIGITAL

PREDIX

PRODUCTS

SERVICES

INDUSTRIES

GE DIGITAL



WAKING UP AS A SOFTWARE AND ANALYTICS COMPANY





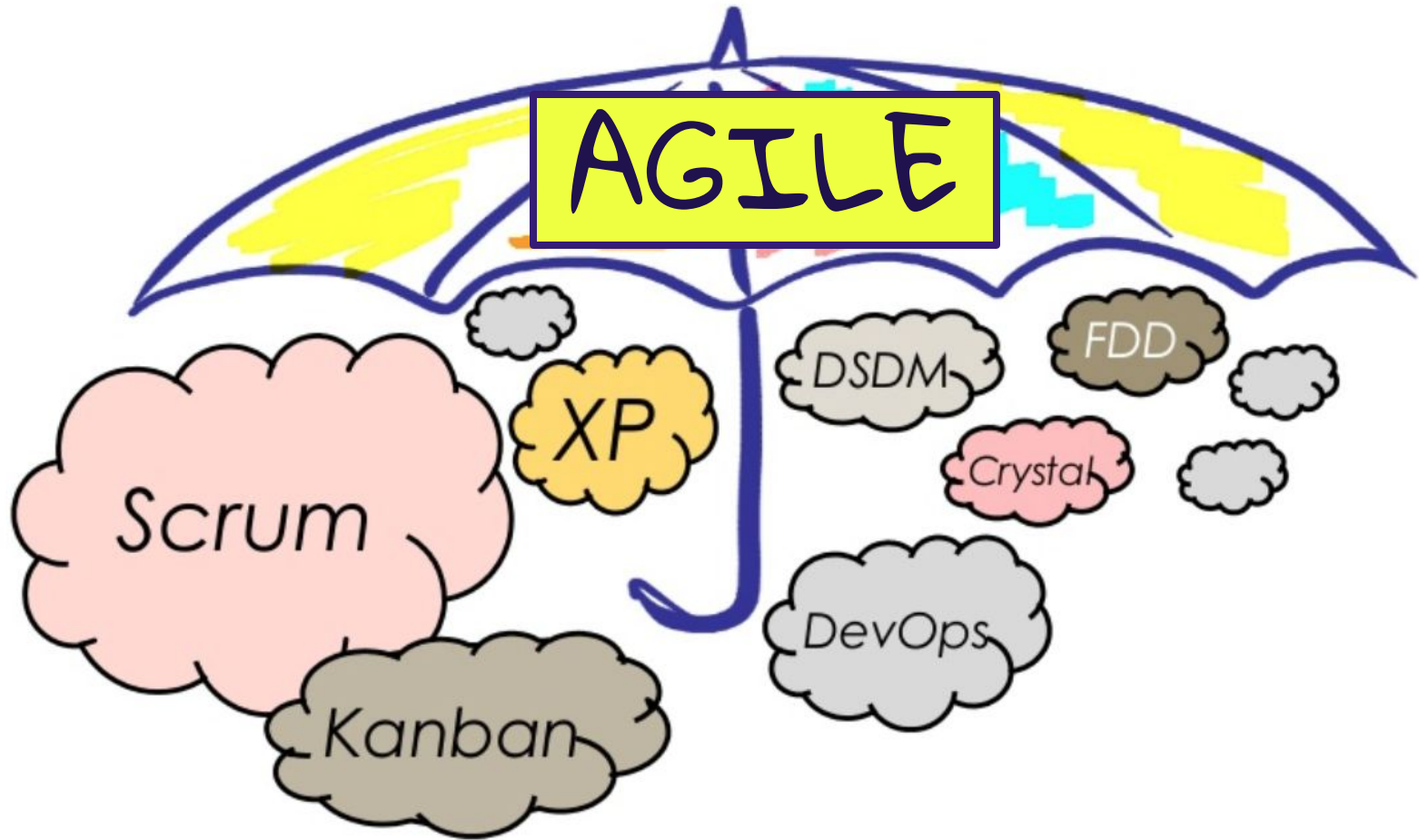
AGILE

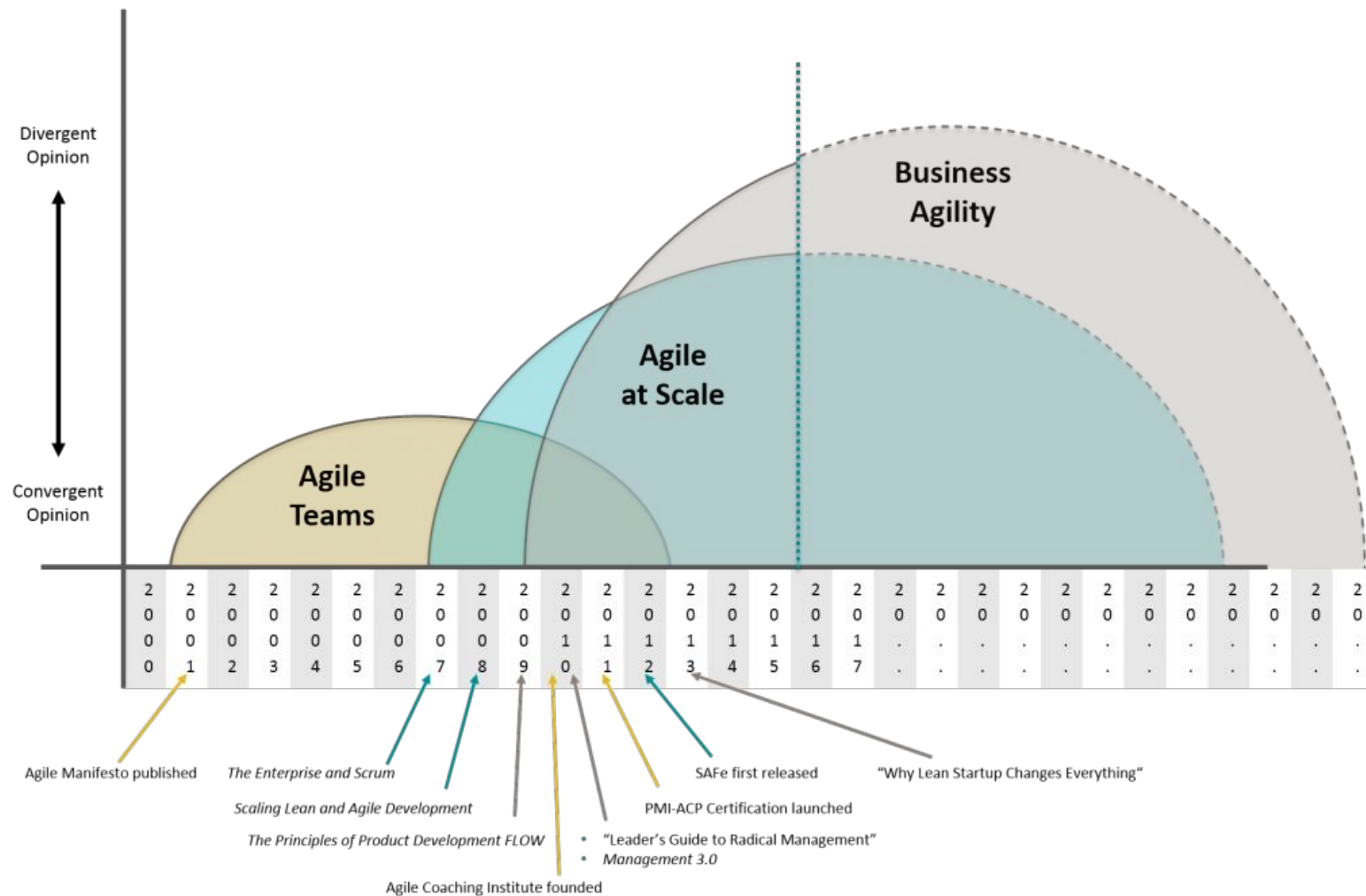


SOFTWARE



WORLD





THE 4 TRADEMARKS OF AGILE ORGANIZATION



1) Mindset



2) Structure

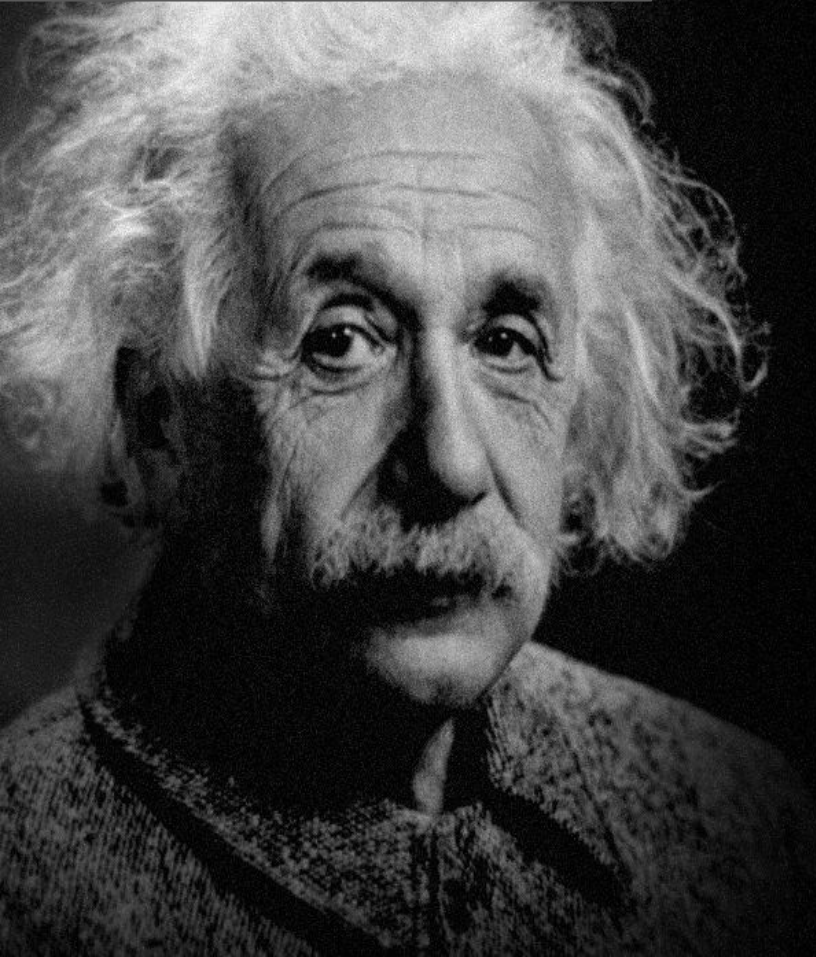


3) Practice



4) Culture

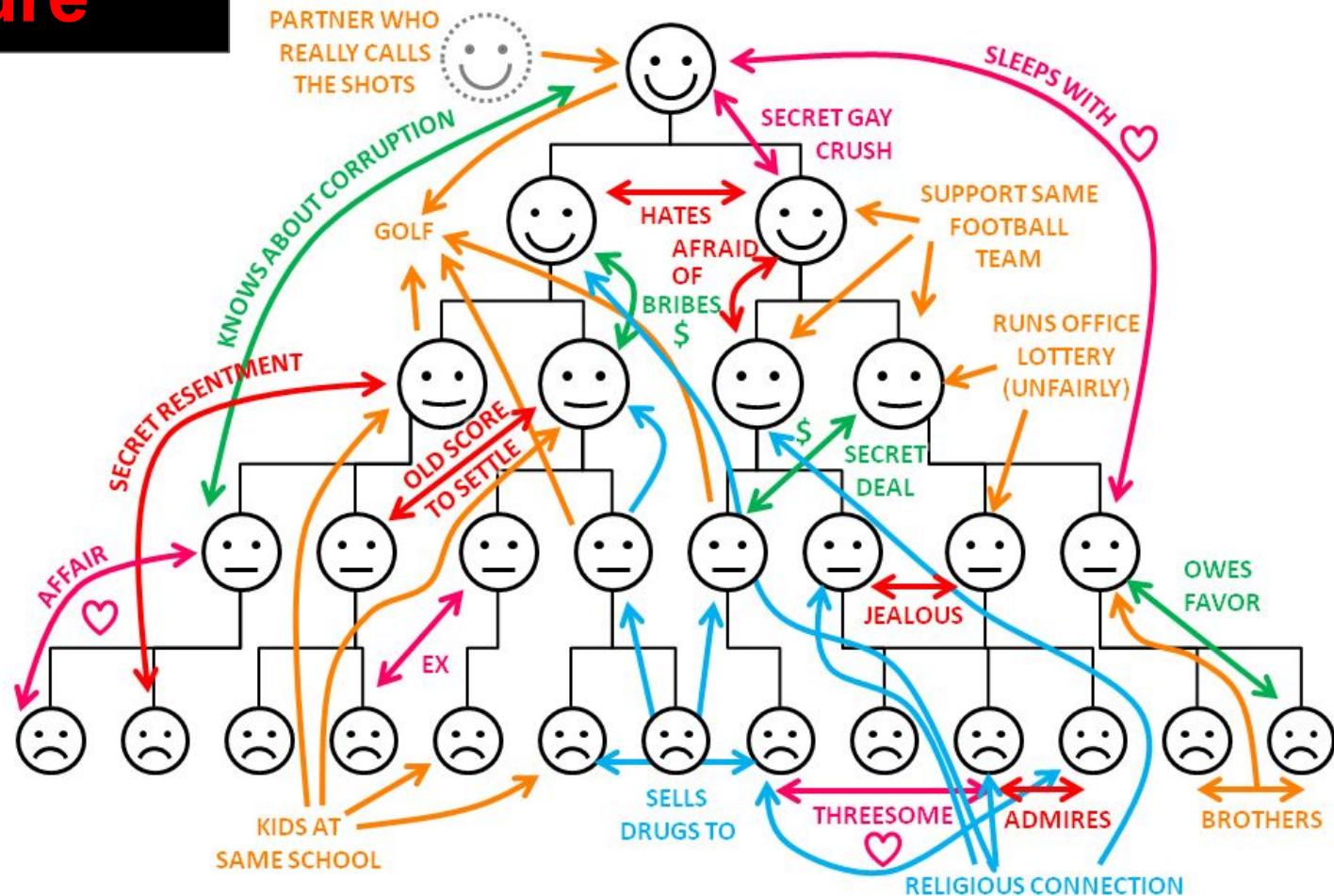
Mindset



We can't solve problems by using the same kind of thinking we used when we created them.

- *Albert Einstein*

Structure



Practices

Not like this....



1



2



3



4

Like this!



1



2



3



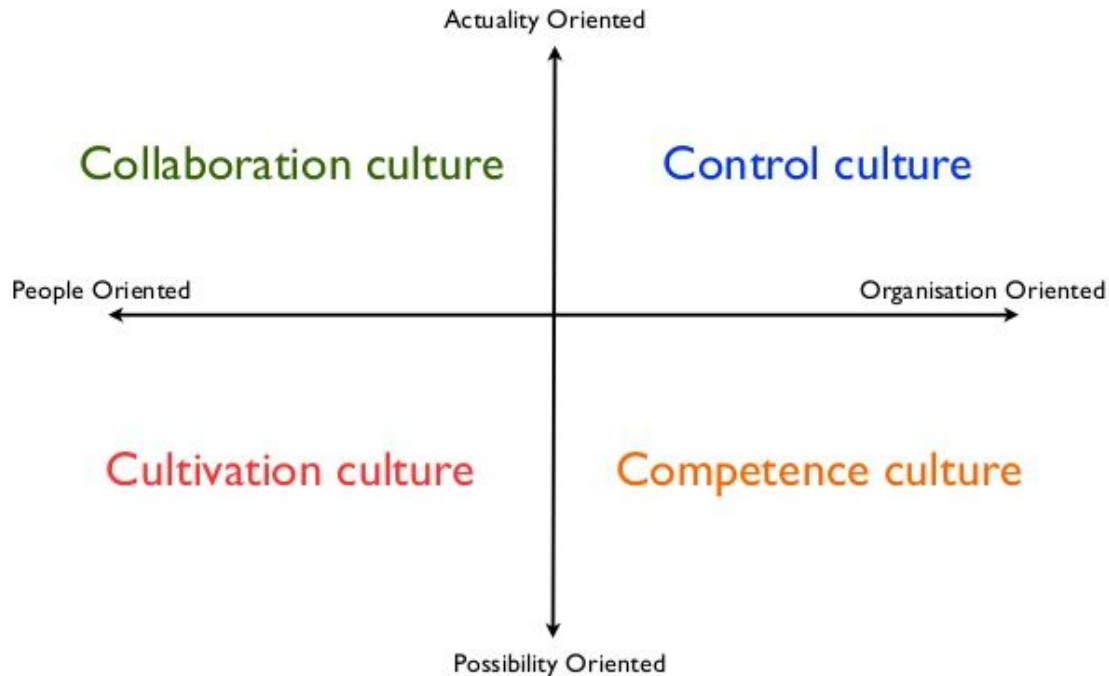
4



5

Culture

Schneider culture model



Reference: *The Reengineering Alternative: A Plan for Making Your Current Culture Work* by William E. Schneider (Apr 1994).

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Experiments of Dr. G.R. Stephenson in 1950s

THANKS!

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