Theme 4: Customer Data- and Ecosystem-Driven Development
Theme 4: Projects

Customer data- and ecosystem-driven development:

- **Project 5:** Fast Customer Feedback In Large-Scale Software Engineering (Dr. Helena H. Olsson, Prof. Jan Bosch)

- **Project 9:** Strategic Ecosystem- Driven R&D Management (Dr. Helena H. Olsson, Prof. Jan Bosch)

- **Project 11:** Ecosystemability Assessment Method (Dr. Imed Hammouda, Dr. Eric Knauss)
Theme 4: Vision

Vision:

- Support the participating companies in shortening the distance to customers, and improving their strategic positioning within their business and software ecosystems.
Theme 4: Mission

Mission:

- Support the advancement of data- and ecosystem-driven development practices to improve R&D management and inter-organisational co-creation of value.

- Improve the companies’ ability to strategically align with, amplify and accelerate in synergy with ecosystem stakeholders to maximize inter-organisational co-creation of customer value.

- Improve the companies’ ability to continuously validate software functionality with customers to increase customer value and R&D accuracy.

- Support and facilitate collaboration and knowledge sharing among the participating companies.
Project 5: Objectives and Scope

Customer Data-Driven Development (project 5):

- Focuses on the advancement of agile practices, and how large-scale software development companies move towards continuous deployment and beyond.

- Explores ways in which large-scale software development companies can shorten feedback loops to customers both during and after product development and deployment.

- Develops data management and feature experiment strategies, and mechanisms for data-driven development practices to impact the accuracy of PM decisions and R&D management.
Ecosystem-Driven Development (project 9 and 11):

- Focuses on the transition from an intra-organizational perspective to an inter-organizational perspective where networks of stakeholders co-create value in business and software ecosystems.

- Develops strategies to support companies when transitioning towards systems, solutions and services.

- Studies implications from a (1) technical and architectural, and (2) management and strategy perspective.
Theme 4: Build-Measure-Learn*

Project 11:
- Ecosystem assessment methods and tools

Project 5:
- Data collection and analysis
- Data usage
- Data management
- Feature experiments

Project 9:
- Strategic R&D management
- Ecosystem R&D and innovation strategies

Theme 4: Collaborative Research Projects

Ways-of-working: HOW?

- Collaborative projects with multiple companies and several researchers to broaden competence and facilitate knowledge sharing.
- Joint workshop sessions AND company-specific interactions to generate generalizable results, as well as knowledge unique for one company.
- Accumulating knowledge in each sprint to allow for continuous growth of theoretical and empirical domain expertise.

Ways-of-working: WHY?

- Efficient knowledge sharing between researchers and company representatives.
- Efficient knowledge sharing between participating companies.
- Short feedback loops and multiple interaction points to allow for frequent and flexible project planning, execution and evaluation.
Theme 4: Publications Sprint 6


