Notes from the IWSECO 2013 panel discussion

RTn = Research Take Aways:

RT1: Relationship SW Architecture vs SECO ==> Clopeness ==> IP

RT2: Operationalizing Health Metrics ==> Context ==> Not viewing SECO just for health sake. Compare it to requirements. At the same time, should also evaluate temporal health measures. How is it doing currently and how will it in the future?

RT3: More longitudinal observational studies & more empirical works RT4: How to create an ecosystem RT5: Become more relevant to industry RT6: What can we learn from other ecosystems like manufacturing or social? RT7: Are standards fundamental to SECO success?

Jan Bosch: The reason why it was difficult to create an ecosystem: we did not provide a business model for the ecosystem. The discussion was: 'why would I give away hundreds of millions of revenue to other people.' The answer is: 'why do people still submit apps to the App Store - there is a business model. Creating an ecosystem is simple. Throw money at it!'

Sjaak Brinkkemper: But what are these business models?

Pasi Tyrvanen: And how much money should we throw at it? Ecosystem businesses do not necessarily start working with a parent company through subsidies.

Slinger Jansen: There is a really strong call for theory, developing theoretical models behind software ecosystems. There should be more empirical studies. We should be doing studies into OSS, commercial organisations, repository mining (re-use, dependencies, health). Go out there and collect the data. The larger your scope the better. The commercial side of things - we need data. Microsoft will give you a list of ecopartners, but will not tell you where the money is.

Carina: There is a need for good, reliable research methods & approaches. Who can replicate your own study.

Slinger Jansen: I think many people are interested in how you govern an ecosystem. What are the findings from the studies that we did. Should an ecosystem have more lone wolfs, groups or new people? What is beneficial to the ecosystem?

Geir Hanssen: I think one challenge is, becoming more relevant for industry. My motive lies within being helpful to industry. I see in the RT-list that there are some answers. We have spent some years on defining and understanding; we are entering the phase of recommending industry.

Jan Bosch: Several people here mentioned that they have a company, customers and want to create an ecosystem. But how do I do it? Before we can recommend industry, we should build our own ecosystem. I think the prescriptive part is difficult because the moment I find out, I am not going to tell you.

Pasi: Title for the next ICSOB: 'How to create an ecosystem?' Slinger & Jan: We could at least write a paper about how not to do it. Lots of data.

Jan Bosch: 'What would we advise NOKIA to be successful in the Windows 8 ecosystem?' Pasi, what do you do?

Pasi: I do not as an academic.

Jan Bosch: 'Another interesting question is, what ecosystem do I join to create a successful business?'

Sjaak: The issues in the SECO subject are similar to automotive or aerospace. What can we learn from the manufacturing ecosystem? What I observe is that technical standards are very important for the survival of a business. (You can buy everything, as long as it is speci!ed). I am sure that over the years many different standards popped up, and at some point consolidated. Would also standardization of interfaces be a success determination of ecosystem. This is my API, please build as many $THING as you like.

Jan Bosch: I agree that standards are useful in ecosystems, but you want to strategically standardize. Sometimes you do and sometimes you disrupt standards to give other companies a strategic disadvantage. The moment you standardize it becomes hard to innovate over that standard.

Other communities we can learn from are social communities in the broadest sense. Facebook, Twitter, etcetera - they have found effective ways to get (software) ecosystems going. It is not the money but reputation or other forms of value. How do we implement that in software ecosystems?

Negative and positive impressions of the workshop

Positive	Negative
Atmosphere	More participation
Topical discussion	Need for interaction
Focus on results	More ecosystem stuff
Close knit community	More provocation
Utrecht	Beamer!!
Keynote	More about people
Great Community	Location
Business vs Social	More empirical
	Little time