The Software Industry: Ten Lessons for Long Life

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Abstract

The software industry is headed into a major transition, fueled by the increasing availability of high quality, pervasive networking. This change is as fundamental as the transformation of the hardware industry over the past 25 years that was driven by advances in microprocessor technology. Whether one thinks of this software as service, ASPs, web services, or network computing, the face of the software industry will never be the same. This talk will focus on some of the key issues that challenge the industry, academia, and the research community and help determine who will succeed and who will fail.