Meeting Complexities Head-On: Leveraging Global Software Development for Competitiveness

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Necessitated by economic and market forces, the last two decades have witnessed a quantum leap in global dispersion of software development work, signifying the emergence of Global Software Development (GSD) as an important driver of business value. Whilst most companies have jumped on the GSD bandwagon, evidence suggests that firms do not (or are not able to) systematically harness the full potential of GSD, resulting in sub-optimal value capture. This can often be attributed to a tactical approach towards GSD, absence of a realization that managing GSD is an acquired competency, and to insufficient insight into the structure and dynamics of GSD.

Successfully capitalizing on GSD requires not only effectively dealing with the complexities and challenges that the global distribution of software work throws-up but also employing a well-crafted strategy to realize its full potential. Drawing on several years of real-world research and managerial experience, this talk offers actionable insights on how GSD can be systematically harnessed for business competitiveness. Specifically, the talk presents the "science" and the "art" of global software development and illustrates with industry examples how companies can leverage GSD to capture business value along the software development lifecycle. The talk also highlights areas that need further research in order to advance the practice of GSD.

Biography

Deependra Moitra is an independent management consultant based in Bangalore, India. Combining 16 years of multifaceted professional experience with active real-world research, Deependra advises high technology companies and helps them achieve business competitiveness and growth through strategic innovation and globalization. Internationally recognized for his expertise on global innovation management, Deependra is a sought after consultant to multinational companies as well as entrepreneurial ventures, and is a frequent speaker at major international forums. He serves on several advisory boards as well as journal editorial boards, and has over two dozen journal and conference publications to his credit including the widely acclaimed book China and India: Opportunities and Threats for the Global Software Industry (Chandos Publishing Oxford Limited, 2007). Deependra holds a B. Tech. (Hons) degree from the University of Calicut and is currently completing his Ph.D. from the Rotterdam School of Management.

Deependra has worked at some of the most admired global corporations in various managerial and technical capacities and earned the reputation of being a business savvy leader with an entrepreneurial mindset. Prior to entering the profession of management consulting, Deependra served as an Associate Vice President and the General Manager of Research at Infosys Technologies, where he spearheaded a highly successful services innovation initiative encompassing emerging technologies research and development and intellectual property commercialization. Before that, Deependra worked at Lucent Technologies, where as a start-up team member and general manager he was instrumental in establishing the India R&D Center in Bangalore. Under his leadership, the India R&D Center formally achieved the status of Bell Labs in a record time of 2 years, qualifying stringent evaluation criteria for technical excellence and innovation. Earlier in his career, Deependra held various positions with Siemens Communications Software and the Indian Space Research Organization.