Case 1: Offshore Outsourcing

Question 1

• Reason 1:
  – Savings due to lower wages (cost of hiring programmers 1/7)
• Reason 2:
  – Shortage of U.S. programmers
• Reason 3:
  – Work can be done around the clock (→ time-zone differences)

Question 2

• Lack of Control
  – Need for strong project management, budget and quality control
• Communications
  – Language, cultural, and social barriers
  – U.S. everyday tasks and requirements must be specified in detail (SSN format,...)

Question 3

• Knowledge must be revealed
  – internal procedures etc.
• Possible Project Failure
  – The results cannot be used as planned.
  – Serious Delays
• Loss of Skills

Question 4

• Send U.S. Project Management Team to Offshore Site
• Establish Short Feedback Cycles
  – Compile prototype daily

Case 2: Crystal Flash, ASP

Question 1

• Crystal Flash Can Focus on Its Competitive Advantages.
• Free Human Resources
Case 2: Crystal Flash, ASP

Question 2

• Flexibility
  – Crystal Flash can define its own sales processes.
• Less Paperwork
  – Sales staff saves time
• Real-time Information/Reports

Question 3

• Check www.salesnet.com

Question 4

• Customer Data, Sales Processes, etc. Contain Extremely Sensitive Information
  – Nobody else should have access
• Sales Processes Tolerate No Outages
  – Internet outages, technical problems, and the risk of bankruptcy are serious dangers.

Summary: Sales Processes Are Not Suited for Outsourcing/ASP

(please feel free to disagree: mhepp@computer.org ☺)

Case 3: Microsoft

Question 1

• Think of lost work, missed deadlines, nightshifts, unsatisfying grades, …

…Always make and keep backup copies of important work, at least once a day, in the very final stage several times a day.

Question 2

• Bug-fixes Can Be Delivered Easily Via The Internet
  – Compare that to product recalls in the automotive industry…
• Market Share Is Extremely Important for Success in the Software Industry

Question 3

• Long History of Bugs in MS Software
• Programming Style and Company Culture
• Focus on Innovation and Speed
• Consumer Software: Trade-off between Quality and Price
Case 3: Microsoft Question 4

• Change Release Procedures
• Modify Software Architecture

Assignment for Next Class

• Read chapters 5 + 6
• Self-Assessment test chapters 5 + 6
• Check that you know the key terms listed on p. 218 / p. 266
• Prepare review questions:
  – Chapter 5: 1, 4, 5, 8, 11
  – Chapter 6: 1, 3, 6, 13, 14, 17

Thank you!

The slides will be available on the internet at
http://ruby.fgcu.edu/courses/mhepp/
(-> CRN10033)