Title: How the Internet Transformed Software Marketing

Speaker: Professor Anthony I. (Tony) Wasserman
Carnegie Mellon University Silicon Valley

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Chaired by: Dr Rosenblum, David S., Professor, School of Computing
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Abstract:

The growth of the Internet has had a huge impact on the world, not least the software industry. The Internet has revolutionized the processes that companies use to develop, distribute, and support their products. Development teams can easily use Internet-based tools for collaboration, thus enabling distributed organizations to use agile methods for rapid and frequent releases of new versions of software. Product managers can build roadmaps for the shorter release cycles, and can more easily change those roadmaps to respond to competitive threats, new technologies, and customer-driven feature requests.

In the past, product marketing focused on outbound marketing, using traditional media to reach targeted customers. The Internet now makes it possible for product marketing campaigns to target customers much more accurately. Beyond that, modern software marketing relies much more heavily on inbound marketing, using techniques that allow prospective customers to be directed the company's website. Modern software start-ups have drastically reduced their spending on outbound marketing in favor of the new model.

This talk gives an overview of these developments, including their implications for software companies and users, along with some speculation about what's ahead.

Biodata:

Anthony I. (Tony) Wasserman is a Professor of Software Management Practice at Carnegie Mellon Silicon Valley, and the Executive Director of its Center for Open Source Investigation (COSI), focused on evaluation and adoption of open source software. In 1980, as a Professor at UC San Francisco, he released the software for his User Software Engineering research project under a BSD license. Subsequently, as CEO of Interactive Development Environments (IDE), he incorporated some of that software in IDE’s Software
through Pictures multiuser modeling environment, released in 1984, making it among the very first commercial products to include open source software. After IDE, Tony was VP of Engineering for a dot-com, and later became VP of Bluestone Software, where Bluestone's open source Total-e-Mobile toolkit allowed mobile devices to connect to JavaEE web applications. Tony is very active in the international open source research community, and served as General Chair of the 2009 Int'l. Conf. on Open Source Systems. He is on the Board of Directors of the Open Source Initiative (OSI) and the Board of Advisors of Open Source for America Tony is a Fellow of the ACM and a Life Fellow of the IEEE for his contributions to software engineering and software development environments. He received the 2012 Distinguished Educator Award from the IEEE's Technical Council on Software Engineering and the 2013 Influential Educator Award from the ACM's Special Interest Group on Software Engineering. Tony has been to more than 65 countries, including some that no longer exist, and posts his photos on Flickr.