

How to Face Heavyweight Software Players When You Are Really Small?

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Abstract

This talk will reflect on Webmedia's journey from a boutique software house to an international player capable of competing with major IT consultancy firms and IT outsourcers. The talk will discuss the sources of Webmedia's competitive advantage and the factors that have driven its success, foremost among which are a consistently user-centric, responsive and agile approach backed by a sound software development process. We will also discuss major threats coming from increasing competition from major players, rapid changes in the software development market, and skills shortage. Finally, the talk will reflect on the role of higher education institutions in the continuing development of the Estonian IT industry, providing an industry viewpoint on how to better prepare future generations of IT professionals.