



Doing Software Right - software which understands the customer Half day workshop at The Cube, Athens, May 2, 2017

Join our discussion about business opportunities making software for businesses and organisations at The Cube, Athens, on May 2. No admission fee. Please register if you would like to attend and pass the message on to your friends if you think they might be interested.

Link to event web page and online registration - <http://conta.cc/2mfstme>



Speakers include

- Dimitris Lyras, director, Lyras Shipping and [Ulysses Systems](#), and CEO, [Ulysses Learning \(chair\)](#)
- Christos Lytras, managing partner, [Hippocampus](#) (former product and service lead, Eurobank Innovation Center)
- Aris Kotsakis, director, strategic change management, [RDC Informatics](#), Former senior advisor to the secretary general for public revenue, Ministry of Finance, Hellenic Republic (2012-2016)
- Andreas Sklavounakis , IT Consulting & Development , [WEX Group](#)
- Effie Siaini, president, [Hellenic Association of Young Entrepreneurs](#)
- Dr Nikitas Nikitakos, Professor at [University of the Aegean](#)
- [John Kontos](#), professor of artificial intelligence, Athens University

Topics include

- What doing software right means for the customer based on my experience as a user and not a tech person
- What it means for IT and the business to work in partnership
- From e-learning apps to e-enabling apps
- Software Requirements Engineering -software requirements identification, elicitation and tracking
- Self aware systems

Where we think the opportunities are:

We think there are business opportunities for companies who can make software which:

- Can understand the customer much better
- Is designed to support agile companies (which is very different to agile software)
- Is well modelled against the customer's business
- Uses low code and other platforms to reduce development cost

- Uses IOT, big data, analytics and AI in a way which supports human decision making, rather than attempts to replace it
- Has an excellent user experience (UX)
- It is easy to see how the components of the software fit together (essential for IOT applications with complex integrations).
- The software might be constructed around platforms, apps or microkernels, not monolithic
- The software company can make a living for a small number of employees, but does not need to focus on 'disruption' or becoming the next Google

These business opportunities exist because it is not being done well by many existing software companies.

There could be an opportunity for Athens to become a centre of excellence and a cluster for making software which understands the customer.

Event format:

9am coffee, 9.30 start, 10 min talks followed by discussion, mid morning coffee break, lunch at 1pm and close. The conference will be conducted in English. 10 minute talks will be video recorded and published on the Software for Domain Experts website

We look forward to seeing you in Athens on May 2

Dimitris Lyras and Karl Jeffery
Software for Domain Experts

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When

Tuesday, May 2, 2017 from 9:00 AM to 2:00 PM EEST
[Add to Calendar](#)

Where

[The Cube](#)
Klisovis 8
Athens 106 77

AGENDA



Chairman: **Dimitris Lyras**, director, Lyras Shipping and [Ulysses Systems](#), and CEO, [Ulysses Learning](#)

9.30 Chairman's introduction - some ideas about how to do software right - making software which understands the customer



9.50 **Christos Lytras**, managing partner, [Hippocampus](#) (former product and service lead, Eurobank Innovation Center)

What doing software right means for the customer based on my experience as a user and not a tech person



10.10 **Aris Kotsakis**, director, strategic change management, RDC Informatics (Former senior advisor to the secretary general for public revenue, Ministry of Finance, Hellenic Republic (2012-2016))

From e-learning apps to e-enabling apps



10.30 **Andreas Sklavounakis**, IT Consulting & Development, WEX Group

What it means for IT and the business to work in partnership

10.50 Coffee



11.10 **Effie Siaini, president, Hellenic Association of Young Entrepreneurs**



11.30 **Dr Nikitas Nikitakos, Professor at University of the Aegean**
Software Requirements Engineering -software requirements identification, elicitation and tracking



12.00 **John Kontos, professor of artificial intelligence, Athens University-**
Self aware systems

1.00 Discussion

1.30 Lunch and close



Co producer - **Karl Jeffery, editor, [Digital Energy Journal](#) and co-founder, [Digital Ship](#)**

Here are our ideas of what 'Doing Software Right' means:

First and foremost - the software understands the customer

Domain knowledge: software company has people who understand the domain and customer needs. In Greece that probably means **shipping, tourism, finance, banking, security, policy, agriculture, healthcare, other business.**).The software may use domain specific languages (DSLs)

Customer needs + benefits: software should help the customer achieve goals, have awareness of what is happening, learn from own and others' experiences, manage work, support tasks. Software should be customer configurable to a large extent. Software should have high evolve-ability (so it can quickly get better at providing what the customer wants).

Avoiding hassles for the customer: software should have easy login, be cyber secure, have good performance, be intuitive, work on older PCs and tablets, and have the right use cases (be designed for what the customer wants to use it for). The user experience should be excellent, in other words.

Under the hood: It should be easy to see how different software components fit together / trace interdependencies (essential for any 'IOT' implementations'. Data should be easy to understand, manage maintain and improve by encompassing rich relevance and context. If there are any big data or analytics involved, they should be designed to support decision making, not try to replace it. Software is probably either 'apps' or microkernels, or 'platforms', not trying to do everything at once.

Commercials: software company should be able to achieve the most for the clients' budget, not just when there are many clients for the same functionality, but also when there are fewer users in niche markets. Make maximum use of latest cost saving technology. Client maintains flexibility to switch. Software continually improved, a service not a product, with close relationship with client.

Business development: It must be possible for the software company providing it to make a living for a small number of employees without having to perform a positioning miracle. So that the software company does not need to focus on 'disruption' or trying to become the next Google.

Event history

This is our 4th Software for Domain Experts conference in Athens.

Previous events:

[Software for Domain Experts, Athens, Nov 1 2016](#)

[Software for Domain Experts, Athens, April 12 2016](#)

[Software for Domain Experts in Athens – October 29 2015](#)

[Download the report and attendee list from our first Software for Domain Experts conference](#) in October 2015