

## Preface

# SEAFOOD 2009: Enabling Global Partnerships to Deliver on Business Needs

Companies have been outsourcing areas of software development work for many years, either because of the engineering challenges or because the outsourced aspect is not central to their core business. A profound transformation has been affecting this model over recent years: a massive transfer of development activities from the US and Europe to a skilled labour force in service-providing countries. This transformation has been driven by the demands of a global business climate seeking to increase the value delivery of IT investment. However, the ability to realise this value can prove problematic in practice. Of particular concern are the hidden costs of globally distributed models of working, such as understanding and communicating the true business needs across organisational and cultural boundaries.

To address such issues, offshore outsourcing needs quite different support from in-house development and this means adapting familiar techniques, processes and tools to this setting, as well as perhaps creating innovative new ones. Coupled with this industry transformation there is hence a pressing need to re-examine those software engineering approaches that either facilitate or impede this model of working. With an inevitable focus on the economy in 2009, business decisions regarding the sourcing of software development projects will come under close scrutiny. It will become increasingly critical to design global partnerships that both clarify cost/benefits and enable delivery on business needs.

SEAFOOD 2009, the Third International Conference on Software Engineering Approaches For Offshore and Outsourced Development, was held at ETH Zurich from 2-3 July 2009. Bertrand Meyer and Mathai Joseph established the SEAFOOD series of conferences in 2007 in an attempt to not only to bring software engineering to outsourcing but also to bring outsourcing into the collective consciousness of the software engineering community. SEAFOOD seeks to provide an opportunity for participants from academia and industry to present and discuss experiences, ideas and proposals related to this topic.

Reflecting the global nature of offshore outsourcing, SEAFOOD 2009 received submissions from Australia, Bangladesh, Brazil, China, Denmark, Finland, Germany, India, Italy, Japan, Switzerland, The Philippines, Thailand and The United States. The 13 articles in this volume were selected for presentation and discussion. These include 10 papers from industry (5 full papers and 5 short position papers) and 3 full research papers from academia. The conference program also included two keynote presentations and the abstracts are contained in this volume: Decentralized Software Development: Pitfalls and Challenges delivered by Professor Carlo Ghezzi, Politecnico di Milano, Italy; and An Empiricist View of Managing Globally Distributed Software Development delivered by Dr. Narayan Ramasubbu, Singapore Management University. The conference program was supplemented by an industry panel discussion organized by David

Michael of United Business Media on the theme Software Engineering Practices to Ensure Success in a Multi-Country Environment. The conference site at <http://seafood.ethz.ch> includes information on this conference, as well as on past and future SEAFOOD events.

## **Acknowledgements**

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May 2009 Olly Gotel, Mathai Joseph, Bertrand Meyer

## Conference Organization

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Mathai Joseph, Tata Consultancy Services, India – General Co-Chair  
Olly Gotel, Pace University, New York City, USA – Program Chair

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Christelle Scharff, Pace University, USA – Education Track  
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VIII

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Martin Nordio, ETH Zrich, Switzerland

Claudia Gnthart, ETH Zrich, Switzerland

# Table of Contents

## **Invited Keynote Speakers.**

Decentralized software development: pitfalls and challenges (*invited talk*) . . . 1  
*Carlo Ghezzi*

An Empiricist View of Managing Globally Distributed Software  
Development (*invited talk*) . . . . . 3  
*Narayan Ramasubbu*

## **Industry Challenges and Best Practices.**

IBM Industry Practice: Challenges in Offshore Software Development  
from a Global Delivery Center . . . . . 4  
*Ilario Musio*

Solution Proposals for Japan-oriented Offshore Software Development in  
China . . . . . 14  
*lei zhang, xuan zhang, meiping chai, yibing tan, shigeru miyake, yoji  
taniguchi, Jun Hosoya, Ryota Mibe*

Working in Distributed team : Challenges faced and Lessons Learnt . . . . . 26

## **Measurement and Estimation.**

Quantitative CMMI Assessment for Offshoring Using the Analysis of  
Project Management Repositories . . . . . 33  
*Thanwadee Sunetnanta, Ni-On Nobprapai, Olly Gotel*

Predicting Fault-prone Modules: A Comparative Study . . . . . 46  
*Hao Jia, Fengdi Shu, Ye Yang*

Effort Drivers Estimation for Brazilian Geographically Distributed  
Software Development . . . . . 61  
*Ana Carina M. Almeida, Renata Souza, Gibeon Aquino, Silvio Meira*

## **Business Alignment and Risk Identification / Reduction.**

Challenges for Product Roadmapping in Inter-Company Collaboration . . . . 67  
*Tanja Suomalainen, Maarit Tihinen, PÄivi Parviainen*

Competitive Risk Identification Method for Distributed Teams . . . . . 82  
*Yegor Bugayenko*

Prototype-driven Offshore Software Development . . . . . 88  
*Henrik Munkebo Christiansen, Pen Saulo*

**Communication and Specification.**

Model-centric approach to Software Design and Stakeholder-specific  
Architecture Views in scope of a financial institution ..... 94  
*Patrick Senti*

The Role of Contracts in Distributed Development ..... 109  
*Martin Nordio, Roman Mitin, Bertrand Meyer, Carlo Ghezzi, Elisa-  
betta Di Nitto, Giordano Tamburrelli*

Managing Communication among Geographically Distributed Teams: a  
Brazilian Case ..... 123  
*Ana Almeida, Ivaldir Junior, Pedro Jorge S. Carneiro*

**Emerging Technologies and Future Directions.**

Global Software Development with Cloud Platforms ..... 129  
*Pavan Yara, Ramaseshan Ramachandran, Gayathri Balasubramanian,  
Divya Chandrasekar, Karthik Muthuswamy*