Scope

Software services play a major role in modern economies: There has been a recent paradigm shift emphasizing the flexibility and service orientation of information systems. Traditional ways of vertically sourcing external services are being replaced by complex network structures (“ecosystems”) where the provision and development of IT services is largely decentralized.

Software producers are increasingly shifting from providing software products towards delivering software as a digital service (software-as-a-service). The business and process impact of this shift in paradigm has not been sufficiently studied yet. In addition, new crowdsourcing services combine software services with human work to offer scalable business capabilities as a service that can be integrated into the ecosystem. To both ends, Digital Complementary Assets (DCAs) play a key role in realizing and mashing digital services. These include social media (Facebook, Twitter), complementary services (Google Maps, PayPal, Foursquare), and other media content (YouTube, flickr).

The “Second International RISE Workshop on Software and Service Ecosystems” provides an interactive forum for both practitioners and IS researchers interested in the above topics. The RISE partners will present their latest research findings and discuss their future visions. The collaboration between leading European and Asian-Pacific institutions provides the opportunity for benefiting from highly relevant IS research on global developments. After setting up the scientific roadmap for RISE in the first workshop (which was held in Brisbane, Australia, in December 2010), the goal of this workshop is to seed future case studies and prepare joint IS research projects.
Topics of Interest

- Digital Complementary Assets
- Complementary assets in the software industry
- Digital services
- Software-as-a-Service
- Software-as-a-Service business models
- Crowdsourcing

Schedule

**June 7**

<table>
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<tr>
<th>Time</th>
<th>Workshop Activity</th>
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| 09.00 am – 09.15 am | Welcome and Introduction  
*Speaker: N.N. (BMBF) / Armin Heinzl, Martin Schader (University of Mannheim)* |
| 09.15 am – 10.45 am | **Session I: Digital Complementary Assets**  
In today’s fast moving economy, companies often lack resources and capabilities to create, protect, and capture innovative value. These assets are often complementary to the core competencies of the firm and, thus, have to be acquired externally. As the development of ICT leads to a transformation from traditional services to digital services, the combination of digital complementary assets is a logical consequence and, thus, opens up vast opportunities for research and practise.  
**Talks**  
- “Complementary Assets in the Software Industry”  
  *Speakers: Armin Heinzl and Thomas Kude (University of Mannheim)*  
- “Digital Complementary Assets” (working title)  
  *Speakers: Michael Rosemann (Queensland University of Technology) and Mikael Lind (Viktoria Institute)*  
- “Aggregation Points”  
  *Speaker: Stephan Fischer (SAP AG)* |
| 11.00 am – 11.15 am | Coffee Break                                                                   |
### 11.15 am – 12.45 am  
**Session II: Software-as-a-Service**  
The Software-as-a-Service concept is defined as software that is operated by the software vendor and delivered to the customer as a service, charging continuous subscription fees. Changes in the deployment and pricing model challenge existing business models, processes, and industry structures. This session will discuss potential implications and research requirements concerning the Software-as-a-Service business model and the underlying processes from multiple perspectives.

**Talks**
- “The Software-as-a-Service Business Model: Towards a Software-as-a-Service Business Model Archetype”  
  *Speaker: Erwin Fielt (Queensland University of Technology)*
- “The Impact of Software-as-a-Service on Processes of Software-as-a-Service Vendors”  
  *Speaker: Sebastian Stuckenberg (University of Mannheim)*
- “The Software-as-a-Service Concept: A provider perspective”  
  *Speaker: tba (Invited Practitioners Talk)*

### 12.45 am – 1.45 pm  
Lunch

### 1.45 pm – 3.15 pm  
**Session III: Crowdsourcing and Co-Innovation**  
Crowdsourcing, which is defined as the activity of outsourcing tasks to a large group of people in the form of an open call, has the potential to revolutionize the way work is distributed and innovation is achieved. This session will discuss benefits and risks of crowdsourcing from different perspectives.

**Talks**
- Invited Talk: “Crowdsourcing for the Enterprise - The Past, Present, and Future”  
  *Speaker: tba*
- “Cloud Labor: Using the Crowd as an On-Demand Workforce - Challenges and Best Practices”  
  *Speaker: Thimo Schulze (University of Mannheim)*
- “Innovating with the Crowd - What are the Challenges and Opportunities?”  
  *Speakers: Axel Korthaus (Victoria University) and Marta Indulska (University of Queensland)*

### 3.15 pm – 3.45 pm  
Coffee break

### 3.45 pm – 5.00 pm  
**Internal RISE Meeting**  
Wrap-up of sessions and discussion of further steps.
Workshop co-Chairs
Armin Heinzl University of Mannheim, Germany
Michael Rosemann Queensland University of Technology, Australia
Martin Schader University of Mannheim, Germany

Important Dates
Workshop Day: June 7, 2011

Location
University of Mannheim
L7, 3-5 (Verfuegungsgebaeude)
Seminar room on 4th floor
68161 Mannheim
-Germany-

Directions

From Frankfurt International Airport:

By Car:
Take highway A5 towards Basel/Darmstadt. After 14 miles continue onto A67 towards Mannheim and take exit 27-“Kreuz Mannheim” towards “Mannheim-Mitte”. Continue onto B37 and follow the signs towards “Schloss”.

By Train:
Use Frankfurt Airport long distance railway station (“Fernbahnhof”) to station “Mannheim Hbf”. After a short walk to the direction “Schloss” you arrive at the workshop location (see map).

Parking
Parking will be available on the parking lot on the rear side of the castle (see directions). Please register for a parking spot in advance by notifying the workshop organizer.

Organization
Tommi Kramer, Chair of General Management and Information Systems, University of Mannheim, email: rise-research@uni-mannheim.de, web: www.rise-research.org