

A person wearing a red jacket and a helmet is riding a red and yellow snowmobile through a snowy forest. The snowmobile is kicking up a cloud of snow. The background consists of tall, snow-covered evergreen trees under a clear blue sky.

**Lean, agile
and *speedy*
software
from Finland**

N4S-Program

Finnish Software Companies Speeding Digital Economy

The internet is the first truly global platform for the digital economy and will create significant new business, economic, and social opportunities. Products and services are increasingly developed by a network of collaborating companies. Even domains such as embedded software and complex cyber physical systems are increasingly being opened for more networked development, agile creation, testing, integration, and deployment of new features and services on the internet.

Need for Speed (N4S) will create the foundation for the Finnish software intensive businesses in the new digital economy. N4S adopts a real-time experimental business model, and provides capability for instant value delivery based upon deep customer insight. The program is executed by the forefront Finnish software companies. The consortia consists of 11 large

industrial organisations, 14 SMEs and 10 research institutes and universities. The four-year program of Digile (2014–2017) is funded by Tekes.

New, evolving ecosystems and new competitors will alter industry structures, the public sector, supply chains, and many other aspects of the future business environment. Thus the long-term plan of N4S is to serve other companies where software plays a dominant role in engineering – for instance, those associated with the automation industry – by making the program's results, tools, and processes widely available.

From Agile and Lean Development to Real-time Delivery

The N4S program will act as a catalyst for a new way of working where companies can identify future market transformations and cre-



ate new digital on-demand services. This will mark a quantum leap from agile and lean development to real-time value delivery that uses continuous deployment and market experimentation. Competitiveness is increased because individual experiments can be validated with real users, in turn increasing the ability to deliver the right product or service at the right time.

New revenue streams will be generated from a number of different directions:

- Vendors who provide tools for managing the complexity of business
- Companies that help analyze and understand the results of experiments
- New business opportunities
- Start-ups

Areas of Focus

Mercury Business – Find the New Money: This target focuses on how companies and societies can behave like liquid mercury, finding and flowing into new grooves. Mercury Business is the ability to adapt to new business conditions and search aggressively for business opportunities in new markets with minimum effort. This new approach to business growth is enabled by continuous and active strategic focus, a new leadership style.

Deep Customer Insight— Better Business Hit-Rate: Software-intensive industries in Finland are utilizing new technical infrastructure and capabilities as well as various

sources of data and information to gain and apply deep insight into customer needs and behavior. This knowledge will enable the industry to improve sales and make significant returns on investment in the development of both products and services.

Delivering Value in Real Time: The Finnish software-intensive industry has renewed their existing business and organizations towards a value-driven and adaptive real-time business paradigm. Technical infrastructure and required capabilities have been established to support the transformation.



Partners

The N4S consortium includes the ideal mix of partners, providing both research expertise and practical business experience. It comprises 11 large industrial organizations, 14 SMEs, and 10 research institutes and universities. Hence it forms a balance of industry members (70 %) and research organizations (30 %). Read more: www.n4s.fi/en/partners/

DIGILE

DIGILE gathers the various projects and plans from these spheres into wider research programmes, raises the bar and level of expectations of innovation, gives rise to new study in the least-researched areas and then obtains additional funding from private and public donors in order to still further enhance the quality and success of each and every project. Read more: www.digile.fi

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Tekes – the Finnish Funding Agency for Innovation

Tekes is the most important publicly funded expert organisation for financing research, development and innovation in Finland. It boosts wide-ranging innovation activities in research communities, industry and service sectors. Tekes promotes a broad-based view on innovation: besides funding technological breakthroughs, Tekes emphasises the significance of service-related, design, business, and social innovations. Read more: www.tekes.fi

More information:

www.n4s.fi



www.linkedin.com/groups/DIGILE-N4S-6623114



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