



Verso

Vertical Software Solutions 2006-2010



Tekes



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Verso – Vertical Software Solutions

- Programme duration: 2006-2010
- Programme volume: approx. 120 million euros, of which Tekes provides 56 million euros
- Further information: www.tekes.fi/verso



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What is the Verso programme?

- **A market-based technology programme**
- **Its main goal is to internationalize growth companies (software)!**
- **The second goal is to digitalise business processes**
- **The third goal is to promote expertise relating to business activities and internationalisation within businesses, selected customer sectors and clusters**
- **The programme will help to generate new, innovative software products and services that are both customer- and market-oriented**



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Goals for companies in the software business

- **Substantial growth 10-30% annually in the international business operations of participating software businesses**
- **The identified actual needs for customers steer all development activities within the company**
- **Expertise specific to the sector, business and software are combined in new, innovative ways**
- **Enhanced international business expertise and stronger networks**
- **Customer-sector specific clusters through networking**
- **Open Innovations - the possibilities of utilising open standards and open-source code**

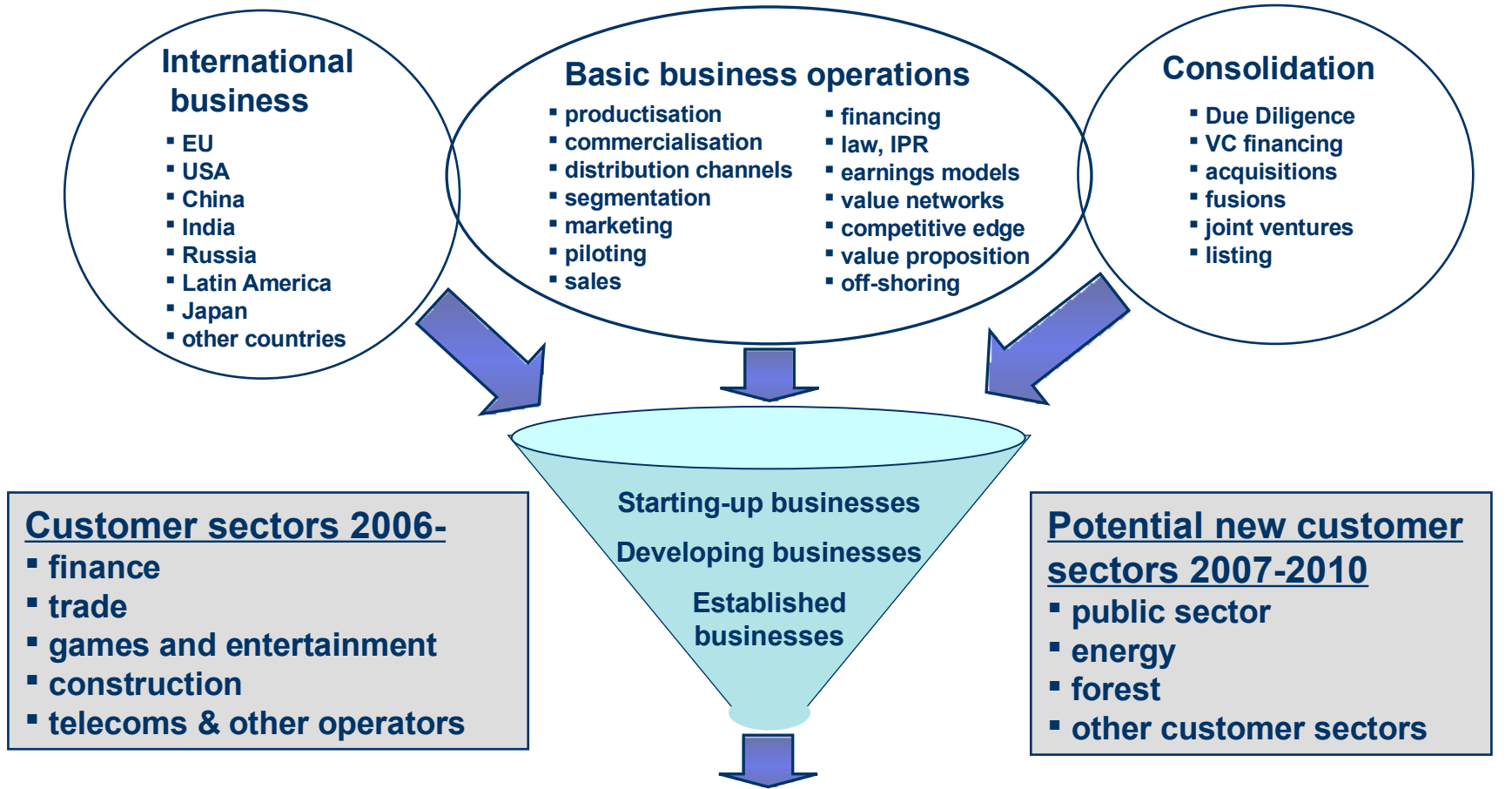


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Enhancing business expertise and internationalisation through the programme



Business development programmes

- Open Source Business Programme (2007)
- How to Do Software Business in Asia (2008)
- Support for growth in M&As (2007)
- Sector-specific business programmes (2007)
- Software for Public Sector (2007-2008)
- Full assessment of other needs & focuses

(2006-)

Surveys

- Country reports
- Sector reports
- Theme reports:
e.g. off-shoring,
open source

Other activities

- Internationalisation clinic (2007)
- Growth business services, Export Partners
- SWENG – developing internal processes
- Enhancing miniclusters, areas of focus
- FinChi (China) activation (2007)
- International R&D collaboration: Israel, China, Korea, Russia

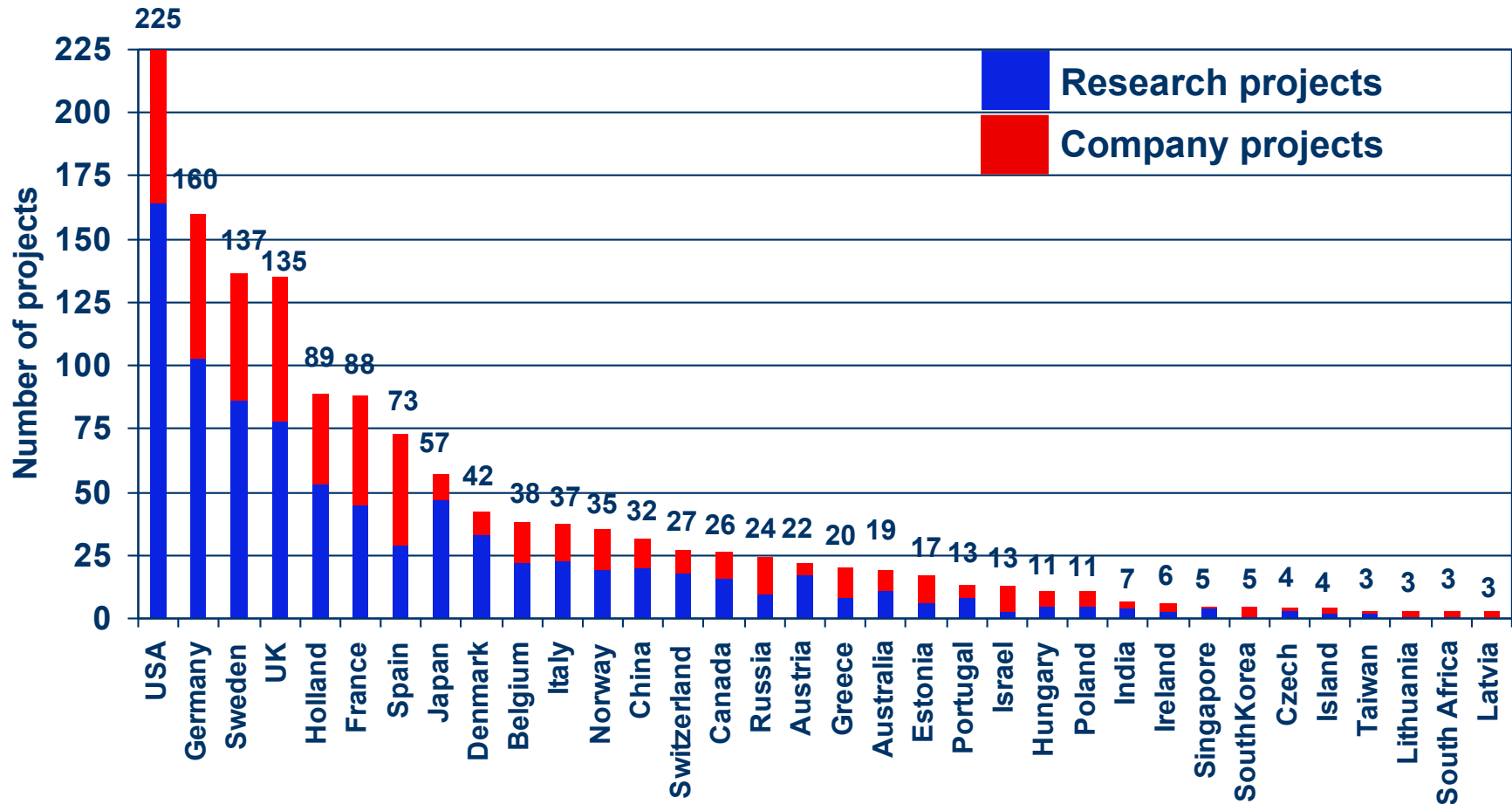




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International Co-operation in Tekes funded R&D projects in 2005

Total 667 R&D projects including international co-operation



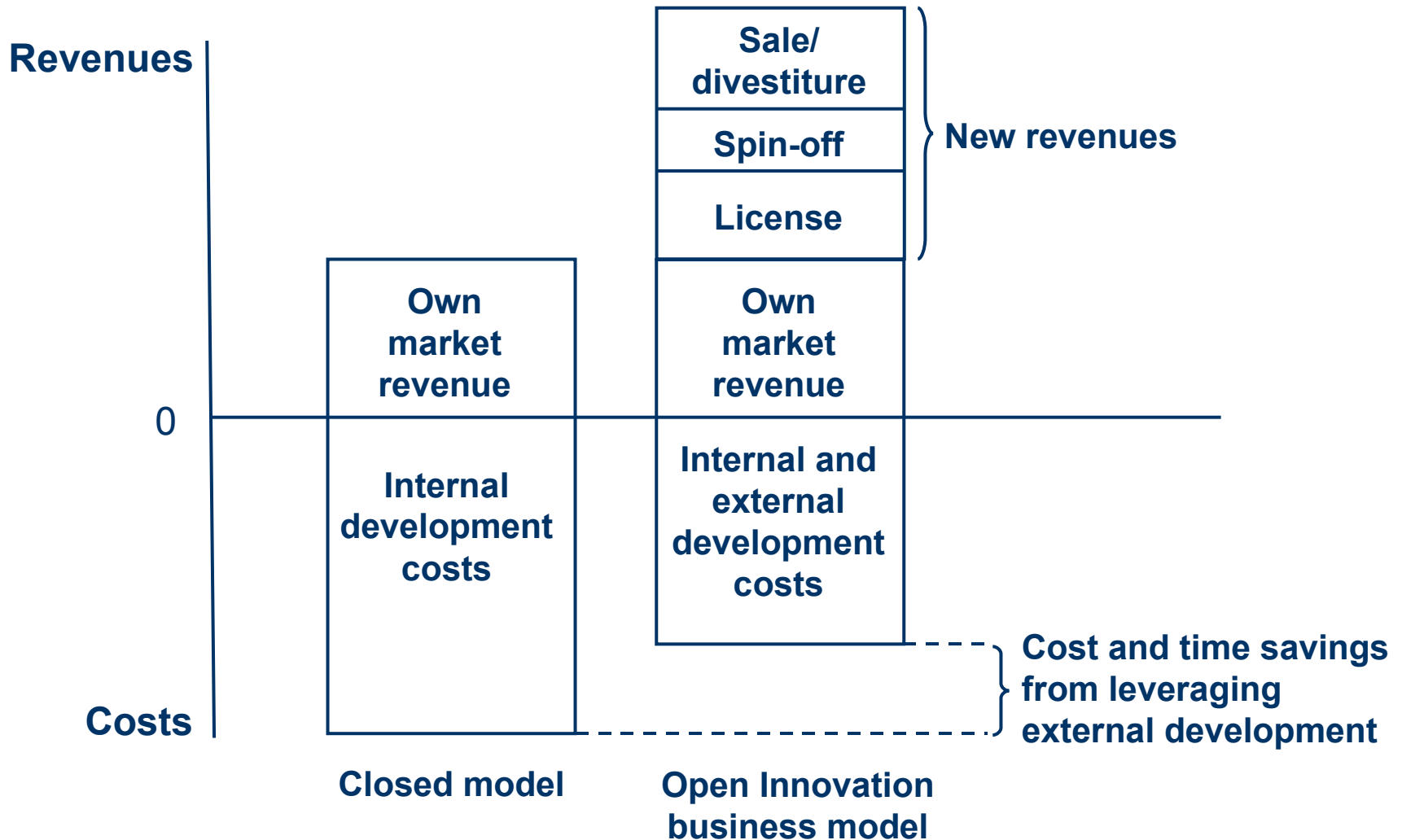
Countries having less than 3 co-operation projects are not included





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The New Business Model of Open Innovation



Source: Open Business Models, Henry Chesbrough. 2006.



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Shifting from "R" to "D"

An identified actual need for customers steers all development activities within the company

- Internal processes
- The overall quality of the product and service
- Productisation plan
- Commercialisation plan
- Internationalisation plan
- TCO (Total Cost of Ownership)
- ROI (Return of Investment)

The goal is to focus 30-50% of SME's R&D projects on developing business expertise and international business.



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