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Strategy and IT Master Thesis, KnowIt

**Synopsys (max 1 page)**

Research Questions

How to use agile practices to shift from SaaP to SaaS in existing companies?

Why?

Software companies that want to shift their operations to SaaS have to build up their internal capabilities, shift their R&D, partnerships, compensation models for sales teams and channel partners. While doing these activities they need to manage two distinct, potentially cannibalising businesses (SaaP and SaaS) with different capabilities. This can be seen here: <http://static1.squarespace.com/static/52648eb6e4b0f1fda0be4b23/t/535a7b5ee4b0b44fc2cc4cea/1398438750032/Delivering_software_as_a_service.pdf>, Dubey and Wagle (2007), Delivering Software as a Service

Agile methodologies promise faster time-to-market, satisfied customers and high quality software. While these prospects are appealing, the suitability of agile practices to different domains and business contexts still remains unclear. Link: Fogelström et.al. (2009), The Impact of Agile Principles on Market-Driven Software Product Development

Theoretical links

Cadle, Yeates (2008), Project Management for Information Systems

?? <http://dro.dur.ac.uk/624/1/624.pdf> - Turner et.al. (2008), Turning Software into a Service

Project management plan

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Quantitative Research

Qualitative Research

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