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ThoughtWorks

Chapter 4: Explain each of the following concepts with respect to the market of your company: positive feedback, network effects, and tippy markets.

Positive Feedback:

One way ThoughtWorks is involved in the process of positive feedback is with elections. During the Obama campaign ThoughtWorks partnered up with the campaign and DNC. This was a positive feedback because when the consulting company, ThoughtWorks came in to help the campaign it not only put ThoughtWorks, the company, in the light but it helped the Obama campaign get recognition and support for the technology projects used in the campaign. Because ThoughtWorks work was so successful and useful, Obama's campaign was successful in the aspect of the technology used from ThoughtWorks.

ThoughtWorks issues the Technology Radar which exposes different themes and concepts in Software Development. One topic they talked about was the positive feedback loop of Open Source within companies. According to the Technology Radar in April 2016, driven possible recruits collaborate on open source projects. If a software developer contributes to open source they gain, as a developer, credibility and experience. On the other hand, the company gets to use this great code from open source to use in their most influential projects. So as the developer is benefiting from open source, the company also succeeds with providing valuable work to their customers/clients.

Network Effects:

Since ThoughtWorks is a consulting company, their business is surrounded by the internet and technology. ThoughtWorks knows how the fight against privacy on the internet is important. The company even wrote a letter to the US Congress in 2013 to stress the importance of keeping privacy on the internet. ThoughtWorks mentioned that the more people want to be safe about privacy online they avoid emailing and shop in stores. ThoughtWorks believes the more people that stop using the internet in fear of privacy, the more the network value will be negatively impacted.

Tippy Markets:

Although I didn't find any direct information about ThoughtWorks and whether if it's a trippy market I have conducted my own analysis of it based on the graph from the notes on Chapter 4. Since ThoughtWorks is a consulting company the demand for a variety of ideas and projects is very high. Variety is important to have to build up a company and point them in directions. The network effect is crucial to ThoughtWorks and is very high. If people are into a new type of technology then that leads to more people wanting newer technologies. This also happens when more companies see other companies having success with ThoughtWorks which brings ThoughtWork more business and clients.

Chapter 5: Describe the revenue model of your company's electronic commerce.

ThoughtWorks uses a three-pillar model for its revenue/business model. The three parts are Sustainable Business, Software Excellence, and the Social Justice and they come together to build a mission of helping the world and people through technology. This three-pillar model is something that ThoughtWorks keeps in mind with making any business related decision for the company. The e-commerce of ThoughtWorks stems throughout their whole business, whether it's having online meetings, working on open source code/projects, or having an online environment where clients can achieve their goals. With ThoughtWorks being a global successful consulting company they provide competitive software and services of network effects which in return creates a tippy market.

Chapter 6: Jeanne Ross and Peter Weill of MIT's Center for Information Systems Research (CISR) suggest that senior managers be involved in six information systems management decisions. What are these decisions in your company?

For ThoughtWorks, they really value innovation and making the world a better place so they are really interested on doing the most for the clients and if that takes spending money on projects then they will do it. For ThoughtWorks the most important business processes are growing their reputation by showcasing their clients. Another business process that is important is that they show off their work to potential clients. Some IT capabilities tha need to be company wide is the ability to download open source projects form ThoughtWorks, so communication between ThoughtWorks and clients/potential clients. ThoughtWorks also provides a magazine type subscription called Technology Radar that is essential to show off the IT capabilities company wide. Because technology is ever changing ThoughtWorks technologies need to be up to date. Technology is also a very competitive field so for success it is essential to have great IT services. ThoughtWorks deals with all types of clients, retail, financial services, global health, travel & transport and many more, so each way to handle security and privacy risk varies. Overall, ThoughtWorks does it's best to protect the security of their software and clients. It's also a big thing with consulting to protect ideas of the clients from other clients. Since ThoughtWorks is in an agile environment, they said in an issue of Technology Radar that it is important to bring up security risks "throughout the agile development cycle". If something were to go wrong in an IT initiative it is right to blame those who are the CIO and above. You could blame a developer if there was a bug crash but if the whole IT initiative failed this is most likely management gone wrong. The CIO of ThoughtWorks is Dave Whalley and his job is to look after all of

ThoughtWorks internal IT. He has stated that the position is particularly challenging because the business is software delivery.

Chapter 7: Define the concept of IT-dependent strategic initiative of your company and provide an example

Since ThoughtWorks as a company deals with helping other companies get an idea up and running they don't have any products that they themselves deal with only but overall they are a technical company so they have made open source projects. These projects relate to the IT-dependent strategic initiative because they enable value creation. When projected clients (essentially ThoughtWorks customers') see the work ThoughtWorks does it supports the customer's' willingness to pay them to do services for their company. Some features of these applications is project management with kanban and other agile practices in an innovative way, test automation software and continuous integration and delivery tools.

Works Cited

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