Building a research culture

Extenda

Extenda is a programme from the Centre for Software Innovation focused on enhancing innovation potential and developing smarter ICT solutions more quickly.

SMEs focused on developing innovative software based products will find Extenda an ideal programme to extend their capability, especially if they lack staff with sufficient research skills and experience to understand how research is used in initiating and accelerating product development.

Extenda has been developed by The University of Auckland's Centre for Software Innovation (CSI) in partnership with UniServices and the University's Business School (UABS) to provide SMES with the knowledge and tools needed to better match product developments to market drivers.

Through Extenda, SMEs are given the opportunity to improve their research capabilities, research planning methodologies and enhance their products. The improvement in innovation and quality will better place the company to compete nationally and internationally.

What will Extenda bring to your company?

Extenda is all about targeted assistance in developing technology roadmaps, allowing companies to better match market drivers to product features and technology platforms.

Extenda 's focus includes:

- Improved understanding of market and business drivers

- Mapping drivers to product features

- Mapping features to technology layers

- Constructing technology roadmaps.

Three of the five top New Zealand companies in the 2010 Deloitte Asia Pac Fast 500 previously took part in Extenda.

How Extenda works

Software companies are invited to take advantage of this 12-week programme which comprises 5 X 3 hour in-company brainstorming sessions which train the company in technology roadmapping skills via facilitated development of a technology roadmap for the company.

The facilitation is undertaken by an experienced roadmap facilitator supported by a team of postgraduate students at Masters, Postgraduate Diploma, and Honours levels recruited from the Computer Science, Software Engineering and Business School programmes at the University. They are overseen by an experienced mentor.

Each successive brainstorming session drills down from the market towards the product or service features and technology research and development projects required to support the identified market priorities. In this way a roadmap is developed that provides full traceability from market priorities through to technology developments.

> Extenda aims to transform businesses through establishment of a research-led culture. ICT companies are given the opportunity to improve their research capabilities, research planning methodologies and enhance their products. Ultimately, they will be better placed to compete internationally because they will have a higher level of innovation and a better quality product.

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Te Whare Wānanga o Tāmaki Makaurau

Extenda – matching market drivers to product features and technology platforms

Extenda brings together senior postgraduate students with the CEOs and senior management of ICT companies to assess their R&D, new product development, technology roadmaps and innovation capabilities, and work with them in developing more innovative and sustainable practices and business models to support ongoing investment in new product development.

Company criteria

Software or ICT companies interested in boosting their innovation and capability need to meet the following criteria to participate in the programme:

- You must be a company in the ICT/ software sector, with at least one product in the market

- You must have a strong commitment to ongoing product development

- You must be motivated to improve your company's R&D capabilities

- Members of the senior management team must attend and participate in each brainstorming session (ideally a company team comprises 4-8 people providing a cross section from marketing/sales through to technology development)

- Members of the senior management team must be willing to engage with the Extenda team which will train them in the technology roadmapping process and facilitate the development of a preliminary roadmap for a product of choice (typically five 2-3 hour sessions).

Joining Extenda

Register your interest online by contacting Professor John Hosking, Centre for Software Innovation on 09 373 7599 ext 88297, or j.hosking@auckland.ac.nz.

CSI Centre for Software Innovation

The Centre for Software Innovation

CSI provides a bridge between researchers in ICT at The University of Auckland and the ICT industry. CSI is a UniServices Innovation Centre embedded within the Computer Science and Electrical and Computer Engineering Departments. CSI has a strong track record of working with commercial and government ICT organisations to enhance their innovation potential and develop smarter solutions more quickly. CSI engages with industry both through direct consultancy and contract research, and via a suite of more focussed programmes, such as Extenda and Academy. The Centre also provides research project management support to a range of third party programmes.

Auckland UniServices Ltd

Auckland UniServices Limited is the largest research and development company of its kind in Australasia and a wholly owned company of The University of Auckland.

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By connecting its clients with The University's brightest academic minds, UniServices provides commercial organisations the innovative technologies they seek, and governments the national programmes they need. The results can mean huge strides in a company's international competitive edge, or in a country's health, education and welfare capability.

UniServices' open innovation and world-class thinking can change the world.

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