



# “The Software Industry is Not Industrialized”

Doug McIlroy 1968

Speaker: Noel Lovisa





# Reversing Integration Responsibility

Binary

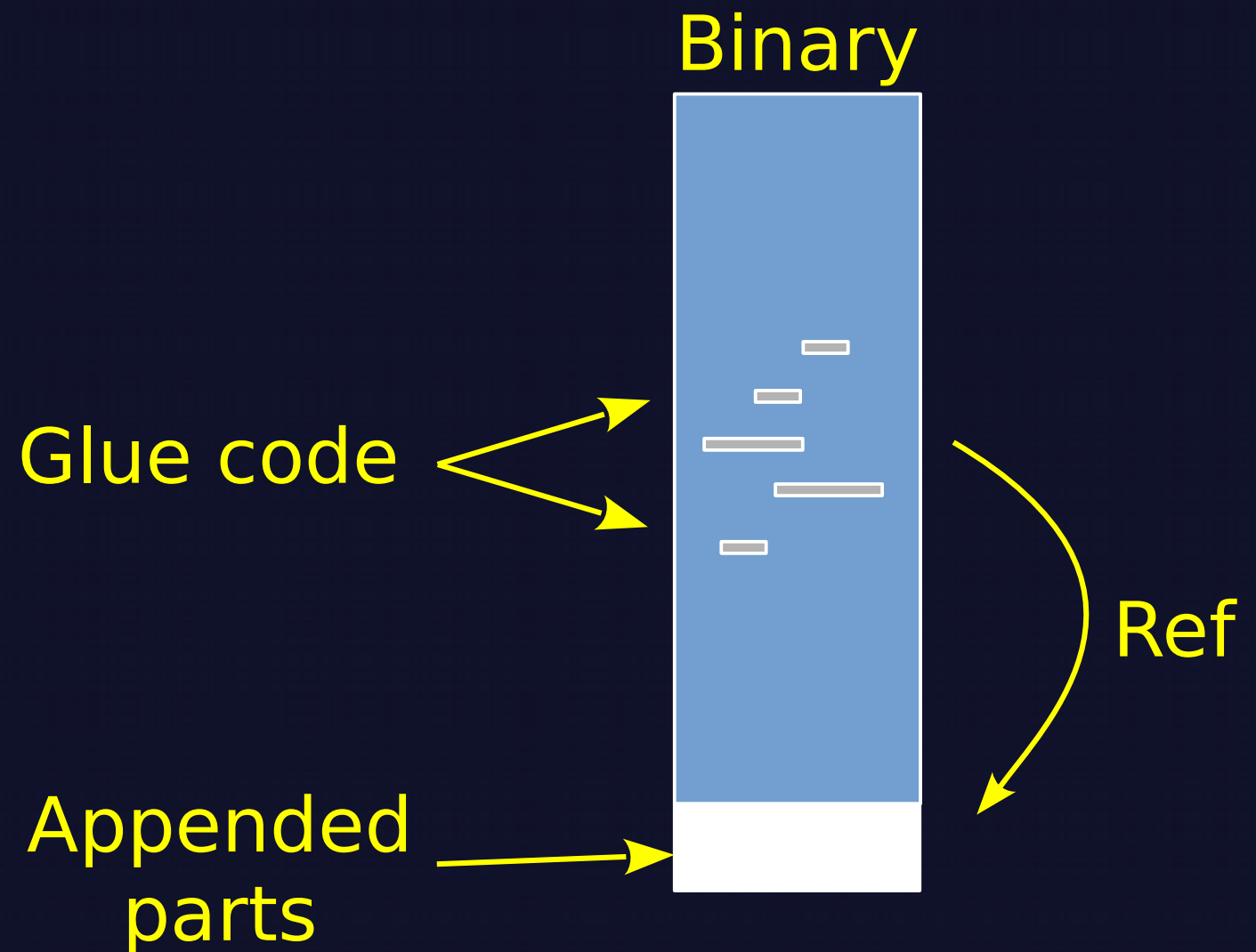


# Reversing Integration Responsibility

Binary



# Reversing Integration Responsibility

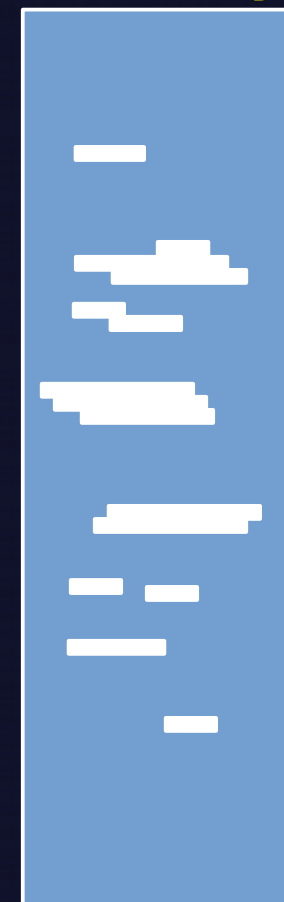




# Reversing Integration Responsibility

Feature  
seamlessly  
integrated

Binary



# Reversing Integration Responsibility

Practical feature  
seamlessly  
integrated

Binary



# Reversing Integration Responsibility

Serious feature  
seamlessly  
integrated

Binary





# Impediments to Industrialisation

- Apply a feature to 1,000s of projects
- Reverse Integration Responsibility
- Seamless integration policy
- Real time custom feature design
- Incomplete project contextualisation



# Impediments to Industrialisation

- Apply a feature to 1,000s of projects
- Reverse Integration Responsibility
- Seamless integration policy
- Real time custom feature design
- Incomplete project contextualisation
- Global Extensible Classification Scheme

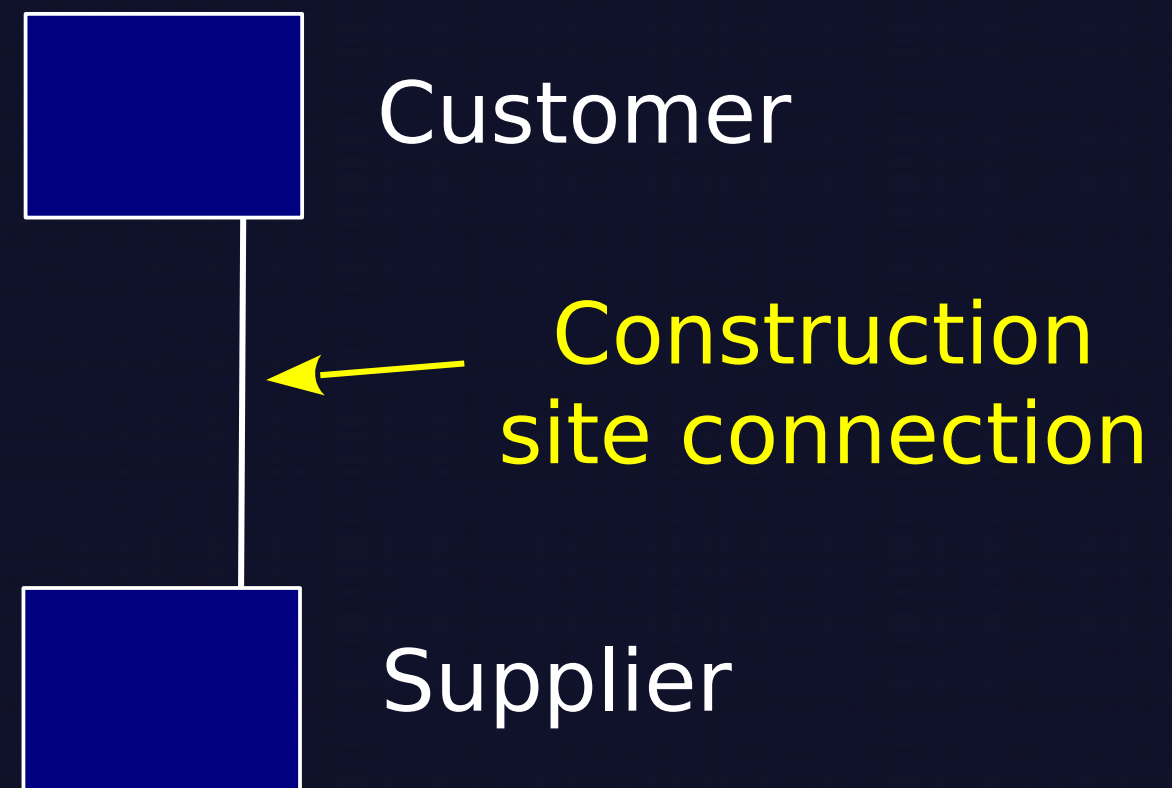
# Impediments to Industrialisation

- Apply a feature to 1,000s of projects
- Reverse Integration Responsibility
- Seamless integration policy
- Real time custom feature design
- Incomplete project contextualisation
- Global Extensible Classification Scheme
- Global Remuneration System - 150 countries



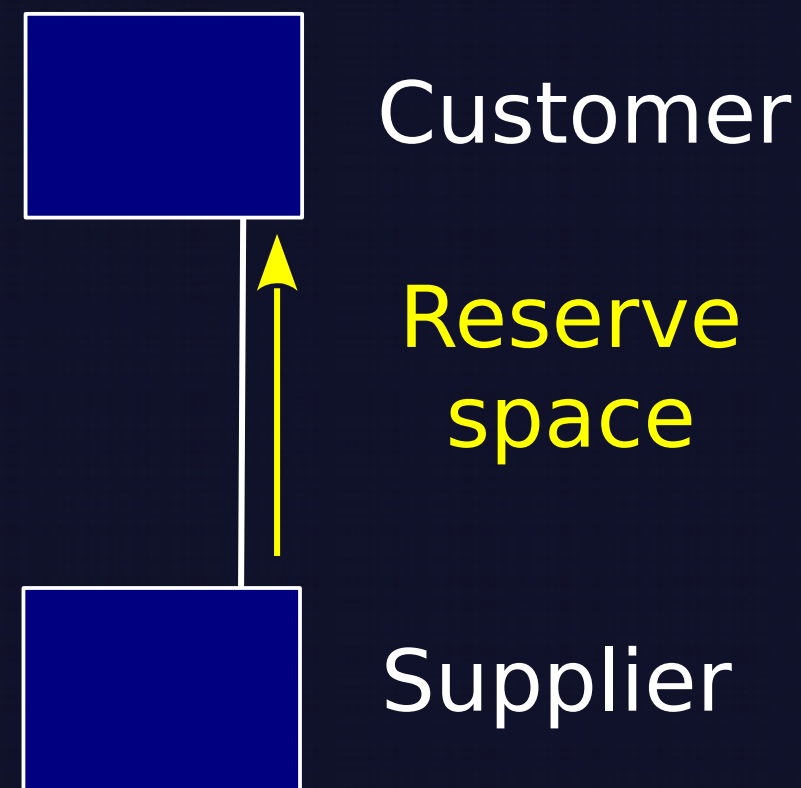
# Construction Site

Construction site  
protocol



# Construction Site

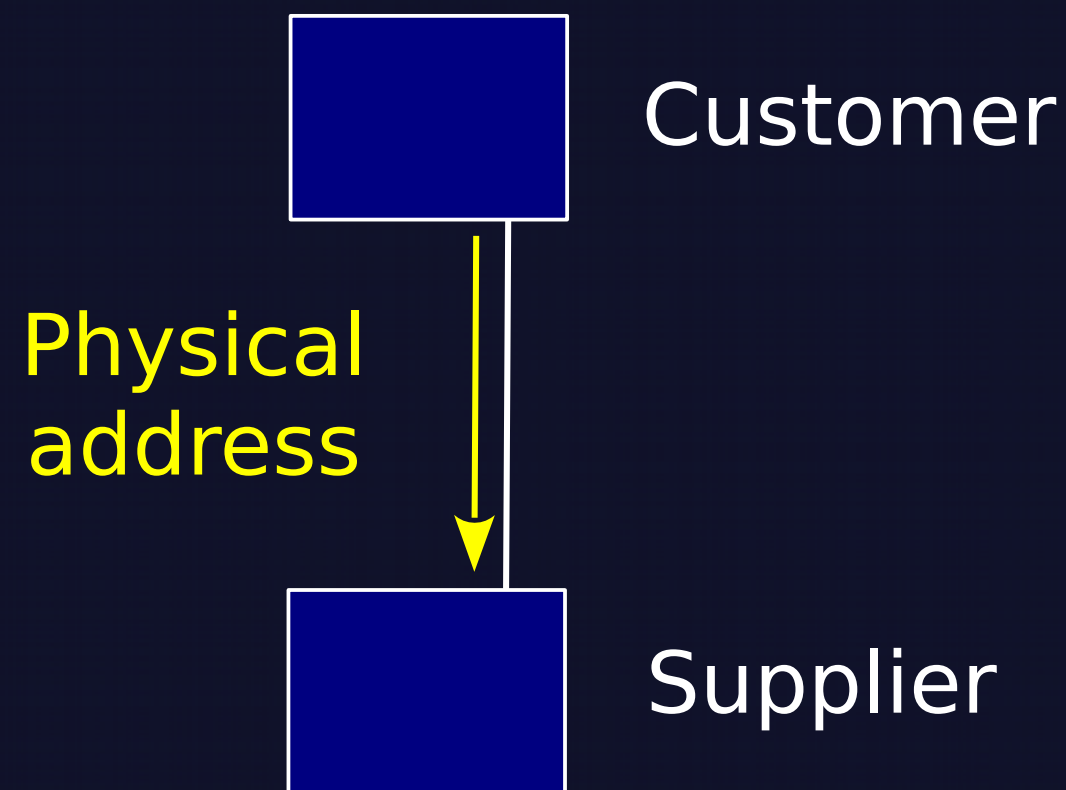
Construction site  
protocol





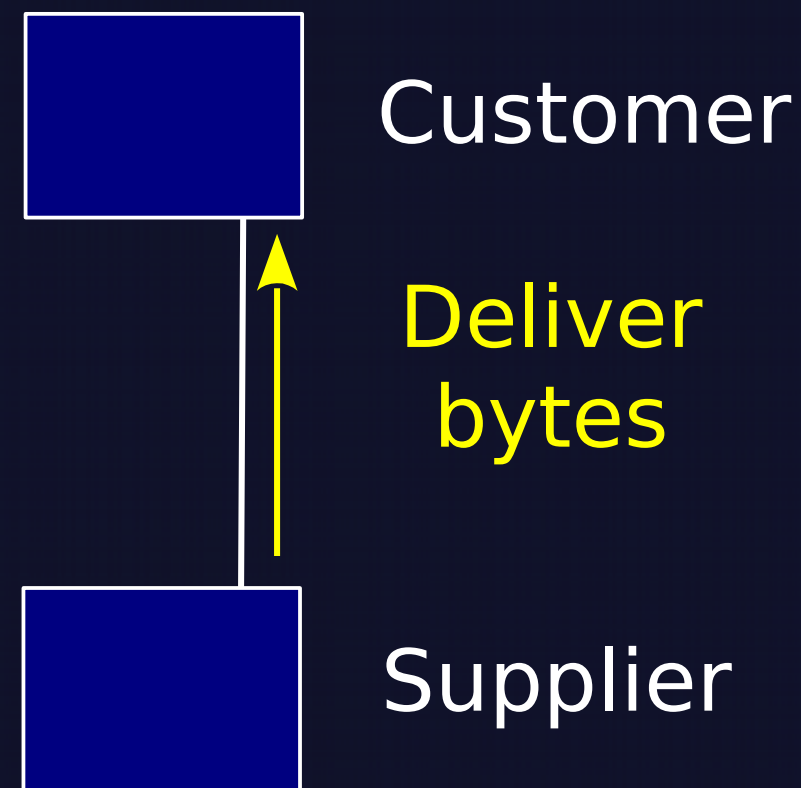
# Construction Site

Construction site  
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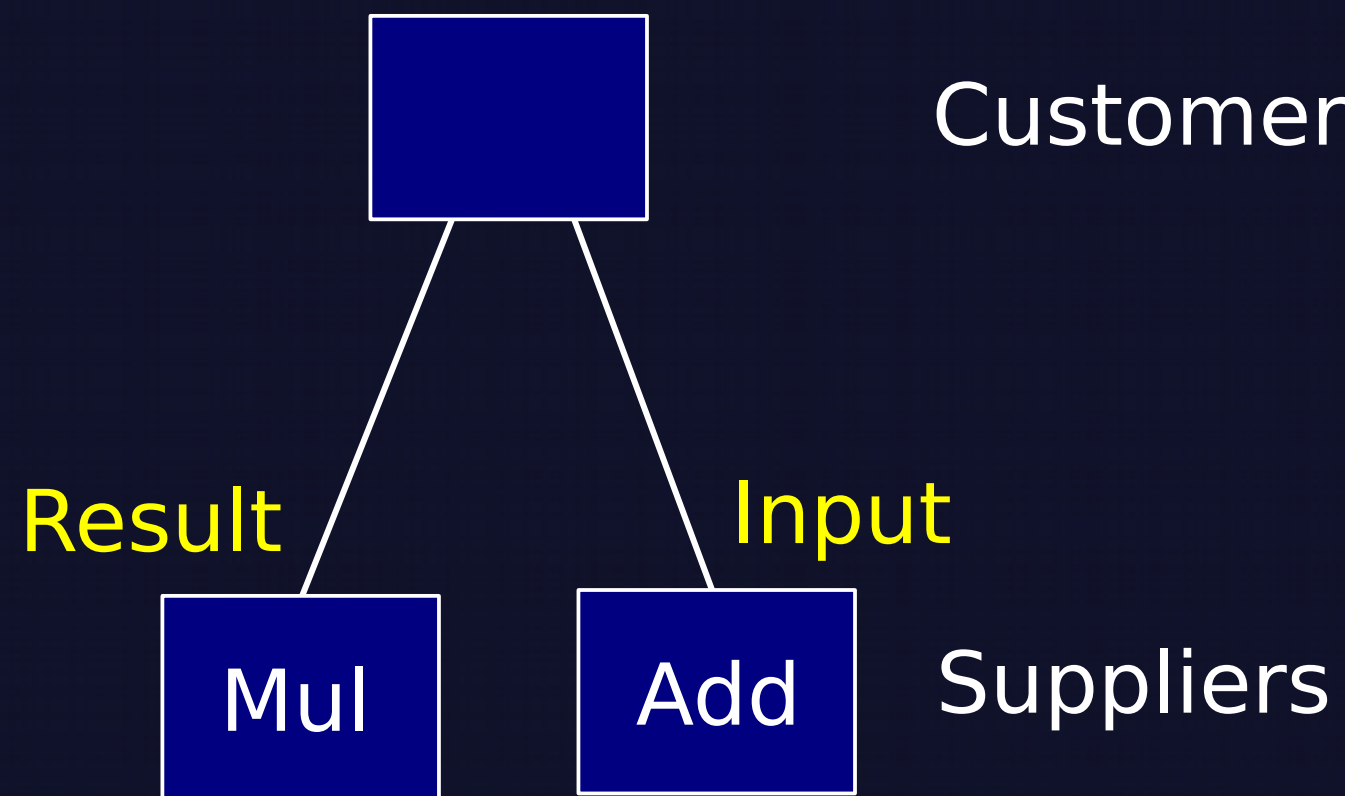


# Reversing Requirements Responsibility

- Degrees-of-Freedom (DoF)
- Operate only within DoFs
- Parameterised requirements
- Common practice in all other industries

# Reversing Requirements Responsibility

Cooperating  
to determine  
requirements






# Reversing Requirements Responsibility

Cooperating  
to determine  
requirements



Customer

Result  Input

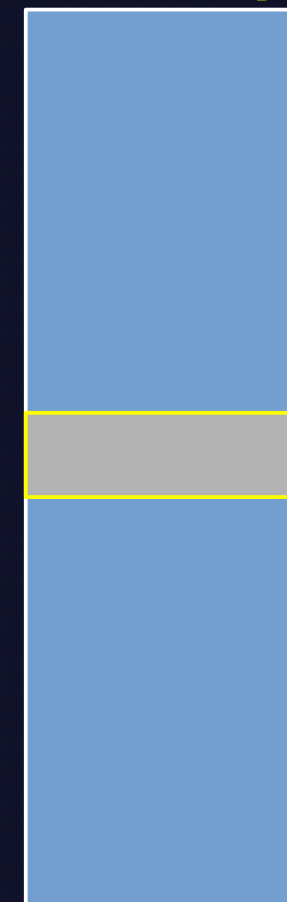


Suppliers

# Construction Site - Seamless Integration

Delivered  
binary  
fragment

Binary

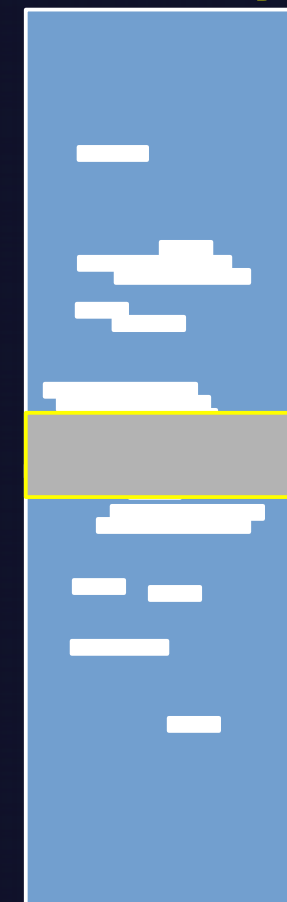




# Construction Site – Seamless Integration

Embedded part  
seamlessly  
integrated

Binary



# Construction Site – Seamless Integration

Embedded part  
seamlessly  
integrated

Binary





# Automation

- Increases productivity greatly
- Manage 1,000s of contracts simultaneously
- Participation in 1,000s of projects simultaneously

# Agents

- Autonomous server program
- Conducts business on your behalf
- Accepts contracts
- Delivers outcomes
- Remuneration



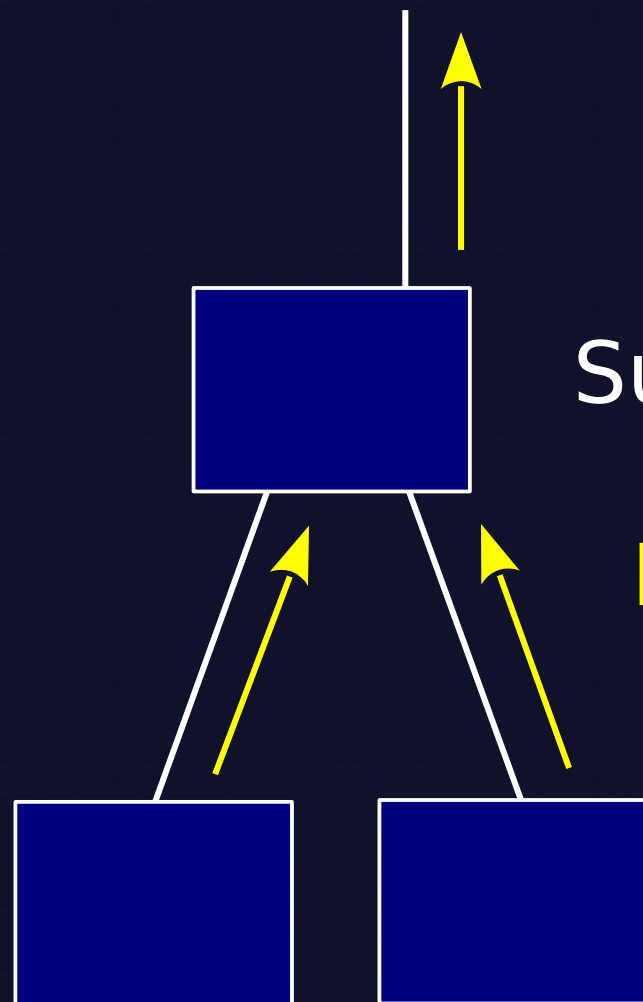
## Sub-Contracting

- Proper scaling of parts
- Your IP is still secure
- Agents are locally simple
- All agents uniform in complexity

# Sub-Contracting

Construction site  
protocol

Sub-contractors

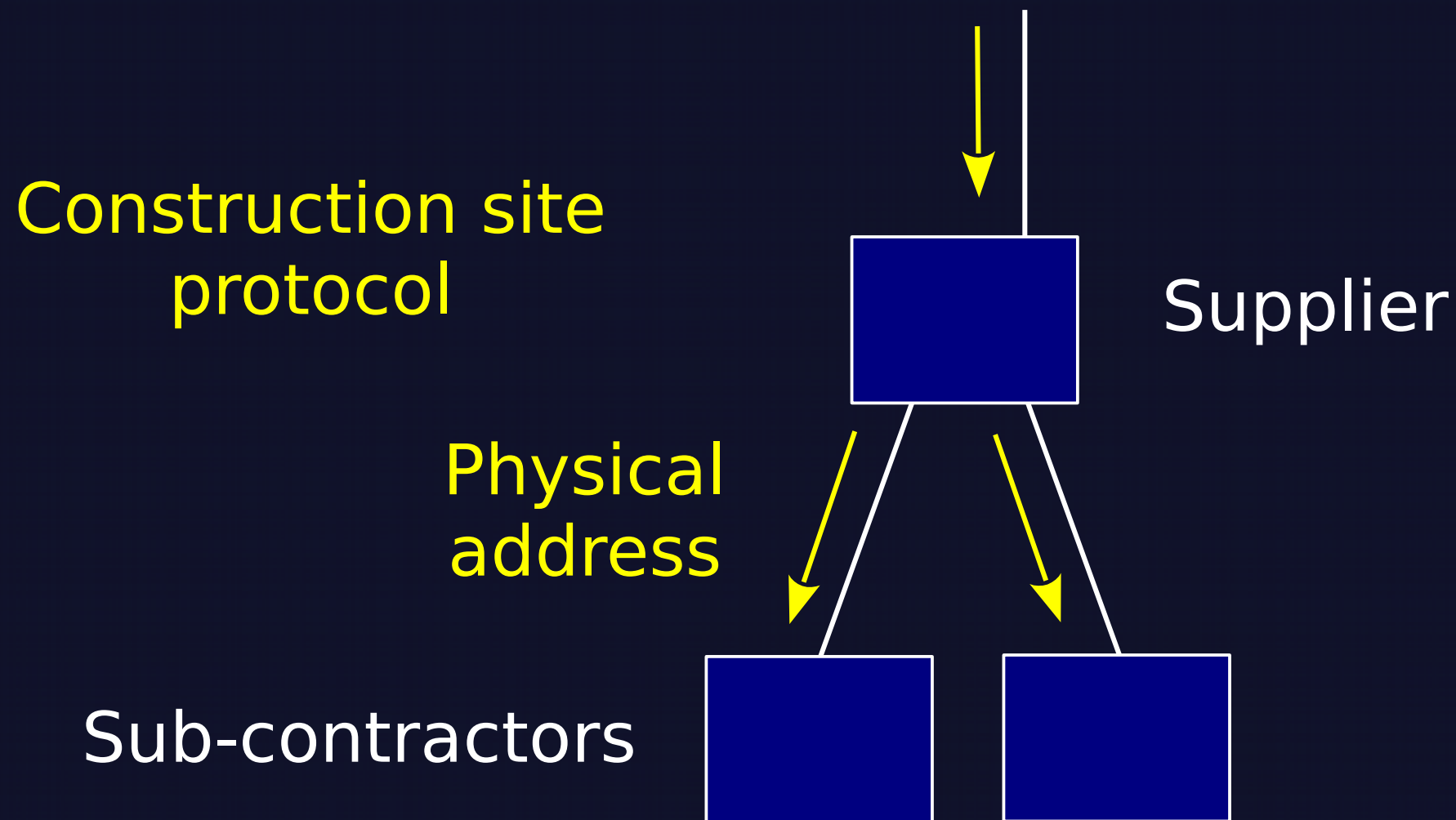


Supplier

Reserve  
space



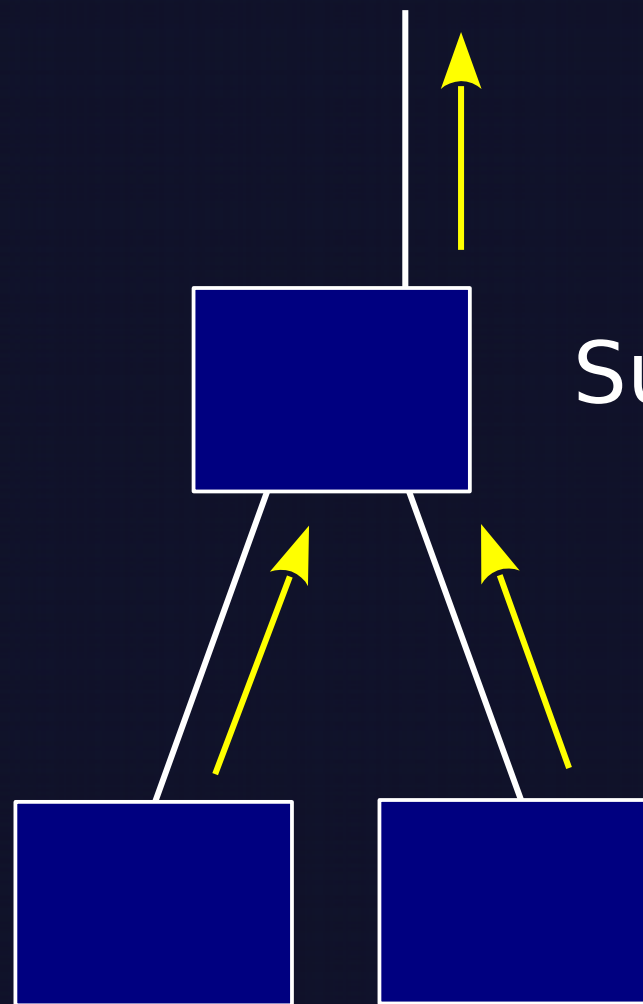
# Sub-Contracting



# Sub-Contracting

Construction site  
protocol

Sub-contractors



Supplier

Deliver  
bytes



# An Emerging Software Industry

- True development parallelism
- Complexity is an emergent property
- Actually simplifies software development
- Defects are rare and easily located
- Highly accountable
- Industry on a fast path of improvement
- Only technology capable of reliably delivering large scale projects





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