



The need for Software Innovation

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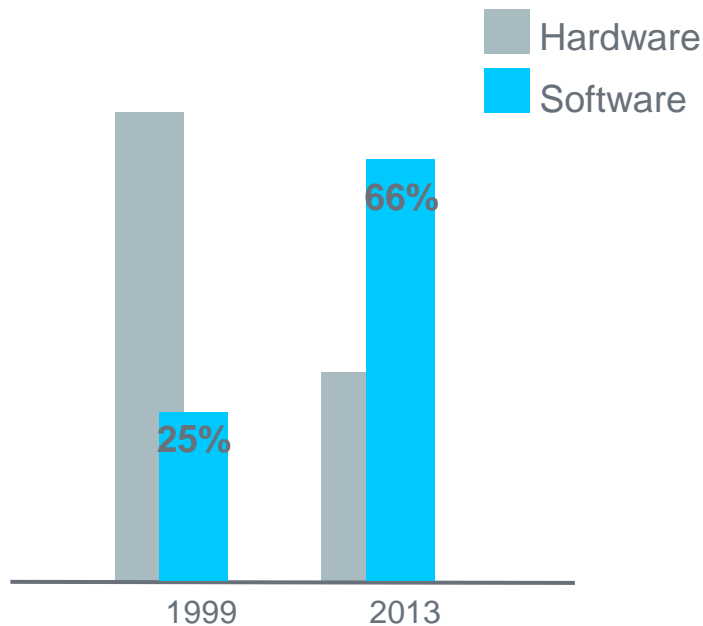
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**NOKIA**

**Software for Innovation  
- Innovation for Software**

 - Summit 2014

# Business shifts from Hardware to Software



Telco equipment providers' revenue share based on Software and Services in 2013

**66 %**

Software and Services has become the game changer in Telco business

**Software for Innovation  
- Innovation for Software**

# Software and Service Innovations for a Connected World

## Enabler of Innovations in this New World ...

- Programmability
- Cloud and Virtualization
- Big Data Analytics
- Security and Trust

## ... rely on Innovation for Software

- Accelerated SW development
- SW Quality
- SW Renewal
- Design for Change

## How to make it happen?

- Incremental Innovations in Software Engineering
- Transfer of research into operational business

**Software for Innovation**  
**- Innovation for Software**