Kommunikasjon og outsourcing: et case-studium

Hovedoppgave

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Summary

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In a global software market that is dominated by pressure to reduce costs and timelines, and to cooperate across distances, the transfer of domain knowledge from the client to the software vendor is a complicated process and the key to success is communication. The process of coding and decoding information is complicated by the differences in factors like project members experience, organizational and cultural background. The limited amount of information that is sent and received through asynchronous and written medias creates delays in feedback and in solving misunderstandings. The order, and into which phase of the project that the communication medias are introduced becomes important. Face-to-face meetings early in the project creates common ground and gives the project members from both the client and the vendor the best possibility to start creating a common understanding of the problem area and where misunderstandings can arise. Global software outsourcing should be looked upon as a two-way project where the client and the software vendor are mutually dependent upon each other. Success can only be reached through a mutual communication and information flow.