



GATHERING SWEDISH SOFTWARE



STRATEGIC BUSINESS PLAN 2022

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QUESTIONS?

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1. INTRODUCTION

Swedsoft gather Swedish software in an independent non-profit organization that work to increase the competitiveness of Swedish software.

Our members are companies, academia, and the public sector in Sweden. Together, we strive to ensure that Sweden is world leading in the development of software, software-intensive products, systems, and services.

Swedsoft's strategic business plan determines the vision, mission, and strategic direction that Swedsoft will take in 2022 and onwards.

This strategic business plan is supplemented by a more dynamic tactical plan, which is updated continuously by the board and secretariat. The tactical plan derives from the directions of the strategic plan. The content of the tactical plan is regularly reported to the members in connection with board meetings.

Swedsoft's operations are conducted both in the form of association and service activities. This business plan describes the main strategic areas of the organization. The ongoing association and service activities are described in more detail in the tactical plan.



Figure 1. The strategic directions are what, on an overall level, will take Sweden and our member organizations towards our vision that "Sweden is world leading in software development and the development of software-intensive products, systems and services".

The strategic directions are realized through activities in the tactical plan and through the operational work by the secretariat and committed members, both in the form of association and service activities.

2. VISION

3. MISSION

4. ORGANIZATION

2. Vision

Sweden is world leading in software development and the development of software-intensive products, systems, and services.

3. Mission

Swedsoft's mission is to contribute to increased knowledge of the role of software and to promote software-based growth and increased competitiveness in industry, academia, and society.

4. Organization

This strategic business plan is managed by Swedsoft's board, who updates it annually. The strategic business plan is then approved by the members.

The Secretary General is responsible for implementing the plan together with the secretariat and the members.

Swedsoft's operational organization consists of a secretariat at Teknikföretagens Branschgrupper AB. In addition, Swedsoft's members are encouraged to engage in projects and activities as well as to contribute with input and ideas.

Together, we gather Swedish software and achieve sustainable results.

5. DIRECTIONS FOR SWEDSOFT

These strategic directions will take Sweden and our member companies towards our vision. The strategic directions are realized by activities in the tactical plan and through the operational work by the secretariat and committed members.

To meet our vision, we support the creation of synergies within software development and research between industry, academia, and the public sector.

5.1 A voice for the software economy

The effect that software and software-intensive products and services have on our society and economy forms the basis of the software economy. It is found in both the private and public sectors, cuts across all industries and continues to grow in importance.

Swedsoft gathers the software economy and makes it visible as a whole. Therefore, we must have a member base that is representative of the entire software economy. Swedsoft shall also be a unified voice for the entire software economy with a socio-economic overall competence in this area complemented by a broad network of experts in software-related issues.

To be a strong voice for the software economy today and in the future, it is also important to be a voice for the next generation of software competence. Swedsoft strives to create a whole that begins with the needs of today, such as development throughout the career, to ensuring young people's interest in software for the future.

5.2 Knowledge resource

Swedsoft is an accessible resource for knowledge for members, political decision-makers, media, and other stakeholders in matters relating to software development and its role in the economy and society.

We provide members with support in making contacts and promote interactions to make knowledge linked to software development further available. In addition, Swedsoft collects data and makes it available together with knowledge on the role of software and software development in the economy and society. This can be done through statistics and with examples from research and industry.

5.3 Creating connections

In software Sweden, there is great potential for innovation, entrepreneurship, and research to strengthen our competitiveness. Swedsoft supports this potential by creating conditions for the exchange of knowledge and experience based on our members' strengths.

Swedsoft promotes interactions, the exchange of knowledge and collaborations among both members and other relevant companies, organizations, institutes, academia, and authorities. We support with expertise, through our members, and shall be the natural contact for media and authorities in software-related issues in Sweden.

Swedsoft promotes new and deepened connections between software Sweden and the world. Our goal is to be the natural contact for international authorities and organizations seeking contact with software Sweden.

5.4 Swedish software competence

Swedsoft shall promote the supply of software-competent labor in balance with society's demand. We also work to ensure continued competence in world-leading software-related research.

It is important to continue to broaden and raise Swedish knowledge in software development, its' use, and effects. By doing so, areas where our competence can be world leading will appear. To be a world leading software nation, we must strive to promote lifelong learning, so-called up/reskilling, of individuals on and off the labor market.

Future needs of competence can be difficult to predict. Therefore, the ability for individuals and organizations to adapt to changing needs on both shorter and longer terms are essential when it comes to competence. It is not only the need of competence, research and industry needs that changes, but also the languages, systems and infrastructures that are being used.

5.5 Influence on regulations

Software Sweden is greatly affected by regulations and laws, which are decided both in Sweden and within the EU. Therefore, Swedsoft will interpret new proposals and the understanding of their effects. Swedsoft will conduct advocacy, both in collaboration with other organizations and independently, to help promote the competitiveness of Software Sweden.

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