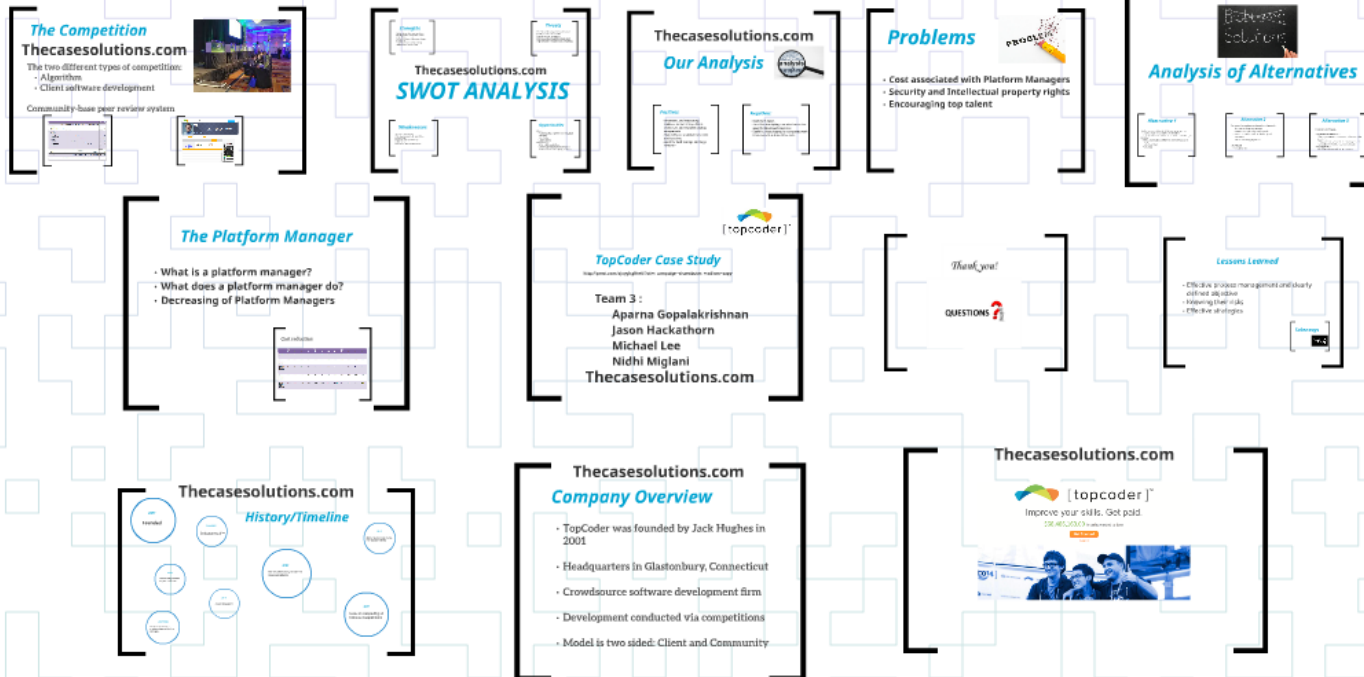


TopCoder (A): Developing Software through Crowdsourcing

Thecasesolutions.com



TopCoder (A): Developing Software through Crowdsourcing

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The Competition

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- Algorithm
- Client software development

Community-base peer review system



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SWOT ANALYSIS



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Our Analysis



- | Pull/Drive | Regret/Save |
|--|--|
| <ul style="list-style-type: none"> Education and increasing technological competence Use artificial intelligence in office automation High software quality standards and services Open for technological change | <ul style="list-style-type: none"> Statistical tools Good but not always a sufficient reason for technological change Costs are always higher compared with traditional and solution status |

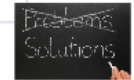
- Not suitable for identifying water in/out from a speed for low bandwidth scenarios.
- Could be also interesting for compressed video transmission and satellite video.

Problems



- Cost associated with Platform Managers
- Security and Intellectual property rights
- Encouraging top talent

Analysis of Alternatives



The Platform Manager

- What is a platform manager?
- What does a platform manager do?
- Decreasing of Platform Managers



TopCoder Case Study

http://mzl.com/cjyghgfardfzom_campaignshandout_mediumcopy

Team 3 :

Aparna Gopalakrishnan

Jason Hacka

Michael Lee

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Company Overview

- TopCoder was founded by Jack Hughes in 2001
- Headquarters in Glastonbury, Connecticut
- Crowdsources software development firm
- Development conducted via competitions
- Model is two sided: Client and Community

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History/Timeline



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 [topcoder][™]

Improve your skills. Get paid.

\$68,405,163.00 (increase annualized on floor)





TopCoder Case Study

http://prezi.com/ojcyghglfxr0/?utm_campaign=share&utm_medium=copy

Team 3 :

Aparna Gopalakrishnan

Jason Hackathorn

Michael Lee

Nidhi Miglani

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History/Timeline

2001

Founded

2001-2003

Expansion through sponsorship from developed software companies

2012

406,943 people registered at the TopCoder website

2004

Community reaches 50,000 members

2005

Use of community to take on more complexity

2013

Acquired by Appirio

2009

Focus on completing all tasks via competitions

2007/2008

Competitions for tasks previously done by Platform Managers

The Competition

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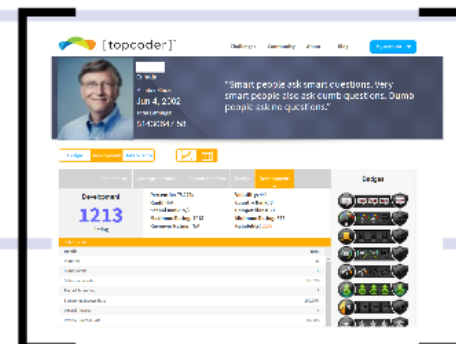
The two different types of competition:

- Algorithm
- Client software development

Community-base peer review system



Case	Case ID	Case Name	Case Type	Case Status	Case Score	Case Rating	Case Comment
Case 1	1000000000	Case 1	Case 1	Case 1	Case 1	Case 1	Case 1
Case 2	1000000000	Case 2	Case 2	Case 2	Case 2	Case 2	Case 2
Case 3	1000000000	Case 3	Case 3	Case 3	Case 3	Case 3	Case 3
Case 4	1000000000	Case 4	Case 4	Case 4	Case 4	Case 4	Case 4
Case 5	1000000000	Case 5	Case 5	Case 5	Case 5	Case 5	Case 5
Case 6	1000000000	Case 6	Case 6	Case 6	Case 6	Case 6	Case 6
Case 7	1000000000	Case 7	Case 7	Case 7	Case 7	Case 7	Case 7
Case 8	1000000000	Case 8	Case 8	Case 8	Case 8	Case 8	Case 8
Case 9	1000000000	Case 9	Case 9	Case 9	Case 9	Case 9	Case 9
Case 10	1000000000	Case 10	Case 10	Case 10	Case 10	Case 10	Case 10



Strengths

- High quality and less expensive software
- Reusable software components as value propositions
- Helps in completion of all tasks in software development
- Top performers get good prize money
- Objective assessment of ability

Threats

- Emergence of competitors with similar business concepts or service.
- Loss of interest in projects.
- Holding more competitions than usual might result in inexperienced competing.

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SWOT ANALYSIS

Weaknesses

- Active participants are low
- Prize money not evenly distributed among the community
- Intellectual property and security
- Cultural change
- Participation depends on prize money.

Opportunities

Clients:

- Access to elite programmers throughout the world
- Great Ideas.
- Large options.

Programmers:

- Build public reputation.
- Enhance skill set, learn and improve
- Good income for developing countries.

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Our Analysis



Positives

- Innovative and interesting business model : Competition, incentives, and reusable catalog components
- High software quality in low costs and less time.
- Good for both average and large software.

Negatives:

- Bachelor's Sport.
- Good for developing countries but not as good for developed countries.
- Could be discouraging for companies with trade secrets and sensitive data.