

# TOPCODER DEVELOPMENTS



April 2009 Issue 10

## Featured News Item

### SNIA AND IEEE-USA JOIN SPONSORS OF TCO09



Two of the world's leading professional organizations dedicated to promoting standards and best practices in the software industry will be joining us at the TopCoder Open 2009 in Las Vegas.

The [Storage Networking Industry Association](#) (SNIA), a not-for-profit global organization spanning virtually the entire storage industry. The association advances IT technologies, standards, and education programs for all IT professionals. Made up of some 400 member companies within the global storage market, the SNIA connects the IT industry with end-to-end storage and information management solutions.

The [Institute of Electrical and Electronics Engineers](#), Inc., (IEEE-USA) is an association dedicated to the fostering of technological innovation and excellence for the benefit of humanity, and is the world's largest technical professional society. IEEE has more than 375,000 members including nearly 80,000 student members in more than 160 countries with 324 sections in ten geographic regions worldwide. More than 1,784 IEEE chapters throughout the world unite local members with similar technical interests.

## Other News

### TopCoder is Gartner "Cool Vendor"



We're excited that TopCoder has been included in the 2009 "Cool Vendors for Application Development" report issued by Gartner, Inc. Companies selected for the "Cool Vendor" report series are

## Monthly Column

### Interview with Julian Birkinshaw



TopCoder interviewed noted academic, author and management theory guru [Julian Birkinshaw](#) of the [London Business School](#). His recent article "[What is your management model?](#)" appeared in the [Winter 2009 issue](#) of the MIT Sloan Management Review.

**You have said that people like to put management 'in a box'. Can you briefly describe your definition of management, what role innovation plays in it and why is it that we're talking about it in terms**

**of "Management 2.0"?**

**JB:**What irks me is that many writers have positioned "management" as a passive, control-oriented, reductionist activity, so that they can build up leadership as the dynamic, change-oriented antithesis of management. This is nonsense. The reality is that we all need to be leaders and managers.

Leadership is concerned with the traits and behaviours that make us worthy of being followed. Management is how we get work done – on a daily basis – through others. They are two sides of the same coin. Obama's success in the presidential election was 80% leadership – he had to inspire people with a vision for the country. But now he is in the White House, his success will come down just as much to his skill as a manager.

considered innovative, impactful and intriguing and are characterized as being representative of the new breed of innovative vendors aimed at raising the IT organization's ability to deliver high-quality, low-cost application development through novel approaches to sourcing, methods and tools. [\[READ PRESS RELEASE\]](#)

## TopCoder Presents at UK conference



### Innovation in the Workplace: How Web 2.0 and Generation Y are changing the way management work is done

As part of the London School of Business' ongoing "Innovation in the Workplace" and MLab conference series, TopCoder's Jack Hughes featured amongst a distinguished panel of CEOs and senior executives representing companies with highly innovative management models, and thought leaders who are exploring the potential of these trends for a radically different workplace of the future. The MLab conference sought to explore the impact of Web 2.0 and Generation Y employees on innovation in the workplace. Speakers presenting with Jack Hughes included Sherman Rowland, CEO of Co-thrive, Don Sull, Professor of Management Practice at London Business School, Ross Smith, Director of Testing, Windows Security, at Microsoft, Bruce Rayner, CEO of You at Work and Peter Cheese, Managing Director, Talent & Organization Performance at Accenture. For more details visit [MLab](#).

## AOL/TopCoder Sensations Challenge



### TCO9 Competitors to Build Fully-functioning Enterprise Application Product for Use by People with Disabilities

Certain to be one of the highlights of this year's event, AOL and TopCoder have teamed to focus on real-world application of the community's skills by challenging our members to build a fully-functioning application as part of the AOL/TopCoder [Sensations Sensations Developer Challenge](#). Guided by input from a diverse community of individuals, organizations and an [advisory board](#) working at the forefront of advancing internet accessibility, the Sensations Developer Challenge will utilize all software development and Studio tracks of the TopCoder Open competition to build solutions for improved usability of mainstream Internet-based products by people with disabilities. More than \$100,000 in prize money is associated with this challenge,

What is management? It is getting work done through others, and more specifically it is about setting direction, motivating employees, coordinating activities and making decisions. Management innovation is all about the new ways that we can achieve these objectives. For example, crowdsourcing techniques for decision making, and tournament-based models for coordinating work are both management innovations. [\[READ MORE\]](#)

## Events Calendar

### March



TopCoder recently presented a session at SD West 2009 in Santa Clara. Chief Architect Dave Messenger spoke on "Leveraging Cloud Computing, Crowd-Sourcing and Competition to Improve Testing and Quality". The presentation examined how to add a crowdsourcing platform to a cloud computing portfolio to lower cost and improve quality. See the presentation at: [Leverging the Cloud](#)

Also on the speaking circuit, the Wharton School of Business hosted an industry panel at The Penn Club of New York on "Open Innovation Techniques for Success in Today's Business." TopCoder Senior Vice President Mike Morris spoke to the capacity audience about how our community of over 188,000 highly skilled programmers and developers utilize the TopCoder platform to compete and execute projects for clients ranging from start ups to many Fortune 500 companies.

including a \$25,000 Sensations Bonus Prize to be presented along with the winning applications live on stage at the conclusion of the TopCoder Open.

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