

# Factors for the Success of the Internationalization and Exportability of IT Services

## Idea

The expansion and diffusion of information and communication techniques, the ensuing new possibilities of communication, mobility and change of services themselves herald a new stage of the globalization of the world economy characterized particularly by the internationalization of services.

With it, the business environment for employment, work and competitiveness of the German service industry have changed profoundly. In order to permanently stabilize, sustain and even extend qualified employment, the ability to develop services in international structures is of increasing importance.

IT service companies especially experience manifold increases in the exportability of services. Here we find numerous best-practice examples which are to be analyzed and tested for their general applicability.

## Goal

The project aims at the promotion of the capability for internationalization and the exportability of the service industry. To this end the internationalization strategies of successful IT companies are examined and tested for transferability. The gained expertise and the identified best-practice solutions in particular are being edited for the prompt and practicable transfer to various target groups – within the IT industry itself but also for comparable service industries.

## Project Design

The project is designed as practice-oriented research project and comprises three central elements:

- *empirical survey* of criteria of successful internationalization;
- *evaluation and generalization* of the results in cooperation with expert forums;
- development and implementation of a target group *specific transfer concept*.

The framework consists of a project network whose core group is composed of five IT corporations (Core Partners) and the ISF Munich. Additionally, there are three expert forums (corporations, workers' representation, scholarship) as well as transfer partners.

## Core-Partner

SAP AG is the world's leading provider of business software and the third largest independent software provider overall. The company has offices in more than 50 countries. SAP solutions optimize all key business processes towards a cooperation between customers, partners and employees independent of location and time.



T Systems International GmbH is one of the largest systems houses in Europe and is found in 23 countries. The company develops classic IT and telecommunication products as well as e-business system solutions out of the converging areas IT and telecommunications for global actors.



Software AG, with representation in 60 countries, is one of the largest international providers of high-performance databases, system software and services. Their technology makes possible an integrated perspective on strategic business information.



IDS Scheer AG develops solutions for business process management and offers tools for design, implementation and controlling of business processes. The company serves customers in over 50 countries through own branches and partners respectively.



Lufthansa Systems is one of the world's leading IT service providers for the airline and aviation industry. It has around 3,320 employees in several locations in Germany and offices in 15 countries. As a system integrator with one of the most state-of-the-art data centers in Europe, Lufthansa Systems covers the entire spectrum of IT services.



INOSOFT AG is a systems house focusing on IT consulting and software development with well over 50 employees.



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## Transfer Partners



BITKOM (*Bundesverband Informationswirtschaft Telekommunikation und neue Medien e.V.*) is the voice of the IT, telecommunications and new media industry in Germany. The organization represents more than 1,000 business, 850 of which are members. Most of them are global players; however 500 mid-sized firms also enjoy BITKOM's services. BITKOM represents almost 90 percent of the market.



The VDMA (*Verband Deutscher Maschinen- und Anlagenbau e.V.* – German Engineering Federation) represents 3,000 mainly small/medium-sized member companies of the producer goods industry, thus offering the largest network of its industry in Europe. It counts *Industrial Communications* and *Software* among its 38 trade associations.



The ZVEI (*Zentralverband Elektrotechnik und Elektronikindustrie e.V.* – German Electrical and Electronic Manufacturers' Association) represents the economic and technological policy interests of the German electrical and electronics industry. It provides companies with specific information about new options for action in order to strengthen their international competitiveness.



*Ver.di* (*Vereinte Dienstleistungsgewerkschaft* – German Trade Union for the Service Sector) represents 2,4 million members in more than 1,000 professions from all areas of the service sector, including the telecommunications/IT/data processing sector.



The *IG Metall* (*Industriegewerkschaft Metall* – German Metalworkers' Federation) represent 2,4 million members who work in a variety of trades. Next to the metalworking industry also the telecommunications and IT industry count among them.

## Contact

The *ISF Munich* is in charge of the entire coordination of the project, conducts the surveys and connected research, edits the (intermediate) results and works out the generalization of the expertise. The research work is being conducted by a team of experienced social scientists.

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Further information about the project is available  
on [www.EXPORT-IT.de](http://www.EXPORT-IT.de) on the internet.

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Flyer\_ExportIT\_englishVersion\_Ver3.doc – July 2007 – Layout und Photos: Karla Kempgens, ISF München



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Research and development project funded by means of the *BMBF* (*Bundesministerium für Bildung und Forschung* – Federal Ministry for Education and Research) within the framework of the funding initiative „Exportability and Internationalization of Services“; taken care of through the project executing organization at the *DLR* (*Deutsches Zentrum für Luft- und Raumfahrt* – German Research Center for Aeronautics and Space) „Labour Organization and Service“.

