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Session 4: Content and Applications

Content & application development as an industry – how and who?

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What Amount to Effort to Automate

- Selection

- Configuration

- Adaptation

- Customization

- Flow

A Hard Issue

- Internalization
- Externalization

<u>OR</u>

The Right Mix

How to Right Mix?

- Selecting the Right Model (Evolution Vs Revolution)
- Internal Resources Consideration
- Supplier Factors
- Open Skill Sourcing

Potential For Local Industry

YES…
   - but harsh due to regional competition
   - could however capitalize on people being made more aware of evolutionary model.
   - evolutionary model favors local supplier

Envisaged Government's Role

- Not in form of Policy
- Help to propagate knowledge on Evolution Model
- Facilitate the building of skill pool