



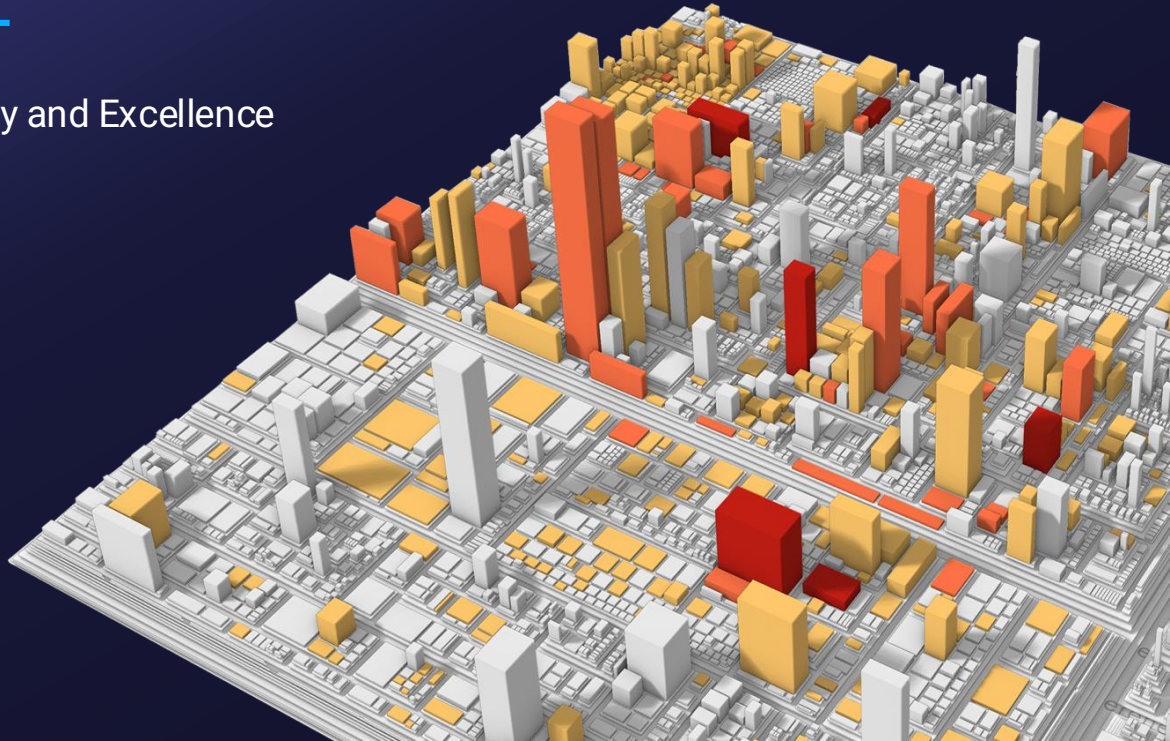
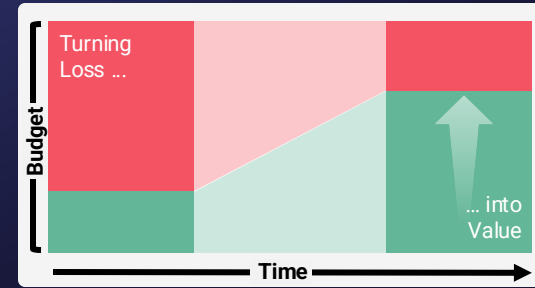
seerene
serenity in software production

BUSINESS SUCCESS WITH LARGE-SCALE SOFTWARE DEVELOPMENT

Enabling Strategic Steering for Efficiency and Excellence

Dr. Johannes Bohnet
CEO & Founder of Seerene

June 4th, 2025 – Berlin
Transform or Face Disruption
Executive Summit on the Future of Corporate Software Development



The Trend Persists...

Tailor-made Software Remains a Key Driver of Business Innovation and Success

2011

“Software is eating the world,
in all sectors.
In the future, every company will be
a **software** company.”



Marc Andreessen
Founder of Netscape, VC

2017

Jensen Huang
CEO Nvidia



“AI is going to
eat Software”



Will Artificial Intelligence Replace Software Developers?

A Brief History of Progress in then Software Development Discipline

Back Then



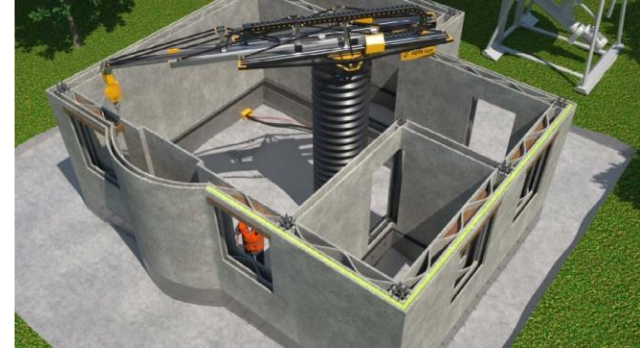
Specialized knowledge about
programming languages &
algorithms & data structures
is required

Yesterday



Specialized knowledge about
frameworks/libraries
is required

Today



Specialized knowledge
how to talk with the GenAI tool
is required



Software that is Built from Scratch

If Software Addresses Well-Specifiable Problems



Addresses a
commodity (mass) problem
that has been
solved very often in the past
so that the
user requirements are clear

Examples of software that addresses a commodity (mass) problem:

- Website for a company
- Webshop for a small business
- HR software for a SME company
- Ad-hoc data analysis questions
- ...

AI will make the costly work of
3rd-party integrators & agencies
obsolete



Most Software Can't Be Fully Specified Upfront

Such Software Solves Unique, Not Commodity, Problems



Software addresses a very specific, unique business process of a company



Software is the innovative part of a physical product (car, IoT device, ...)



Software is the innovative product itself

Producing such software means an agile journey with the users.

Finding out
what the users want while
continuously adapting
the software.

Software is Never Finished

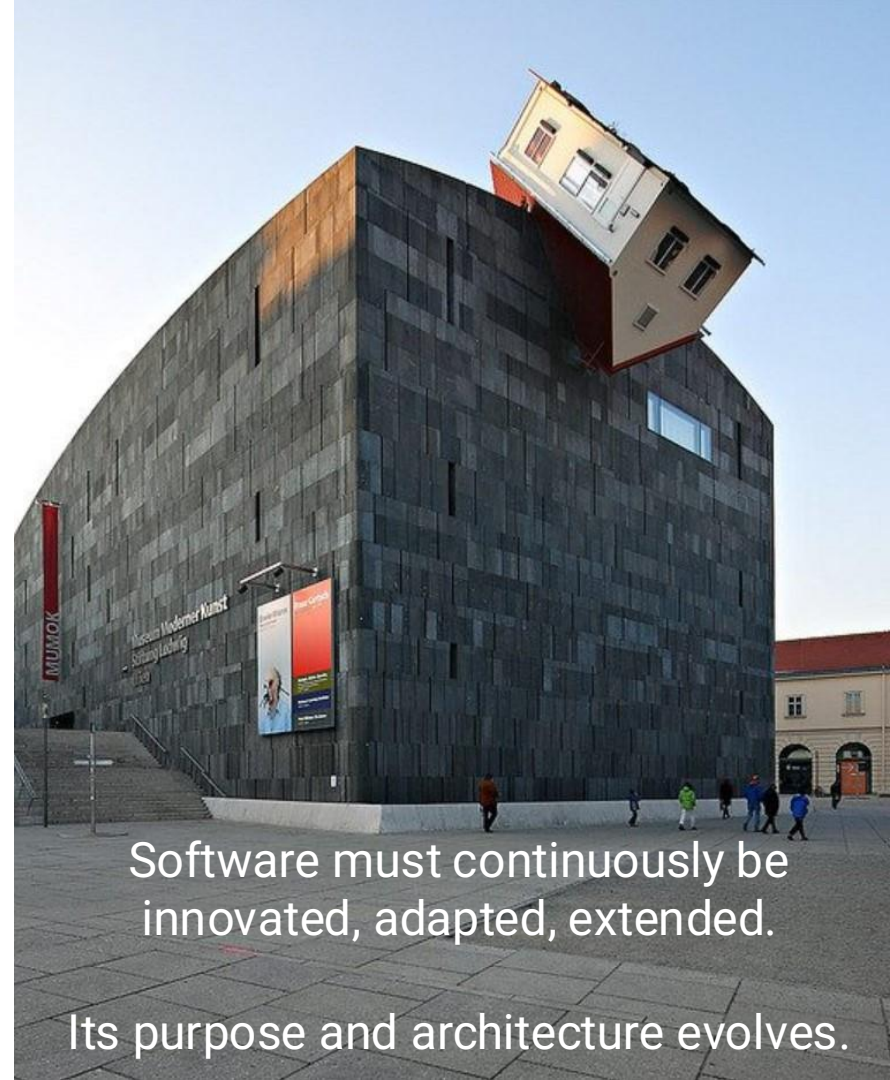
Constant Pressure to Evolve, Innovate, and Adapt



World turns,
business processes &
opportunities change.

Continuously change the software

Users expect continuous
innovation. Otherwise, they
switch over to competitors.



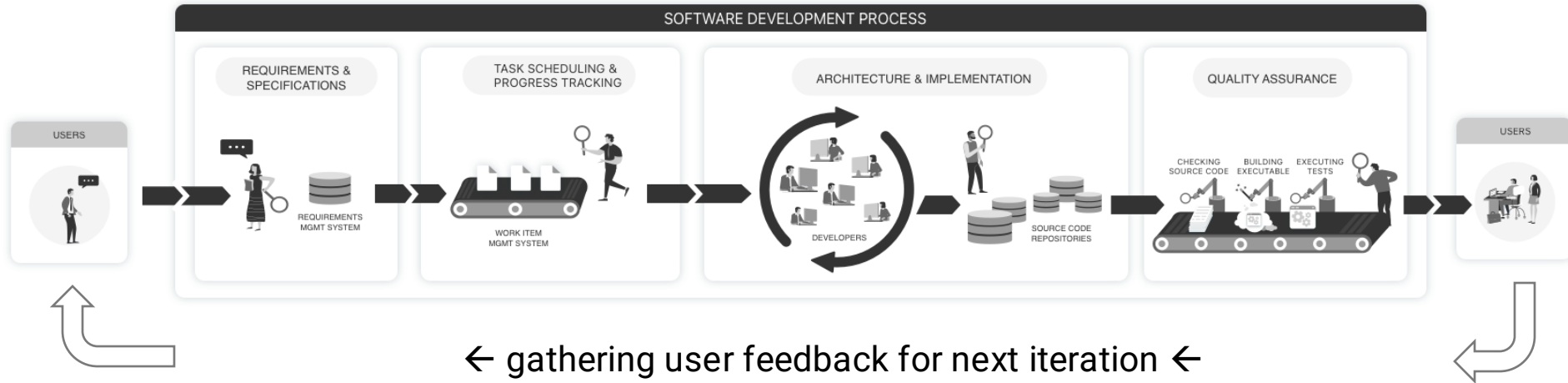
Software must continuously be
innovated, adapted, extended.

Its purpose and architecture evolves.



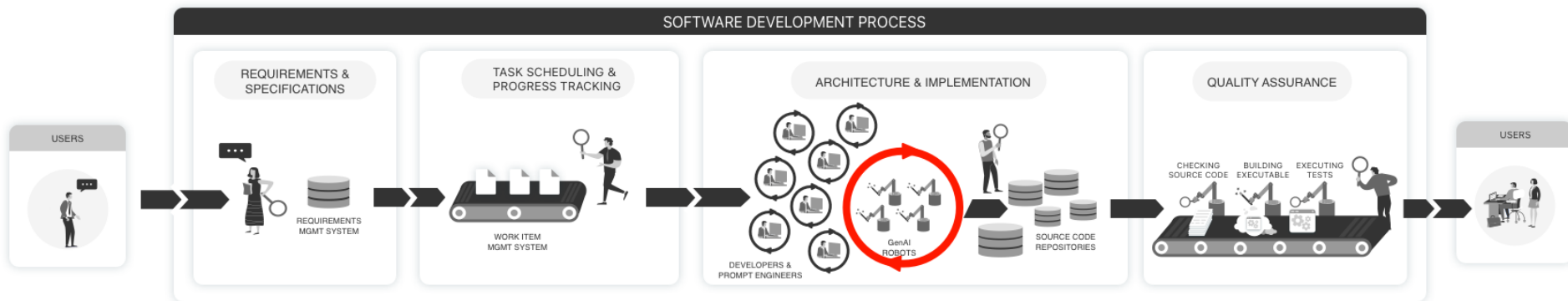
Software Development as Iterative Process

Innovation Delivered Incrementally to Users, One Cycle at a Time

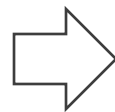


Software Development with GenAI-Based Coding Tools

Accelerated Coding: A Powerful Opportunity – With Risks Attached



Conventional Coding
→ Screwdriver



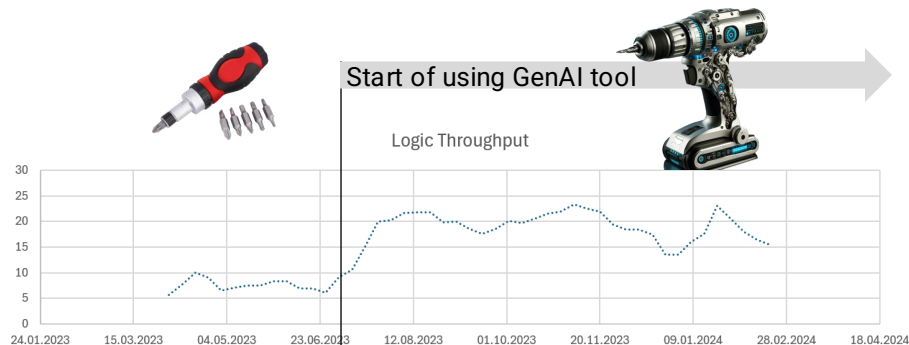
GenAI-assisted Coding
→ Screwrobot



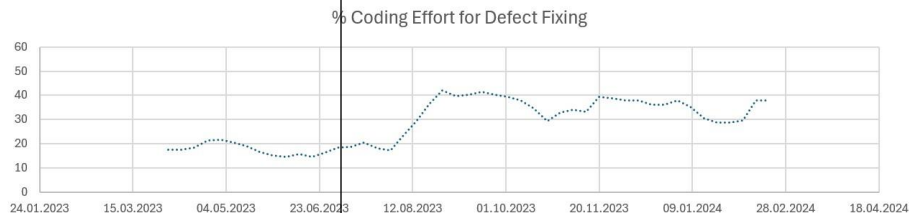
Measuring the Impact of GenAI-Based Coding Tools

Productivity Gains Observed — Alongside Rising Risks

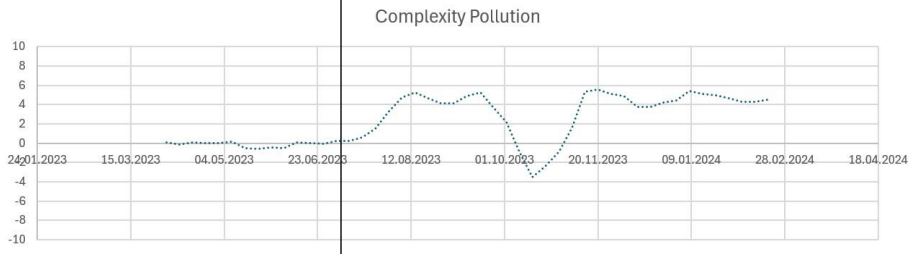
Productivity



Quality/Defects

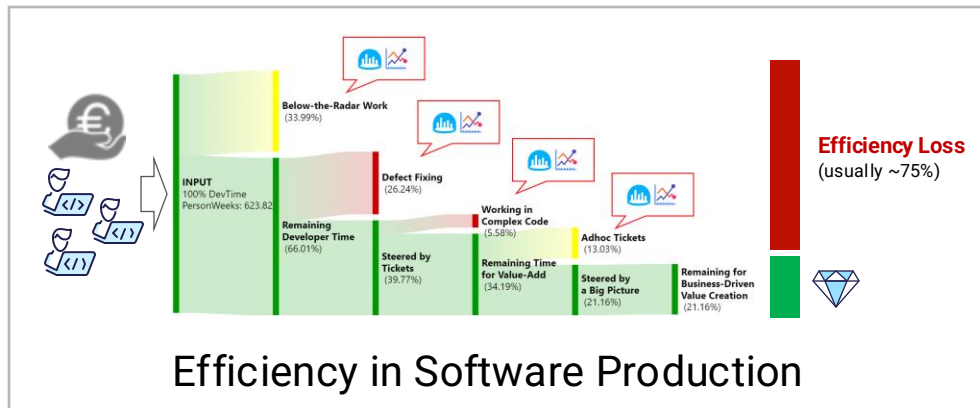
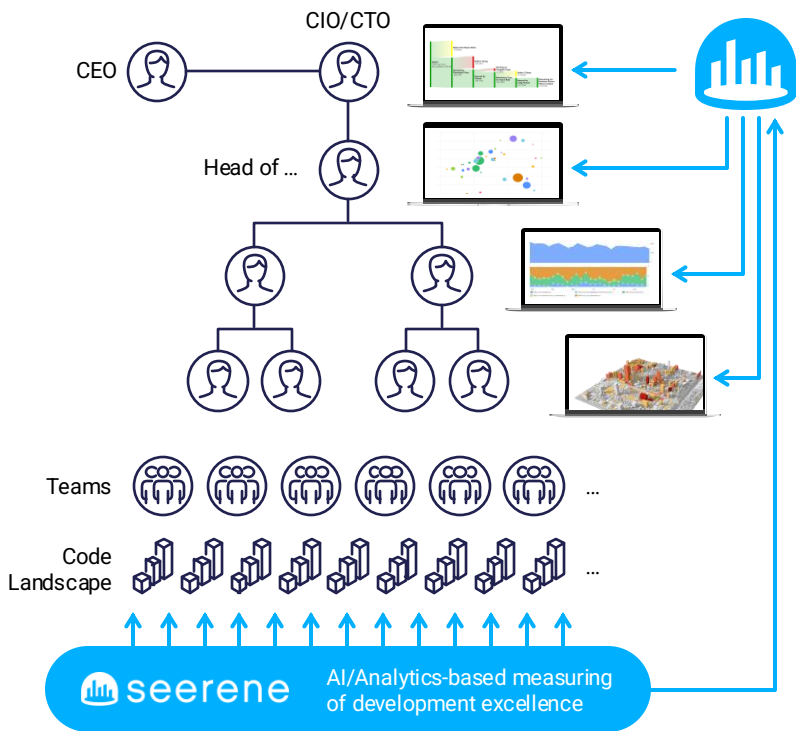


Complexity



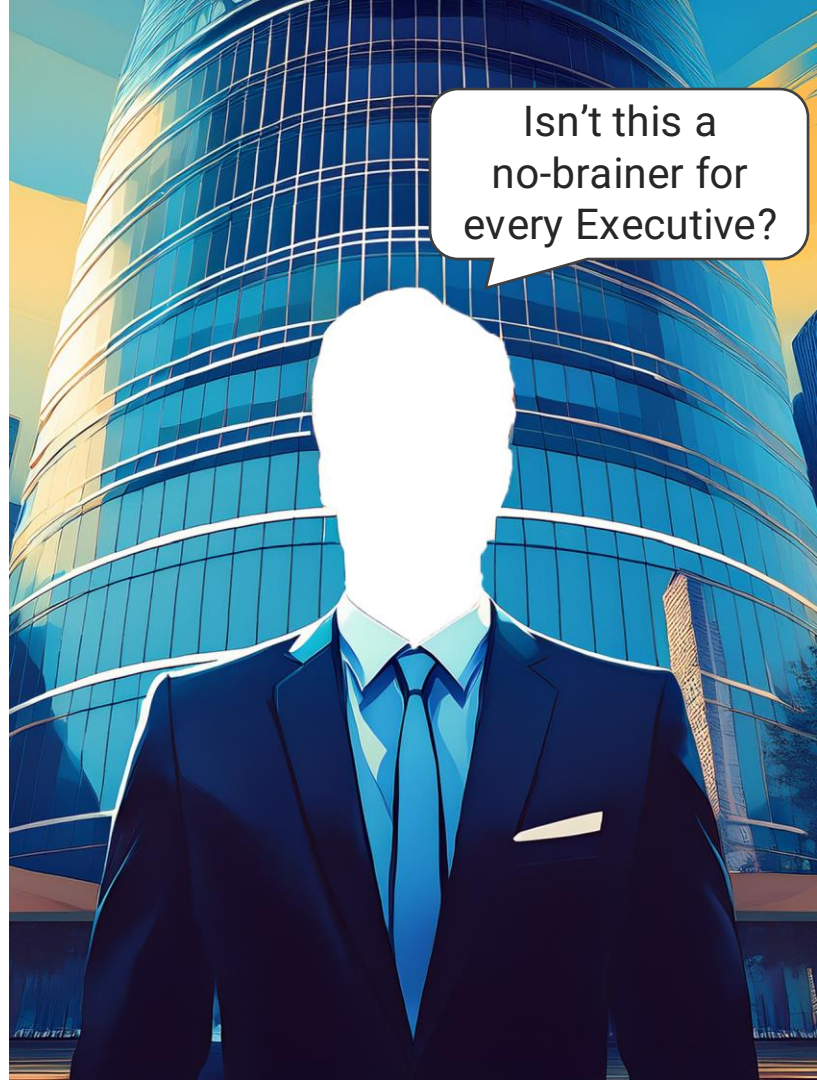
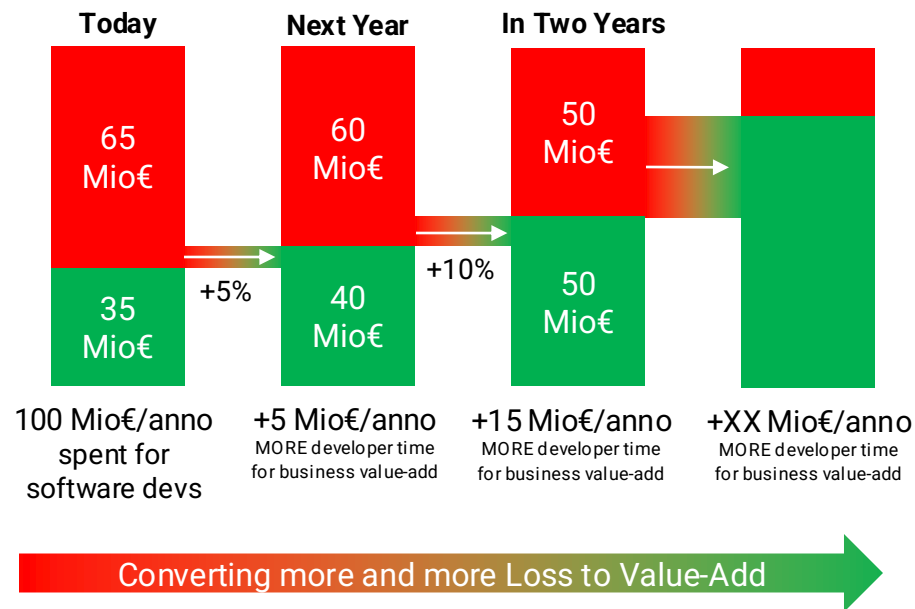
Top-Level Management Must Take Ownership and Responsibility

Driving Efficiency and Productivity Through Measurement and Strategic Guidance



Unlocking Massive Efficiency Gains

Example: Organization with 1,000 Developers



A No-Brainer? Yes — But Personality Matters

What Type of Leader Are You?



Innovators



Early Adopters



Early Majority



Late Majority



Laggards

- Improvement is a central interest in life
- Intrigued with any fundamental advance

Wait and first see how
other people are getting along

Wait until something has
become established standard

Do not like
new things

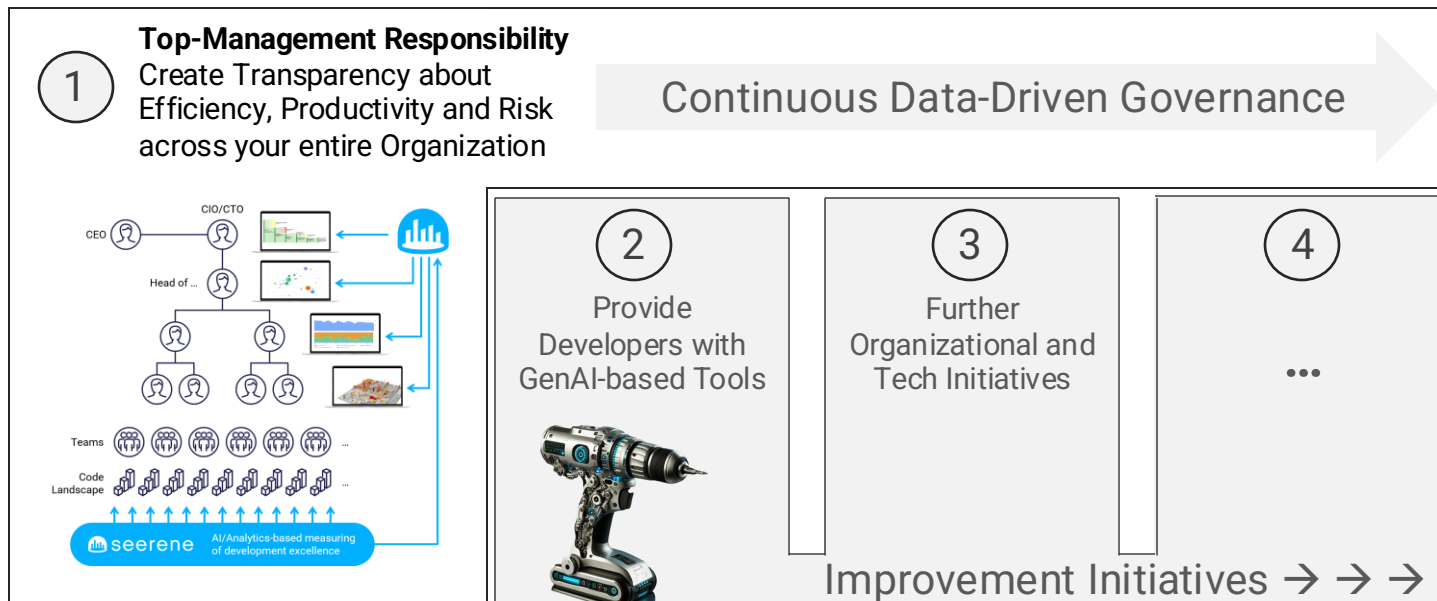
- Ability to image and appreciate
benefits of new things
- Rely on their own intuition and vision

We experience an inherent
fear of transparency
in organizations.



Leading Your Organization to Peak Efficiency and Productivity

A Call to Action: Embrace Executive Responsibility



Thank You!



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