

Software development – the Danish way



My ambition is to make the whole world Danish...If we were just as successful in other countries as we are in Denmark, the Microsoft Business Solutions (unit) would be a factor of 10 bigger in terms of revenue.

Microsoft CEO Steve Ballmer, CNET News.com

Denmark gives you an edge

Microsoft, IBM, Google and Oracle are but a few giants among smaller and larger peers, who tap into the Danish 'out-of-the-box' thinking and creativity that gives them the edge necessary to survive in a highly competitive market.

Why locate your software activities in Denmark?

- Access to experienced research and development engineers with strong industry know-how
- Internationally recognised research in software development
- A tradition for sharing skills and technologies, and for developing holistic user-driven solutions
- Highly competitive level of operating costs (i.e. lowest office rental and corporate taxes of 25% in Europe)
- A critical mass of world-leading industry players



Made in Denmark

Denmark has set heavy footprints in the global software arena with C++, C#, Turbo-Pascal and Visual Prolog as examples of programming languages developed by Danish programmers.

Today, Denmark is home to world class software development talent - especially within the fields of security and encryption, development of business solutions, eGovernment solutions, and acoustics software.

The Danish software hot-spot is a recipe for success



The ability to successfully innovate and integrate complex systems has made Denmark a favourite hot-spot for some of the most successful and internationally renowned software companies.

Business Software: Microsoft has placed its largest European development centre in Copenhagen. It is highly successful, due to the Danish ability to design aesthetic, functional and minimalistic software that is easy to understand, extend and build on.

Acoustics: Software for hearing aids, headsets, 3D audio systems and high fidelity are some of the acoustic strongholds in Denmark. Companies like Oticon, GN Resound, Widex and Bang & Olufsen have paved the way for the Danish acoustics excellence.

Security: Denmark has a stronghold within security and encryption solutions. Research focuses on public-key encryption, cryptographic protocols, quantum cryptography, hashing and message authentication. IBM and Microsoft are two companies that have discovered the Danish security competences

Embedded Software: The importance of software's interaction with the physical world has from an early stage been recognised in Danish research. Strongholds include multi-core system platforms and hardware/software co-design. As an example, the world-leading Danish wind-turbine manufacturer Vestas employs 250 software developers enabling intelligent windmills for the future.

World ranking

- Top 3 in the world on Networked Readiness¹
- No.1 in the world on Cyber Security²
- No.2 in the world on laws relating to ICT¹
- No.2 in the world on number of broadband subscribers per 1000 inhabitants³
- Top 5 in the world on Technological Infrastructure⁴
- In the top 10 on Availability of Latest Technologies¹

1. World Economic Forum 2009- 2010

2. IMD World Competitiveness Yearbook 2009

3. IMD 2010

4. IMD World Competitiveness Yearbook 2010