Abstract
The information management is an outstanding point when managerial competitiveness must be evaluated. The competitive advantages are based capacities that have to do with the application of knowledge to the technologies innovation. On the other hand, the professional competences, the labor demands and the owner ship to a computerized world, also determine a fast access to the information and knowledge. These aspects take to conclude about the software interminability, in the sense of their presence in the called intelligent companies, starting in this way a potentially growing industry in the entire world. About the information above, numbers demonstrate that in countries like India, Israel, Ireland, and Brazil, the software industry is acquiring a great economic dynamics, without implying displacements or isolations with regard to countries of high development  Germany, United States, but on the contrary, with the strong intensity of commercial and academic relationships (international outsourcing, sale of human capital, importation - exportation software). Related to Colombia, the numbers also demonstrate advances, but in fact flimsy. Neither in nor out, the software industry has an economic importance for the country, although the isolated success of some companies can’t be hidden. This delay is unjustified if aspects like the high number of engineers and technologists graduated in the computer area and systems, the politics and programs for the managerial enterprising, renowned in Colombia, the growing indicator s of Colciencias about investigation and the characteristics of the necessary infrastructure to produce software soft technology, knowledge are taken into account.

Keywords
Software industry, occupational tendencies, lines of software business, software production, sort of companies.