

When Good Enough Is Better

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Twelve assumptions about the future: #1 - 3



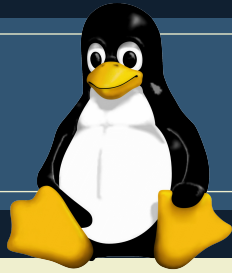
- The world is not going to revert suddenly to the previous model of nearly all proprietary software.
- Neither is the world going to be completely open source any time soon.
- Areas that are now or should get commoditized will move largely to open source in the next 5 years.

Twelve assumptions about the future: #4 - 6



- We will have “open source pretenders,” vendors who say they get open source and will move in that direction, when their intention is very much to the contrary.
 - Trust no one who doesn’t prove himself by honest participation, but do factor in some slack due to resource constraints and currently profitable business models.
- For many users, the cost of licensing will not be the main reason to shift to open source.
- For many users, particularly governments, the cost of licensing software will be the major issue and will force a significant shift to open source over the next 3 years.

Twelve assumptions about the future: #7 - 8



- A nontrivial number of developers and salespeople of proprietary software do and will get seriously annoyed when you suggest they move to an open source business model.
 - Conspiracy theories abound.
- As people better understand what constitutes a real open standard, open source implementations of such standards will and should increase.
 - These will further prevent “embrace and extend” strategies, though it might not forestall the “we’ll just do another standard” tactic.

Twelve assumptions about the future: #9 - 12

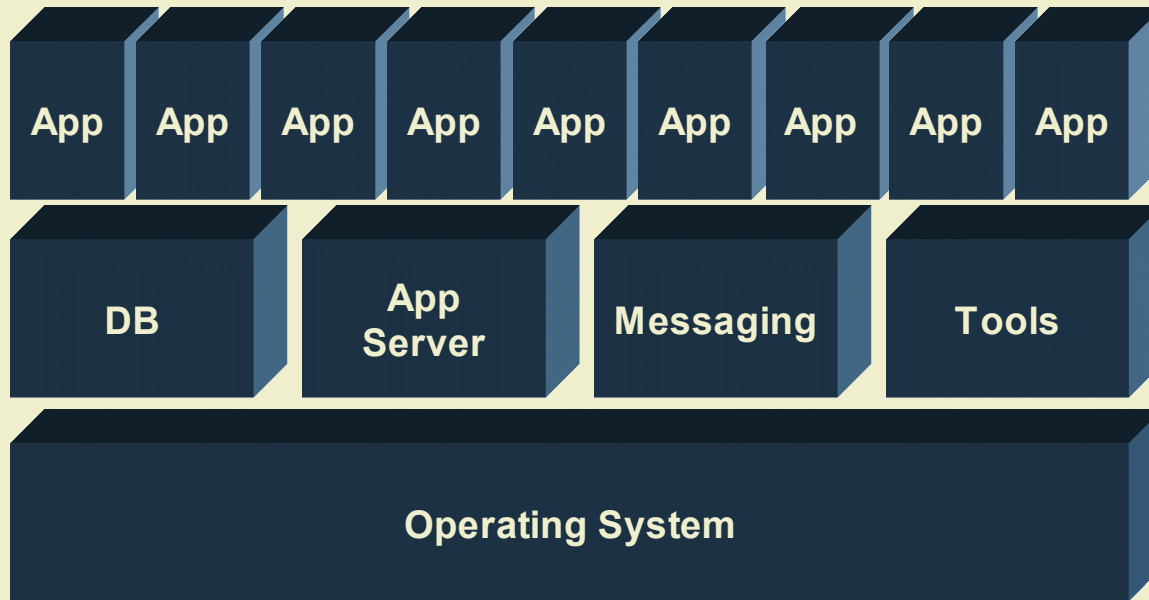


- We will continue to see the opponents of “open” get more clever and subtle, making the counter-arguments more difficult, in part because they are adaptations of the arguments that are pro open.
- Enterprise software strategies that do not include Linux and Eclipse will get marginalized.
- While we may be past the “open source as ideology” phase, that doesn’t mean that supporters will or should stop or decelerate their code development and evangelism.
- Mixed middleware stacks will be dominant within 3 years, as will mixed desktop stacks in 5 years.

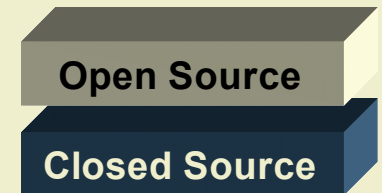
In the Beginning There Was ...



1



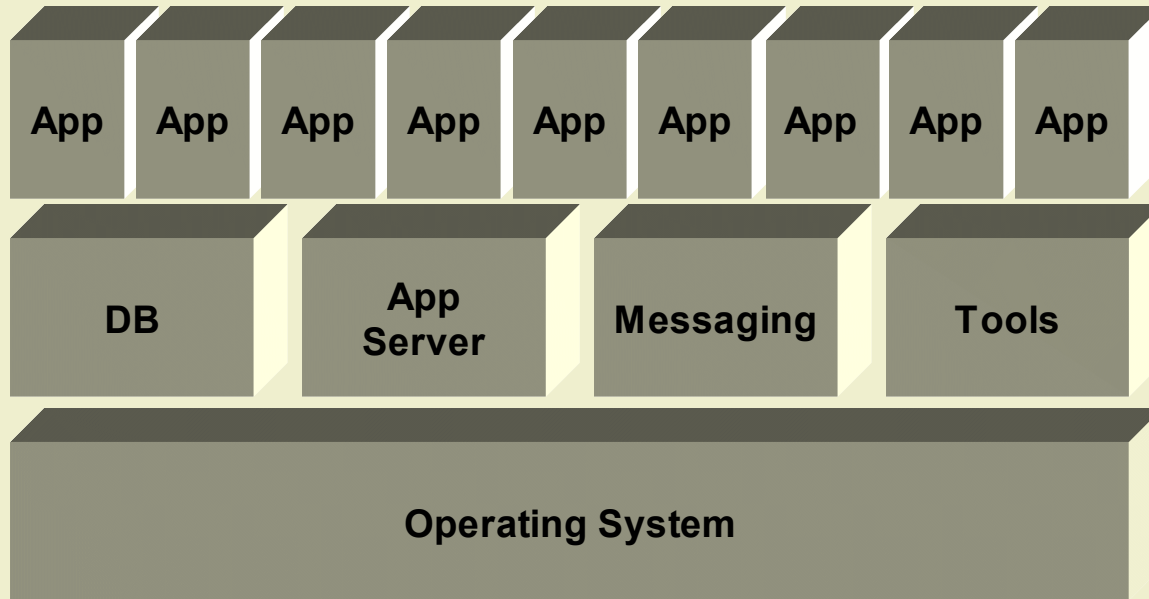
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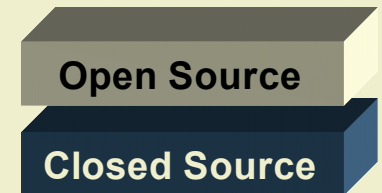
Perhaps Eventually There Will Be ...



2



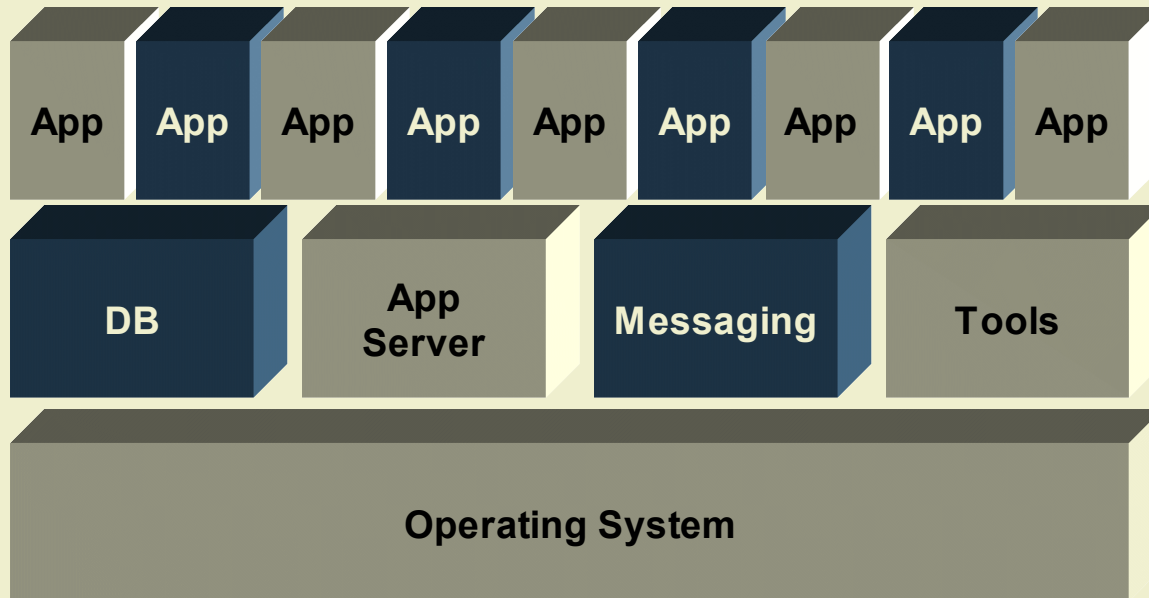
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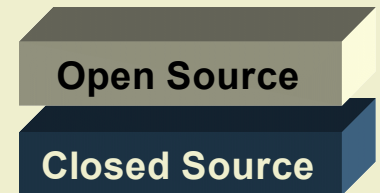
But in the Meanwhile We Have ...



3



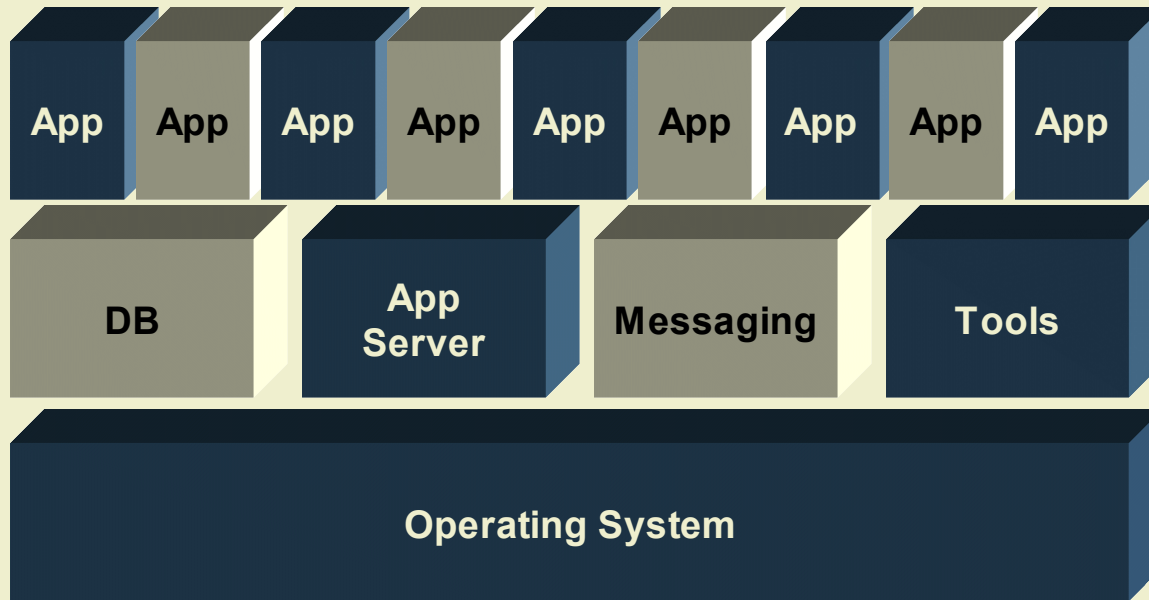
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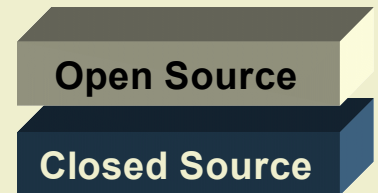
and ...



4



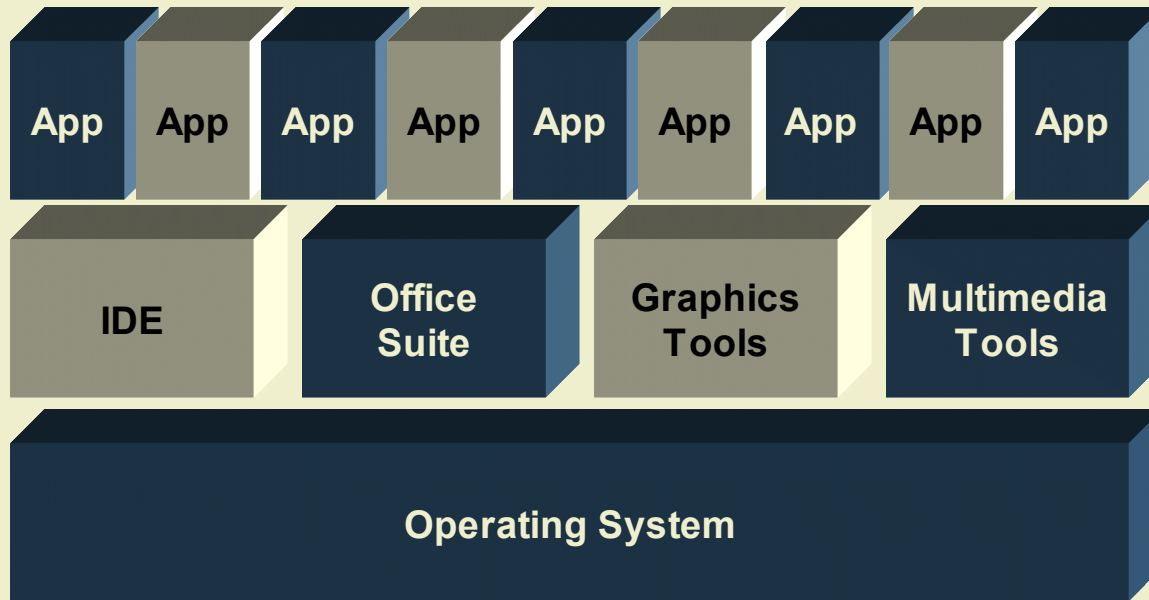
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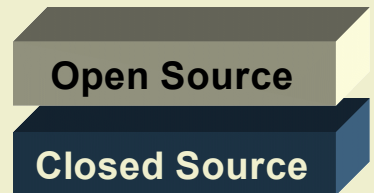
and ... (You Get the Idea)



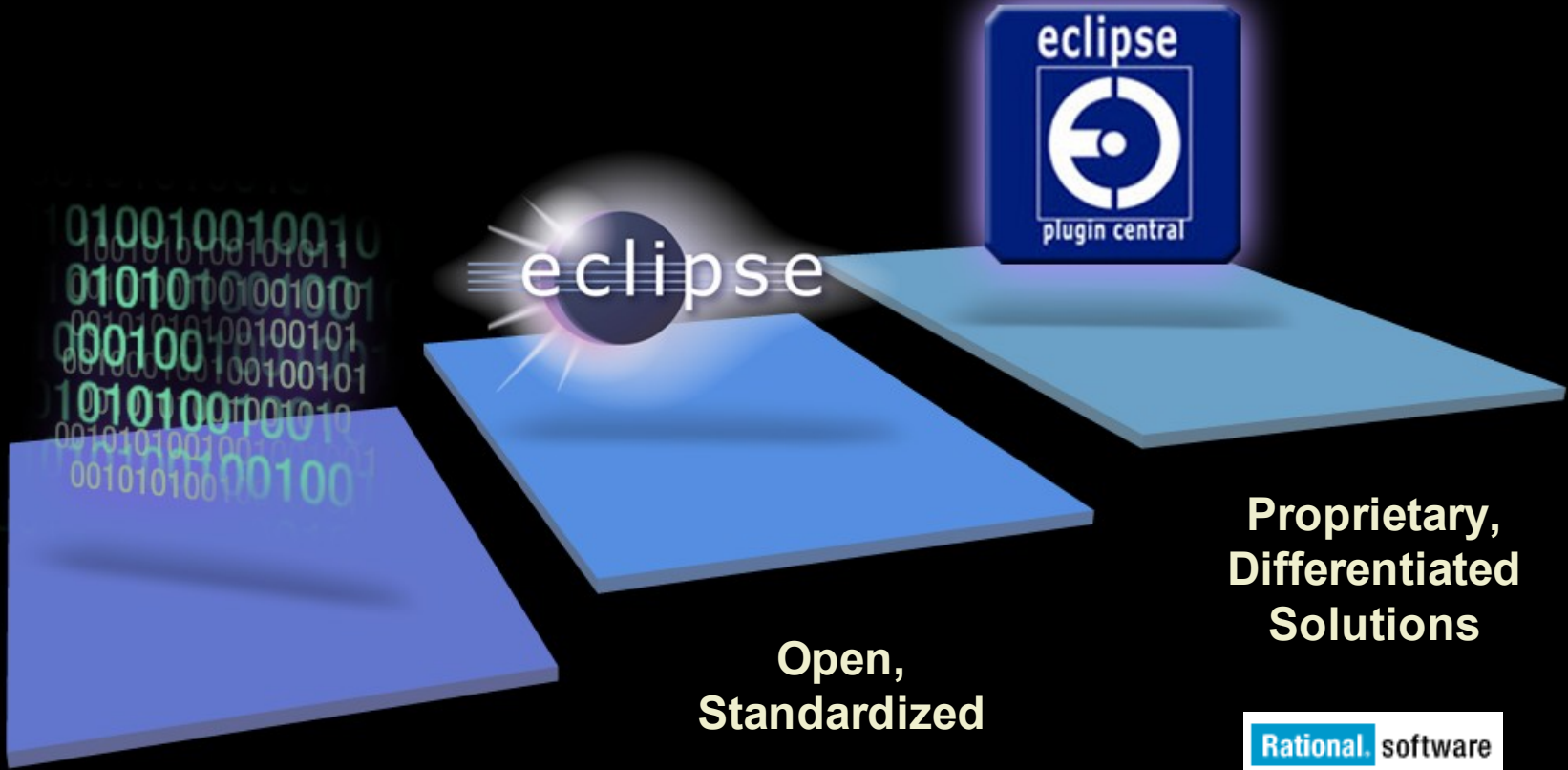
4'



Key



Open and Closed Work Together Over Time



**Proprietary
Innovation**

**Open,
Standardized**

**Proprietary,
Differentiated
Solutions**



Ask yourself these questions



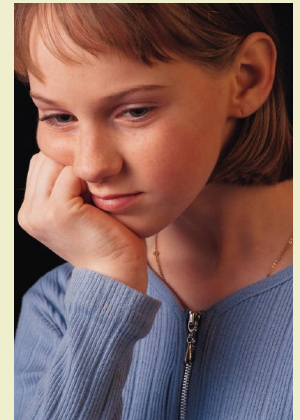
- As a software developer, what is the best combination of proprietary and open source tools and run-time platforms that will let me deliver the highest value solution to my customers as quickly and economically as possible?
- As an IT-savvy business person, what is the right mix of proprietary and open source software that will allow me to have the most economical, scalable, secure, best performing, and future-proof IT configuration?



How Do You Choose Among These?



- Dogmatically choose #1 (all closed) or #2 (all open)?
- Sprinkle open source on top of a closed foundation (#3)?
- Do as much open as you are comfortable with, but fill in with closed software (#4)?
- Build a long range plan to go from all closed to all open?
- Let a vendor/distributor decide for you?
- Let a stack builder decide for you?



Why does IBM consider Open Source important?

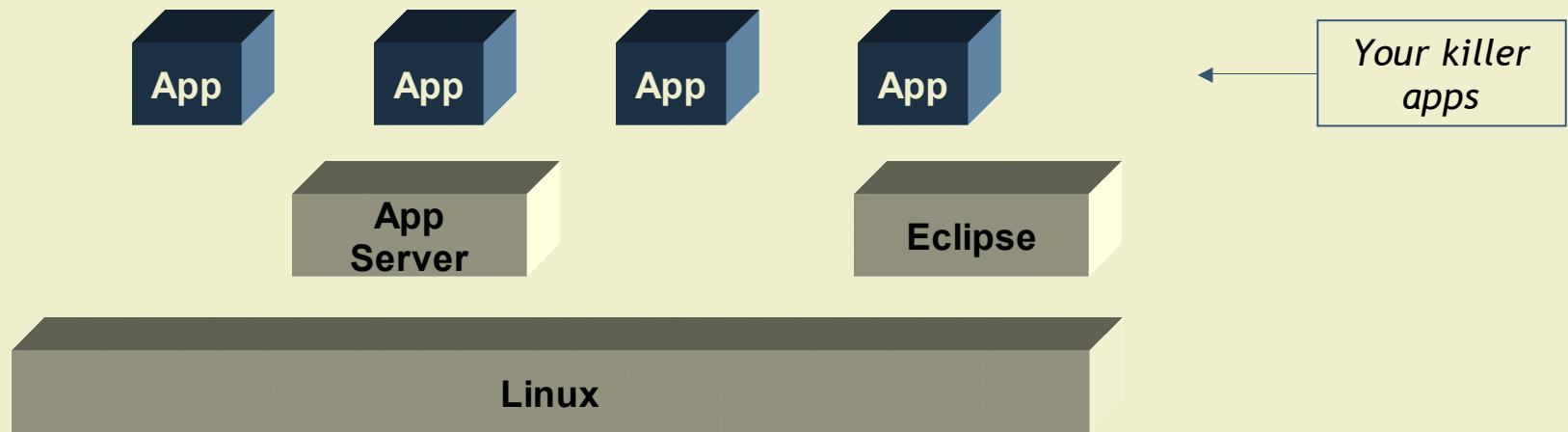


- OSS can be a major source of innovation
 - Innovation can happen anytime, anywhere
 - Development through “open communities” leads to potentially broad ideas and creativity
- OSS is a good approach for developing emerging standards
 - Popular open source projects can become de facto / open standards
 - Wide distribution deployment
- OSS is a source of competition in marketplace
 - Office productivity applications (word processing, spreadsheets, presentation)
 - Operating systems (Linux for servers, desktops)
 - In some areas, perhaps only growing competitor to a single established vendor

Building Your Own Stack

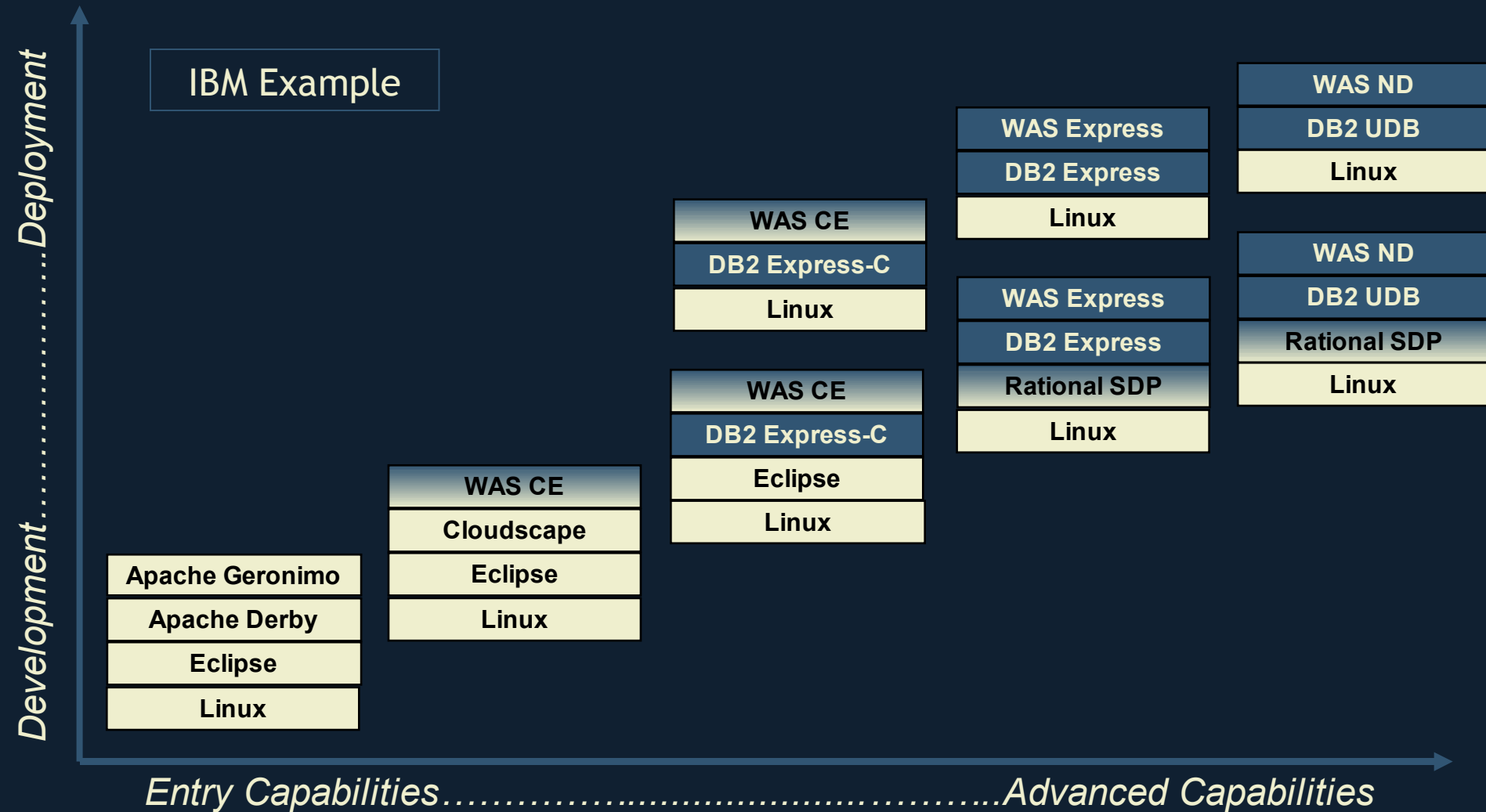
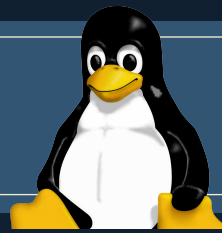


- Start with Tomcat and Eclipse on Linux because it's quick and easy

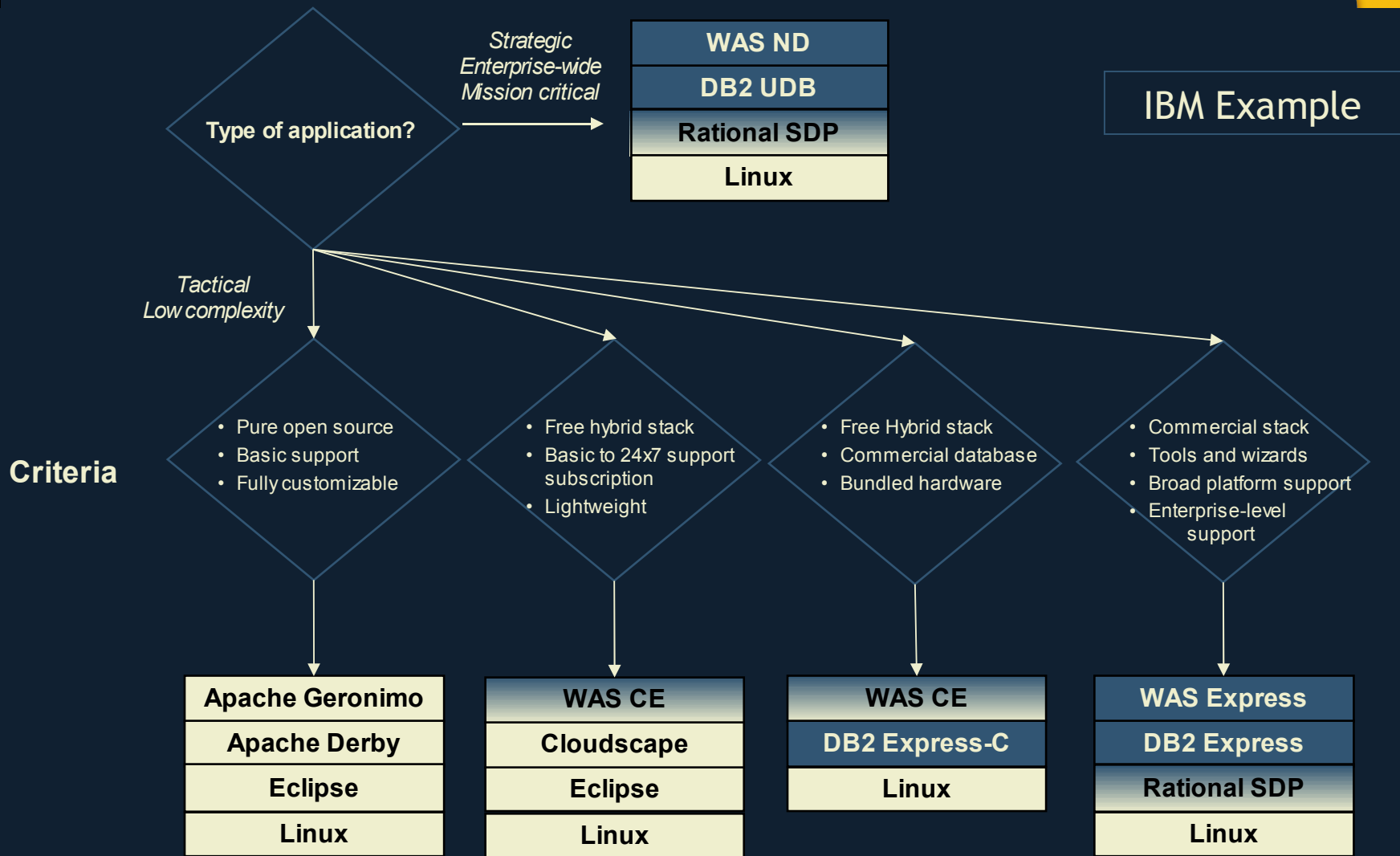
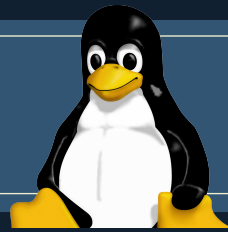


- But what if you need clustering, web services, messaging, and security?

A Family of Stacks for Linux



How Do You Decide What's Good Enough?





Australian Government
 Department of Finance and Administration
 Australian Government Information Management Office

A Guide to Open Source Software for Australian Government Agencies

Developing and Executing an ICT Sourcing Strategy

Australian Government Information Management Office
 a Business Group of the Department of Finance and Administration

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http://www.sourceit.gov.au/_data/assets/pdf_file/42065/A_Guide_to_Open_Source_Software.pdf

Roadmap for
Open ICT Ecosystems

Berkman
Berkman Center for Internet & Society
at Harvard Law School

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The New York Times **Tec**

POLITICAL POWERHOUSES [Where](#)

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Plan by 13 Nations Urges Open Technology Standards

By **STEVE LOHR**
Published: September 9, 2005

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In a report to be presented at the World Bank today, a group that includes senior government officials from 13 countries will urge nations to adopt open-information technology standards as a vital step to accelerate economic growth, efficiency and innovation.

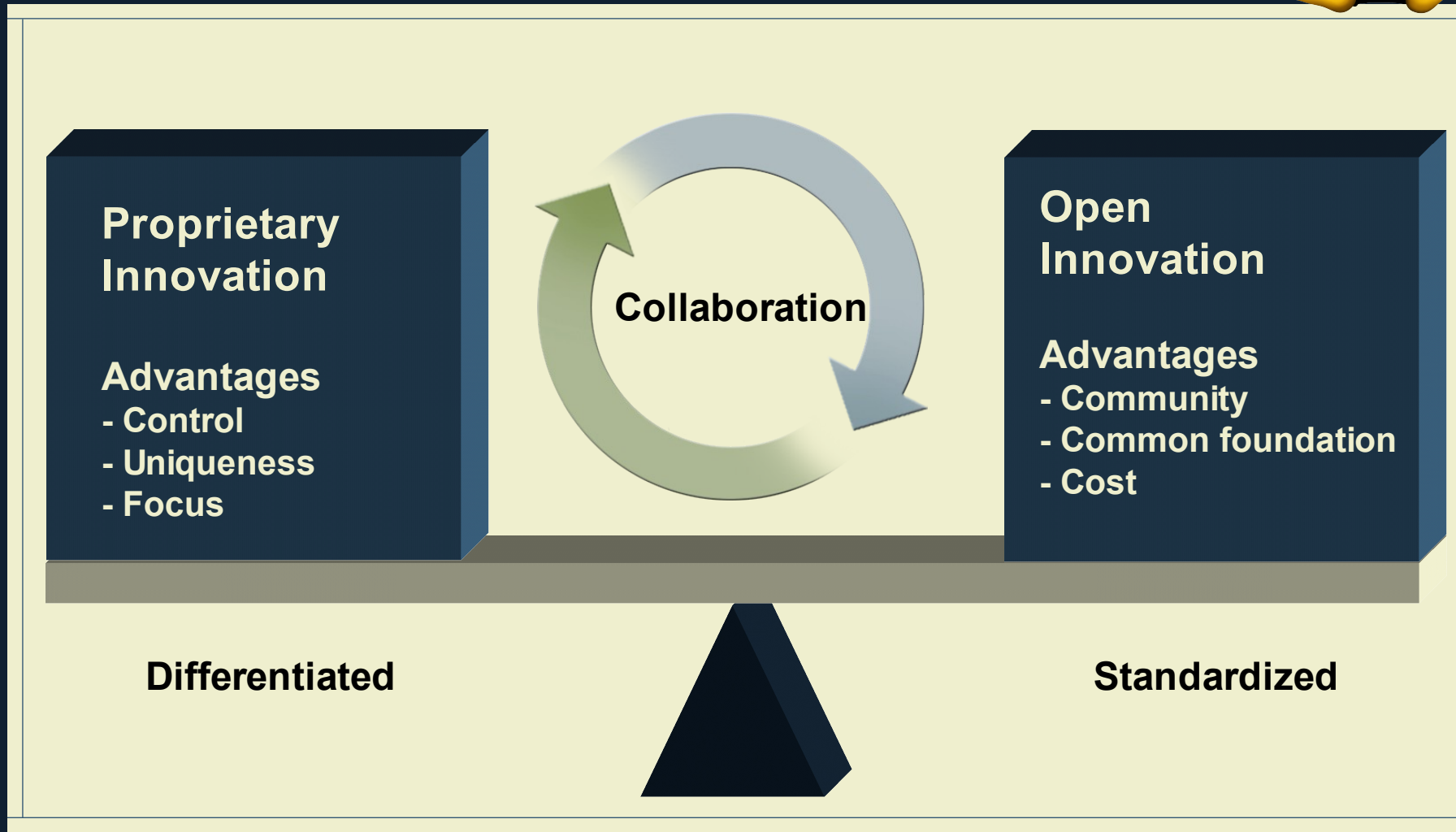
Readers' Opinions
Forum: [Technology and the Internet](#)

The 33-page report is a road map for creating national policies on open technology standards, and comes at a time when several countries - and some state governments - are pursuing plans to reduce their dependence on proprietary software makers, notably Microsoft, by using more free, open-source software.

<http://cyber.law.harvard.edu/epolicy/>



Today It's Not "Proprietary or Open," It's "and"



Recommendations



- Follow the money, er, standards.
- Don't just clone the market leader, change the market category.
- Think workflow, not point products.
- Beware lock-in plays above the commoditizing layer.
- Choose the optimal stack for yourself based on
 - Project complexity (strategic, corporate-wide vs. tactical, departmental)
 - Level of support (correlated with skill sets you have in-house)
 - Strong preference for pure open source
 - Architecture for third-party plugins
 - Commercial characteristics such as broad platform support, documentation, tools
 - Structure of budget

You get to decide



- Ultimately, do whatever gives you the most *choice* of and *control* over
 - architectural configuration
 - software used
 - software providers and maintainers
 - service and solution providers
 - underlying platforms (OSs, hardware, devices)
 - financial options
 - use of community developed open standards
 - factors for managing risk
 - confidence-building elements for the future
- There are many companies that can help you make the decision.