Boundaryless Information Flow

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Open Standards - Open Source
The Business, Legal, and Technical Challenges Ahead

June 24-25, 2003, Minneapolis, MN, USA

In association with   UNIVERSITY of ST. THOMAS

Understand the Possibilities. Realize the Potential.

The Open Source Commercial Ecosystem

Agenda

❖ **Olliance Group**

❖ **Open Source disrupts the traditional ecosystem**

❖ **The Open Source ecosystem**

❖ **Why Adopt Open Source**

❖ **Getting Started**

Olliance Group Charter

Olliance Group helps clients achieve a competitive advantage and economic gain by using Open Source technologies.

Olliance Group is an independent open source strategy consulting firm, offering a comprehensive set of education, business strategy, and technology planning services.

Open Source Momentum

….And Technology Vendors are Having to Respond

Microsoft

THE FIVE STAGES OF DEALING WITH LINUX

The struggles Microsoft has faced dealing with Linux bear some resemblance to the five stages of grief psychiatrist Elizabeth Kübler-Ross ascribed to terminally ill patients:.

DENIAL In 1998, Microsoft's then-President Steve Ballmer asserts that Linux is not important enough for Microsoft to bother with.

ANGER After Linux gains strength in 1999, irked Microsoft executives label the software "a cancer" because it doesn't comply with mainstream intellectual-property rules.

BARGAINING In 2002, Microsoft hires a test lab, Mindcraft, and a research outfit, IDC, to compare Linux performance and cost to Windows. Both studies found in favor of Windows, though few tech buyers seemed influenced by them.

DEPRESSION Last November, sales chief Orlando Ayala sends e-mail to his staff, imploring them to do a better job responding to news of Linux converts.

ACCEPTANCE Not there—yet.

MARCH 3, 2003
SPECIAL REPORT -- THE LINUX UPRISING/Online Extra

BusinessWeek online

Sun microsystems

Sun: It's Not "Linux or Nothing"
CEO Scott McNealy answers those who say the free OS threatens his Unix-based products: "A vote for Linux is a vote for Unix"
MARCH 3, 2003
SPECIAL REPORT -- THE LINUX UPRISING/Online Extra

SAP

NOKIA CONNECTING PEOPLE

(hp) HEWLETT PACKARD

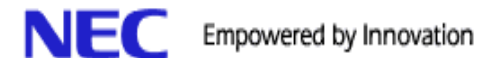**ORACLE** SOFTWARE POWERS THE INTERNET™

intel.

IBM ®

All Major Vendors are Trying to Cope with the Shift in How Software is Developed….Open Source is an Inflection Point which Changes the Landscape
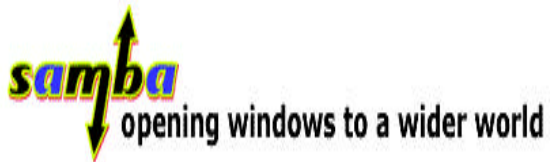
Open Source Ecosystem – OEM's
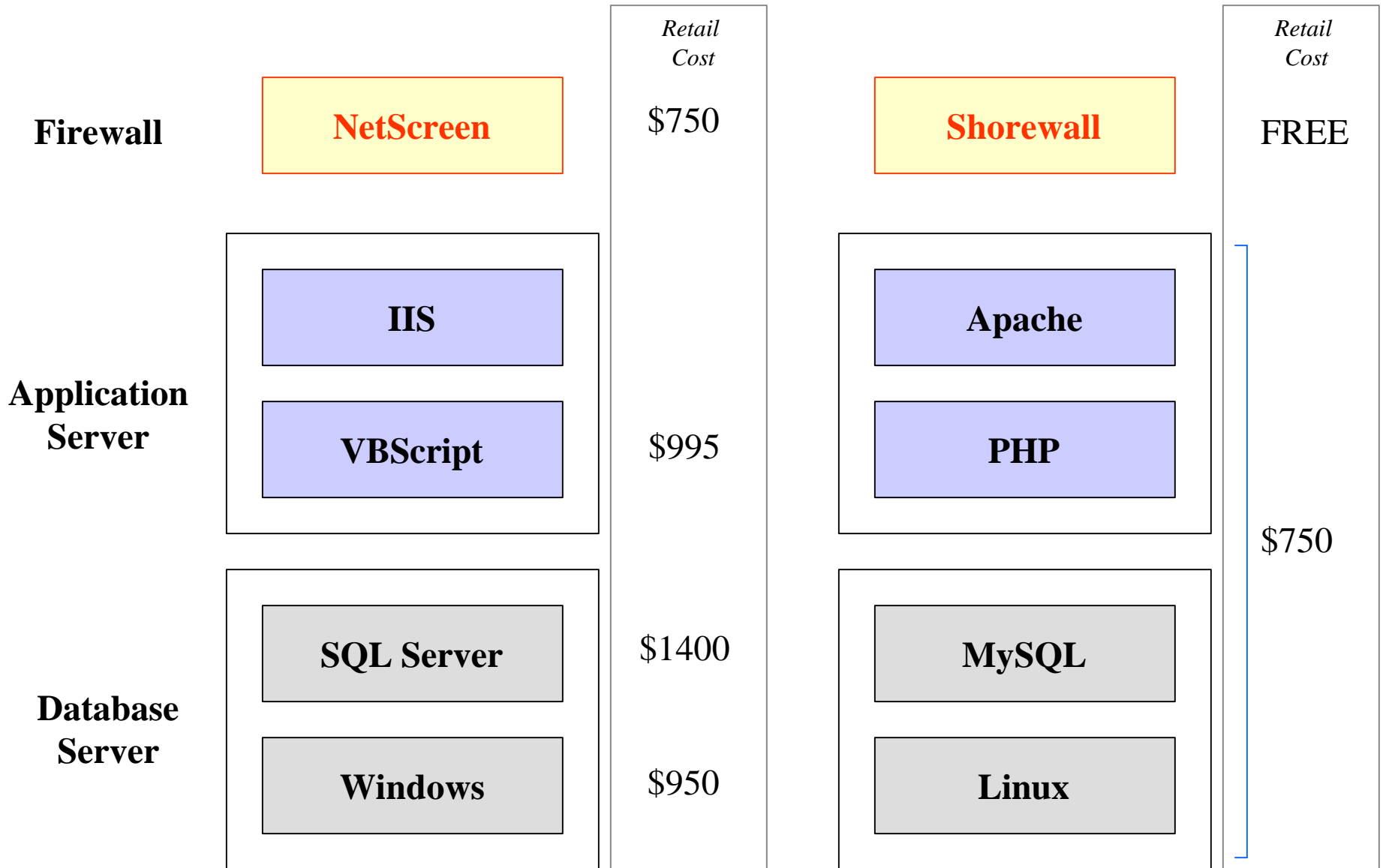
Application Vendors

Resellers and Integrators

Open Source Support

SMB Application Stack

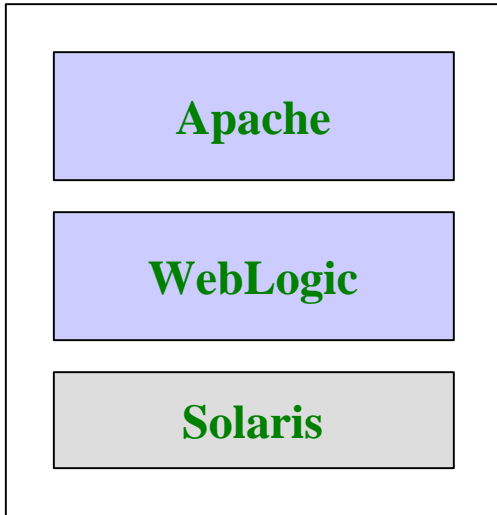|		*Retail Cost*		*Retail Cost*
Firewall	**NetScreen**	$750	**Shorewall**	FREE
Application Server	**IIS** **VBScript**	$995	**Apache** **PHP**	
Database Server	**SQL Server**	$1400	**MySQL**	$750
	Windows	$950	**Linux**	

Failover cluster

Enterprise Stack

olliance | group

Pure Commercial

Apache
WebLogic
Solaris

Oracle
Solaris
Veritas

Pure Open Source

Apache
JBoss
Linux

Postgres
Linux
LVM

Mix and Match

Apache
WebSphere
Linux

Oracle
Linux
Veritas

Getting Started
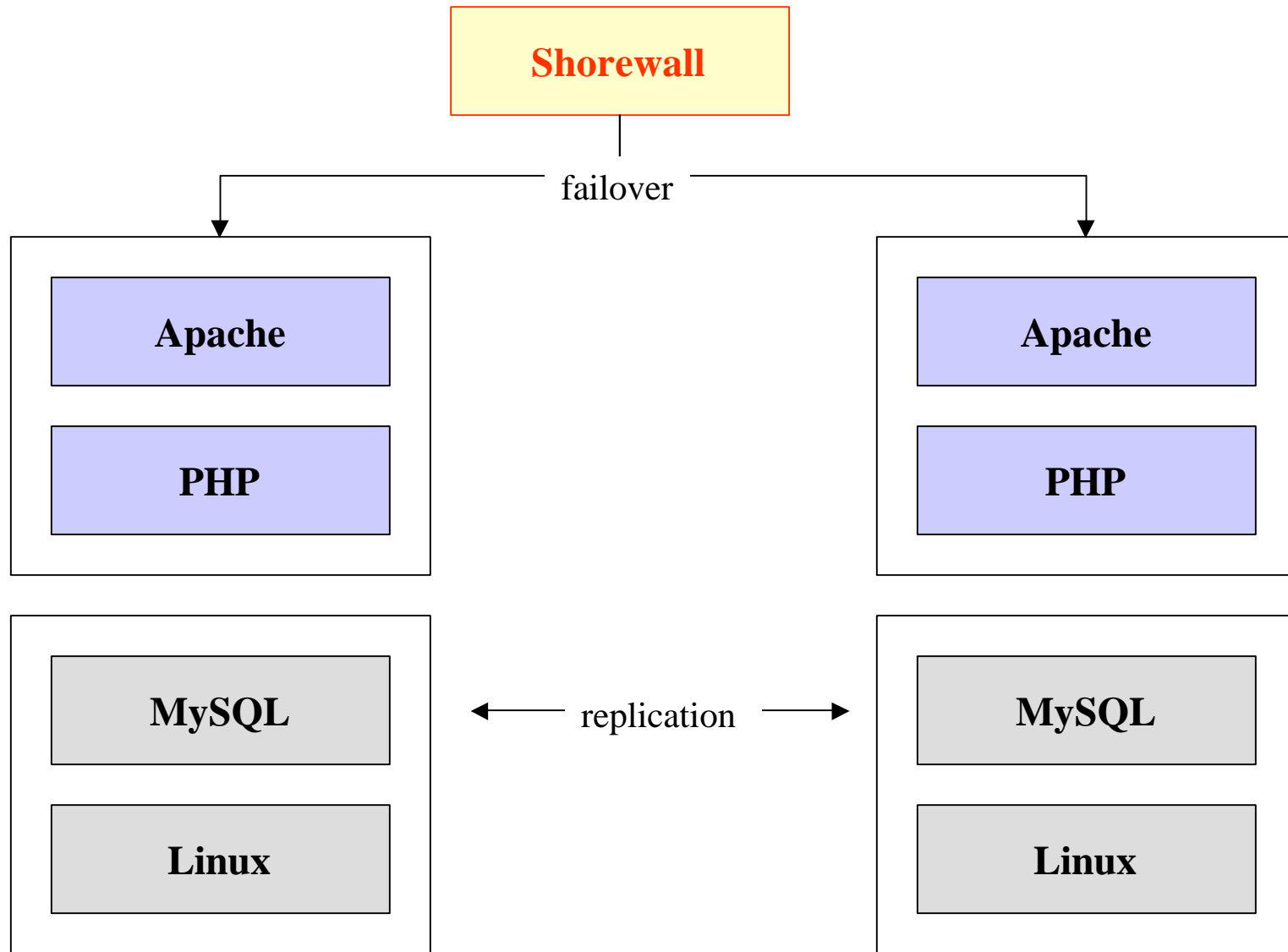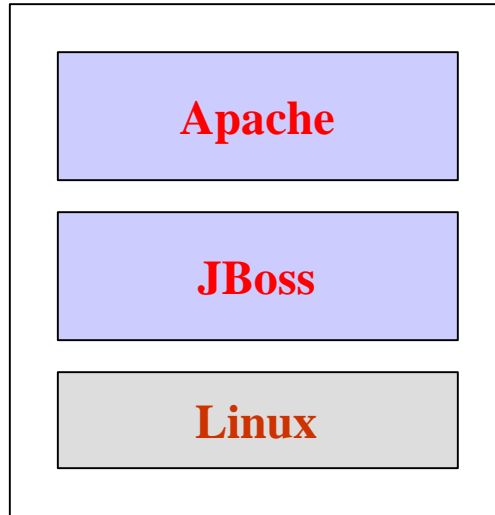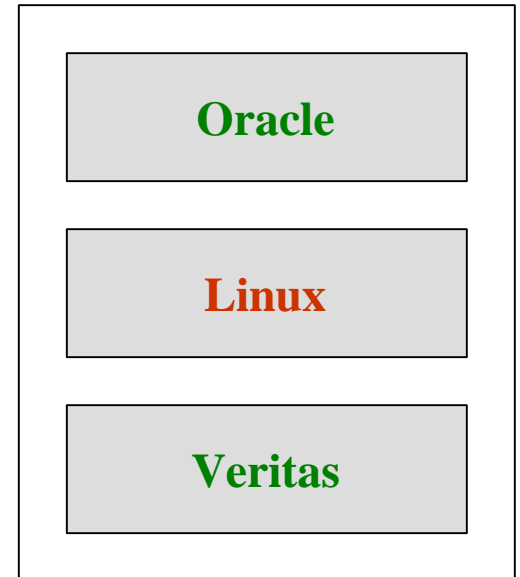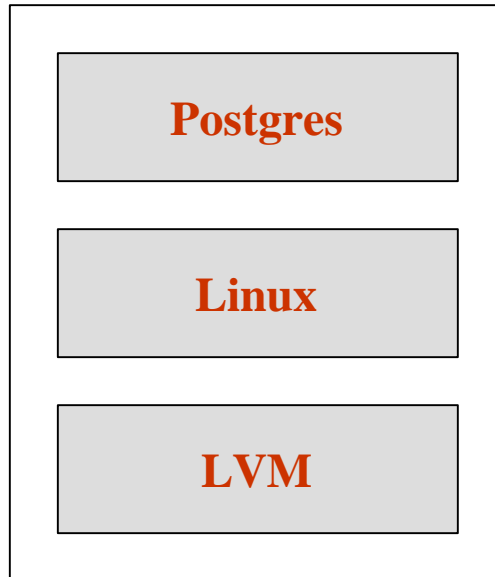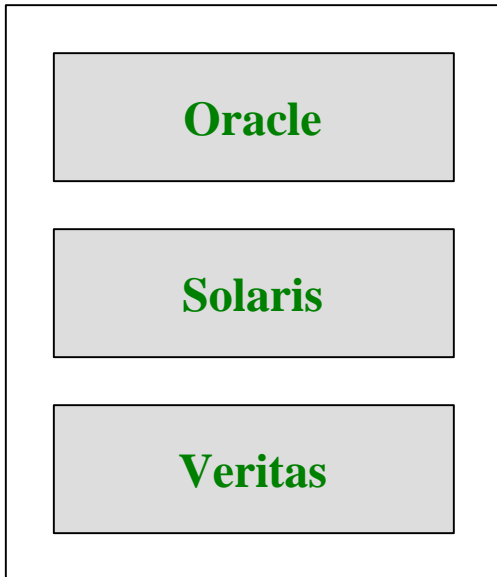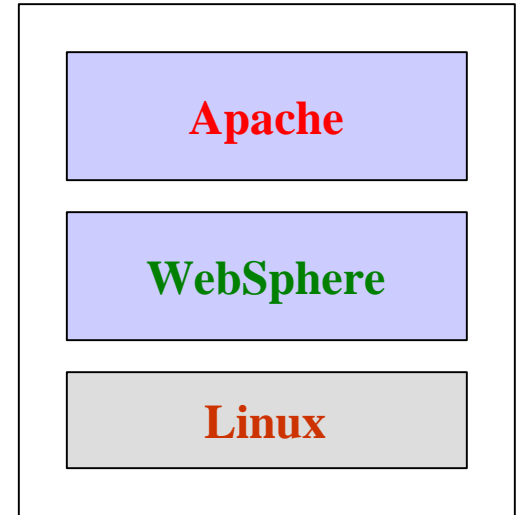
- **Identify gaps, planned upgrades, or high cost/low return solutions in current IT architecture**

- *Identify and qualify Open Source software that meets company IT objectives*

- **Estimate ROI and TCO of migrating specific platforms and functions to Open Source.**

- *Obtain executive management approval and sponsorship for planning Open Source initiatives.*

- *Identify key executives and technologists to lead Open Source efforts*

- **Plan a series of projects to integrate Open Source software and methods into the IT infrastructure.**

- *Initiate research and communication with the Open Source community.*

- *Develop an Open Source Policy including guidelines for using Open Source software and engaging with the community*

- **Conduct Open Source migrations**

Understand the Possibilities. Realize the Potential.