STANDING ON THE SHOULDERS OF GIANTS

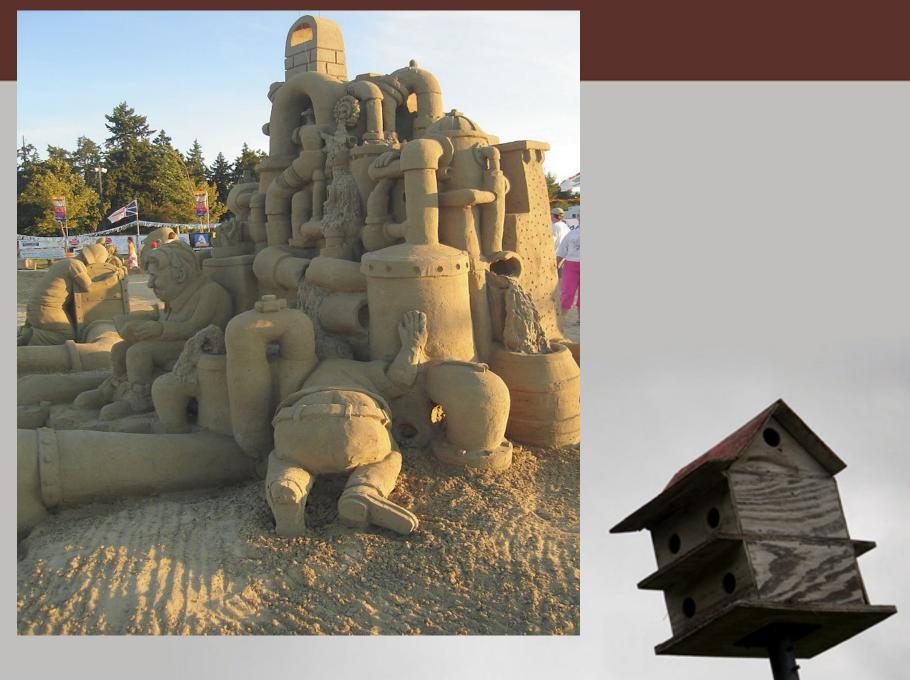
FOSS WILL GET YOU THERE

FOSS will help you start your business, innovate, and grow.



THE IDEA

I have this great idea ... but I want to get it out there quick before someone else does...





WHY FOSS?

- Avoid lock-in
- Cheaper? No.
- More flexible licensing
- "More than one way to do it"
- No need to reinvent the wheel*
- More eyes = less bugs
- More secure

* let the developers do that





"Open Source copies, it does not innovate"

"Open Source is just for amateur hackers"

"Free = less reliable"

"OSS Projects are not into making money"



(1) people work harder on stuff they like.(2) the standard office environment is very unproductive.(3) that bottom-up often works better than top-down*

Source: Paul Graham, <u>What Businesses can learn from Open</u> <u>Source</u>

*exceptions : e.g. Apple



DEBUNKING SOME MORE

Open Source adoption in business up 26% in 2007.*

Large FOSS Projects

- MySQL
- ZOPE
- Mozilla
- eZ Systems
- * <u>Source Open Logic</u>



Open Source Software may cost just as much, if not more, than proprietary software.







Crowdsourcing

Crowdsourcing is the new outsourcing.



Let your customers design your projects

See : The Customer is the Company, Inc Magazine 2008



BUSINESS MODELS

- Product Model
- Services Model
- Consultancy
- Government
- Non-IT sector, IT department

Many others....



BUSINESS SOFTWARE NEEDS

- Simple
- Rapid Prototyping
- Get's the job done
- Interoperable
- Scalability
- Reliable
- Secure

STRUCTURED INFO

Developing

- VCS
- Languages
- Dev Tools

Communication

- IM
- Email
- Documents
- Project Collaboration



Server side...

- Apache
- PHP
- Python
- Ruby
- MySQL



The WEB 2.0 Way

Platforms, Toolkits, Frameworks and APIs

MASHUPS



Django Ruby on Rails Zope Zend

... and many more



SCRIPT SAVIOURS

JQuery YUI Dojo Prototype

SHIFTING DATA

Moving Data + Giving it context + UI

... tools are so widespread that they becoming less of the focus.



NOT THE RIGHT FIT?

Build from scratch....

OR

FIX IT! ... file bugs, write patches, devote developer time...



BEWARE

- Licenses
- Forks
- Passing Trends
- Organisation and Structure make sure the project is well governed



When you open up your code...

- Ensure transparency
- Build the infrastructure and community (sites, wiki, bug tracking, mailing lists, code repository...)
- Developer APIs for your services



CONCLUSION

Open Source

....ENABLESMATTERSWORKSPAYSINSPIRES



Get in Touch!

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