



Email is essential. Let's make it *great*.

An Introduction to Mozilla Messaging

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Why am I here?

- **To introduce Mozilla**
- **To discuss the current email & messaging challenges**
- **To share the Thunderbird vision**
- **To listen and learn**



Core Belief

The Mozilla project is a global community of people who believe that openness, innovation, and opportunity are key to the continued health of the Internet.



A short history

2000

Mozilla Foundation

2005



2008



Focus and Scope



Mozilla Foundation (MoFo)

- ❖ Everything else

Mozilla Corp (MoCo)



- ❖ Web standards
- ❖ Web Privacy
- ❖ Weave
- ❖ Prism
- ❖ Mobile web

Mozilla Messaging (MoMo)



- ❖ Email & Calendaring standards
- ❖ Email privacy
- ❖ Mobile messaging
- ❖ Calendaring
- ❖ IM, etc.



Expectation Reset

- **Mozilla is a public benefit organization**
- **Driven by non-financial outcomes**
- **Use the tools of business and markets to further our agenda**



What's the problem with "email"?

Instant Messaging

News

Home Email

Email

Twitter

Web Forums

Work Email

Pownce

Jaiku

RSS/Atom

MySpace

Pulse

Atom Pub

Facebook

FriendFeed

LinkedIn

Xing

VoIP

Voicemail

SMS



What's the problem with "email"?

**THIS DOES
NOT FIT OUR
BRAINS!**



How did we get here?

- Email design predates current internet architecture
- Email was “solved”, consolidated, *dead*.
- The Web is changing everything
 - ❖ Economies of clouds & services
 - ❖ Monetization strategies
 - ❖ Social graphs and Identity crisis



Still

- **Messaging is still *key to the user experience of the internet***
- **It needs to be:**
 - ❖ **Open, competitive, interoperable, secure**
 - ❖ **More effective**
 - ❖ **Less stressful**
 - ❖ **Fun again!**



So?



The Mozilla Manifesto



1. The Internet is an integral part of modern life — a key component in education, *communication, collaboration*, business, entertainment and society as a whole
2. The Internet is a global public resource that must remain open and accessible.
3. The Internet should *enrich the lives of individual human beings.*

How can Mozilla help?

- We make superior products
- We make them free
- We encourage global participation *at every stage, in every area.*
- We enable ecosystems of
 - ❖ innovation
 - ❖ business



We *could* let “the market” decide

- History lessons:
 - ❖ Dark years of the web
 - ❖ Telecom
 - ❖ Copyright
- If Firefox is any model, this could be *fun!*



Thunderbird Today

- Desktop email/news/RSS client
- Open source *project*
- Windows/Linux/Mac
- 37 languages, 5-10M users
- Built on the same platform as Firefox



Who loves Thunderbird?

- Mozilla fans
- IT orgs with open source strategies
 - Especially outside North America
- Vendors in need of market disruption
- Innovators with an idea, no platform
- You?



What *should* Thunderbird do?

- Think broader than email
- Prioritize the *human*
- Leverage the web
- Leverage an innovation-friendly platform
- Embrace diversity



Next Stop: Thunderbird 3

Planned features

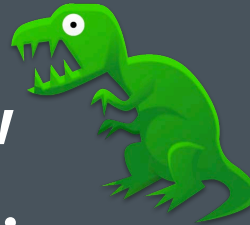


❖ Integrated calendaring



❖ Better search

❖ Faster Workflow



❖ Auto-Configuration



After that?

- **More interactions with cloud services**
- **Always improve user experience**
- **Mobile, Web plans**



How will we do this?

- **Innovation recipe:**
 - ❖ **Build agile platform**
 - ❖ **Promote experimentation**
 - ❖ **Identify winners**
- **Leverage scale of communities**
 - ❖ **developers, QA, localizers**
 - ❖ **partners**
 - ❖ **users**



Interested?

- **Our ability to succeed will depend on *your* willingness to help**
- **Why join the Mozilla community?**
 - ❖ **Open source folks**
 - ❖ **Bold businesses**
 - ❖ **Civic leaders**



The Mozilla Manifesto



4. Individuals' *security* on the Internet is fundamental and cannot be treated as optional.
5. Individuals must have the ability to *shape their own experiences* on the Internet.

The Mozilla Manifesto



6. The effectiveness of the Internet as a public resource depends upon *interoperability* (protocols, data formats, content), *innovation* and *decentralized participation worldwide*.
7. *Free and open source software* promotes the development of the Internet as a public resource.
8. *Transparent* community-based processes promote *participation, accountability, and trust*.

The Mozilla Manifesto



9. *Commercial involvement* in the development of the Internet ***brings many benefits***; a balance between commercial goals and public benefit is critical.
10. Magnifying the public benefit aspects of the Internet is an important goal, worthy of time, attention and commitment.

Synopsis

The Manifesto = *beliefs*.

The *strategy*: building the best product possible and gain influence via our users

The *tactics* include:

- focusing on users, letting the business model follow
- building vibrant communities through transparency
- partnerships



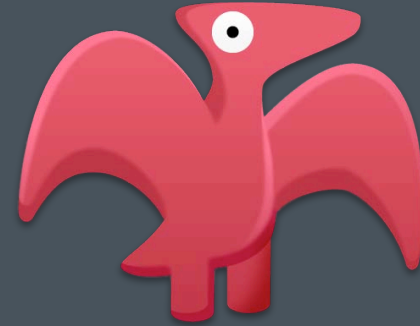
How to participate

- **Report bugs, help clean up bugs**
- **Code**
- **Extensions**
- **Advocacy**
- **Education**
- **Marketing**
- **Partnering**
- **Talking!**



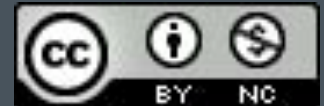
Discussion

Questions?



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 **Mozilla Messaging**