

Introducing Open Komodo

Shane Caraveo

Chief Dragon Wrangler, ActiveState

shanec@activestate.com

slides: blogs.activestate.com/shanec

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You did WHAT?!?



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- Take a proprietary product called Komodo Edit



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- Take a proprietary product called Komodo Edit
- Make it open source and free
- Maintain revenue from the product



Quick Agenda



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 - What did we learn in the process?
 - What did we change?
-
- First a small history lesson...



ActiveState History

- 10 year old commercial open source company
- Strong open source history, many contributions
- Focus on open source, open standards
- Customer and employee focus
- Most of the Fortune 1000 companies use our software
- Free products, millions of users



Dynamic Tools for Dynamic Languages



Komodo History

- Award winning development tool focused on dynamic languages
- 7 year old commercial product
- Based on Mozilla code
- Free Edition released Feb. 2007
- Edit Open Sourced Oct. 2007
- Our oldest feature request (2001) implemented early 2008



Circa 2000



Our impetus for change



- Users love Komodo
- High value functionality
- Unique technology stack
- Large investment
- Highly fractured market
- Low financial performance
- Small user base
- We feel it has big potential



Our Hopes and Dreams

- Re-position product
- Exposure and access to new markets
- Build a large community of users
- Gain open source contributions
- Contribute something wonderful
- Increase our commercial sales

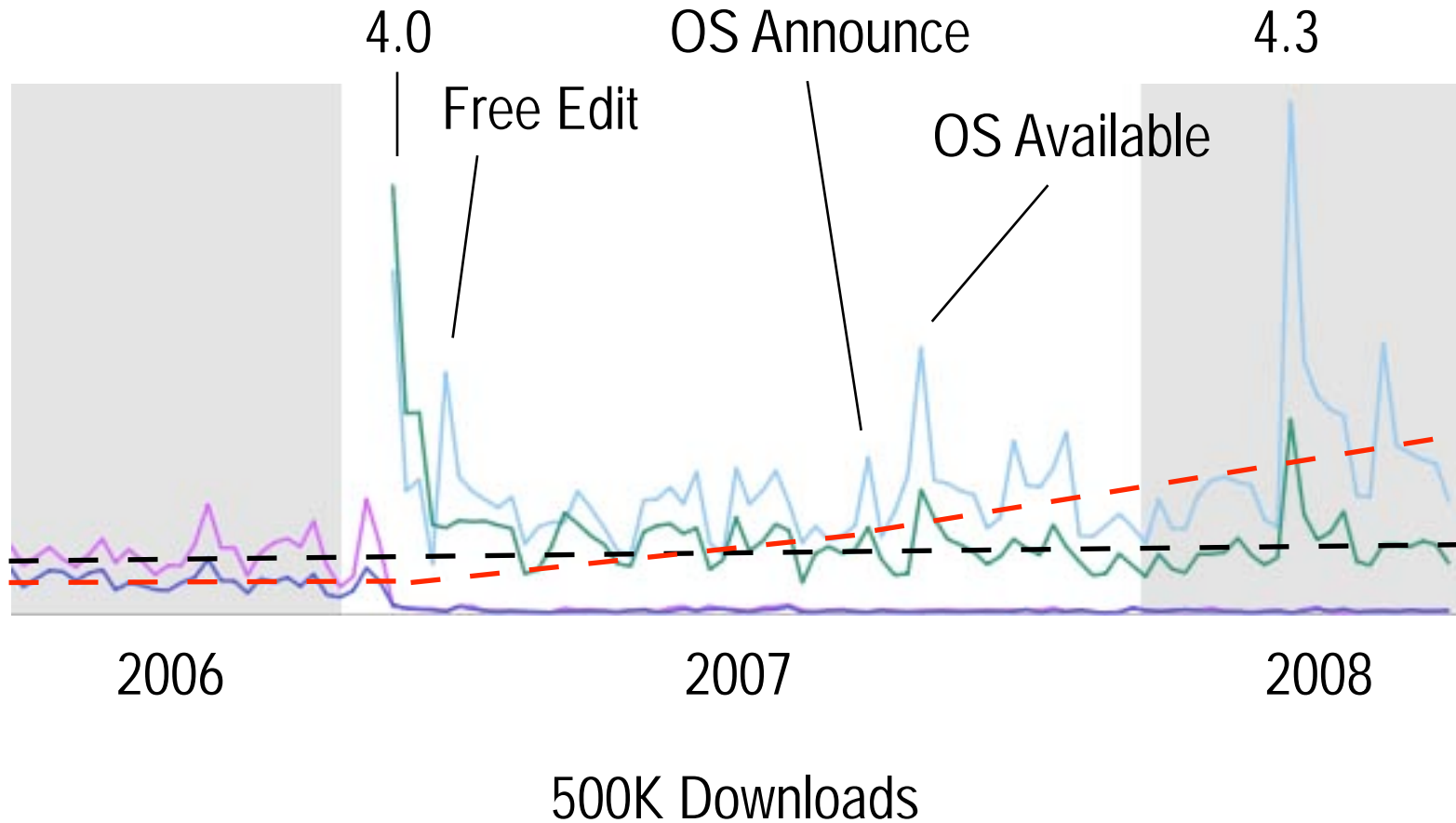


Our Fears

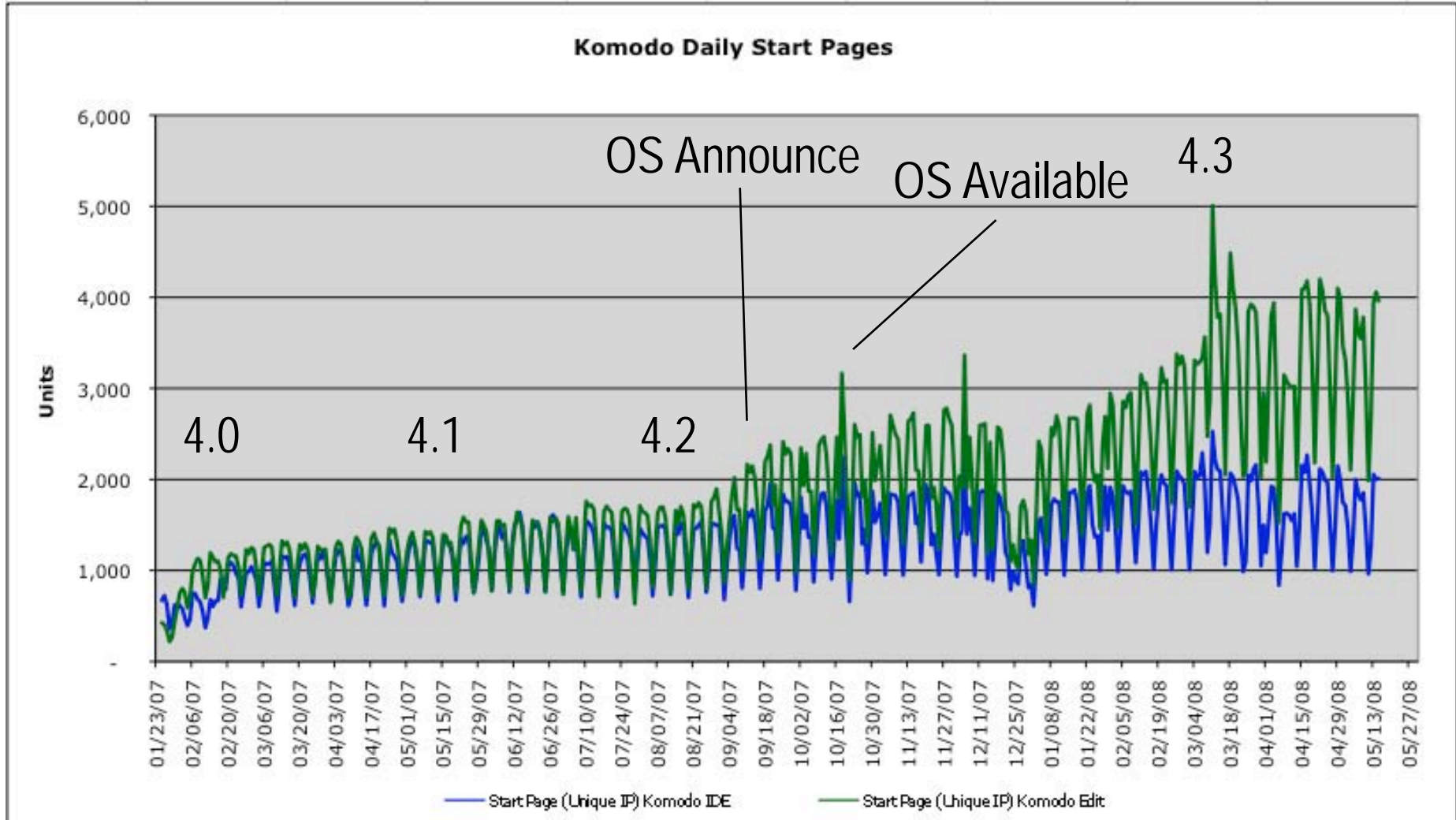
- Would a free version destroy sales?
- Building a community from scratch
- If we build it would they come?



Komodo Download Trends



Komodo Daily Usage Trends



Results!



- More downloads today than ever
- Very positive response from users
- IDE sales did not collapse (!)
- Community is growing
- Contributions are starting to appear

We have much more to do!



Lessons Learned

- Clarity of purpose
 - Don't bite off more than you can chew
 - Be Open! with plans, opinions, reasons for actions
 - Listen to your supporters
- Live big, have a vision and a dream
 - Share you vision with your users



How did we change?

- More focused on our business objectives
- Fears and concerns transformed into opportunities
- Our development and planning is more open, shared with users and customers early
- Internal business rules are being redefined
- Product management focused on complementary business models



Open source as a strategy

- Primary business focus on services rather than product
- Value add functionality in commercial product
- Provide quality, useful software
- Leverage open source communities to provide software
- Give as much as you receive

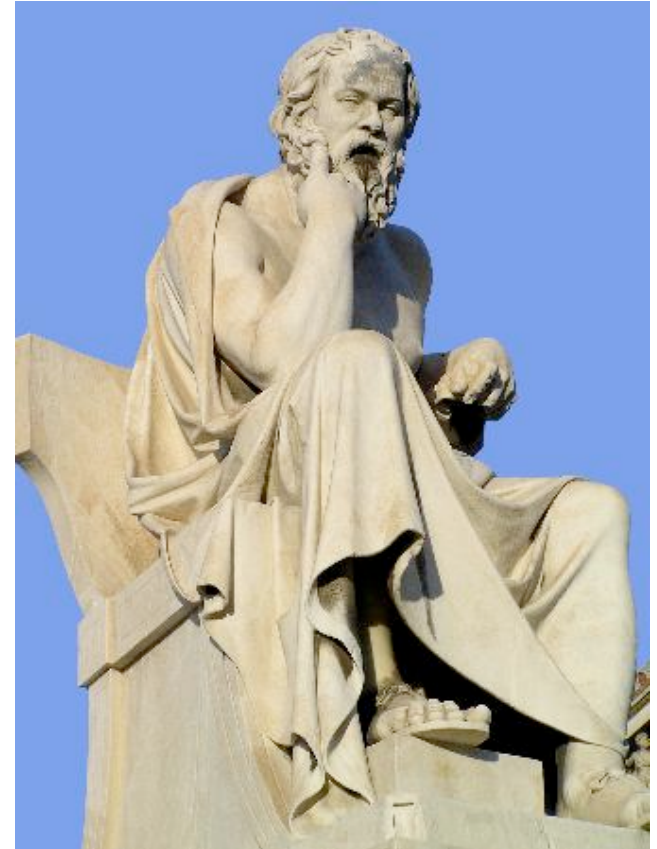


- Examine alternative business models



Open source as a philosophy

- Open source software promotes creativity and innovation
- Open source introduced new market possibilities
- Without open standards, our market will evaporate
- Economy of scale in software development
- We must support, contribute and protect free software
- We are still a commercial company



Do It Yourself

- Is it right for you?
- Consider other alternatives
- Differentiate, don't cripple
- "open" is about more than source code
- Embrace your users and customers, they will gladly help you
- Ask for help, seek out experts and mavens
- Follow your mission and values

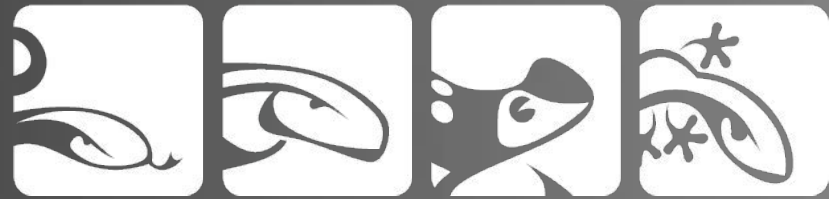


This story is half baked!



- Lots of new users
- New business plans are possible
- Invite me next year and get Part 2 of the story!





Thank you!

Find out more about Komodo at:

www.activestate.com/Komodo

www.openkomodo.com

community.activestate.com

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