# THE EXTENDED OOo ECOSYSTEM

**Kay Ramme**

UDK Project Lead

Sun Microsystems

# Current OOo Ecosystem => Extended OOo Ecosystem

# What is an Ecosystem?

Wikipedia:

"An ecosystem is a natural unit consisting of all plants, animals and micro organisms in an area functioning together with all the non living physical factors of the environment."

Ian Murdock:

"By definition, an ecosystem is an environment to be shared, not owned."

# The Software Ecosystem

- Commercial vs. Non-Commercial
- Products (IP) vs. Prof. Services (consulting, ...) (SP)
- Proprietary vs. Open Source
- Commodity vs. Differentiator
- 30% revenue generated by products, rest by consulting / prof. services (Perens)

# Open Source Economics

- Open Source is generating a disruptive market
- Open Source development is more efficient than proprietary product development, 50% vs. 10% (Perens)
- Open Source basically means developing commodity software.
- For most companies software is a cost-center only.
- Companies are investing in Open Source, to reduce purchase costs mid- to long-term

# Commoditization

- Standards are drivers of commoditization.
- Ecosystems build around standards.

Ian Murdock: "... the open source movement is just another commoditization event and that, like other commoditization events, it represents a disruptive shift in the software industry as well as an opportunity for entrant firms to unseat the established firms against seemingly overwhelming odds."

# Successful Ecosystems

- Linux (POSIX, UNIX, SUS, ...)
- MS Office System (quasi standard content formats)
- WWW (standard protocol, standard content format)
- Eclipse
- Apache
- MySQL
- ...

# OOos current Ecosystem

- Mostly used by end-users and governments
- Some commercial contributors
- Many private contributors
- Some companies offering Prof. Services etc.
- Some VARs (Value Added Re-sellers)
- Some ISVs (Independent Software Vendors)
- Seems the ecosystem is currently forming.

# An extended Ecosystem?

- How would it look like?

- Who would live in it?

- What are the requirements?

- Can we leverage what we have? How?

- What needs to be done?

- Look at who is currently using OOo ... and who is using the competitions products?

- What is our value proposition?

- Do we want this?

# Some Observations

- We are Reasonable Successful

- OOo has reached the critical mass to initiate a "network effect".

- OOo site has many hits/day, is quite popular.

- ODF is a viable and mature standard.

- OOos fortune is bound to ODF.

- OOo _is_ open source, therefor what is true for Open Source should be applicable to OOo.

# More Observations

- OOos markets are office markets (emerging, established)

- Most popular Wiki page: OpenOffice.org_Solutions (http://wiki.services.openoffice.org/wiki/OpenOffice.org_Solutions)

- Other office suites are becoming office systems.

- Many companies make money by developing / providing solutions based on one competitors office suite, not by selling it!

- OOo development (implementation) has a high barrier to entry.

# Still More Observations

- A OOo developer likely needs to be hired full time, to be capable following development.

- The biggest competitors applications seem to diverge.

# Foster the Ecosystem

- Make office suites a **real** commodity.

- Support commercial entities.

- Make OOo a platform, opening niches for solution providers.

- More ODF solutions.

- Complete the stack, integrate better with other Open Standards and products.

- Biggest Competitors applications diverge => ours need to  converge

# Foster the Ecosystem

- Extend ODF by complementing and completing standards.

- More platforms for OOo - Wikipedia on MS Office: "Difficulties in porting Office may have been a factor in discontinuing Windows NT on non-Intel platforms."

- Mimic Mozillas success with Firefox vs. Internet Explorer.

- Address / Attract the masses!

- Show viable business models to ISVs, VARs etc.

# Foster the Ecosystem

- Leverage the competitions weaknesses.
- Extensibility is key to enable ISVs populating niches.
- Look a what others are doing.
- Understand the parties going to occupy the ecosystem.

# End Users (the masses)

- OOo needs to stay / become sexy.

- Easy access ...

- Portal / information exchange / Communication / Forums

- Documentation, How-tos, Best practices, Tips, Wiki

- Extensions Repositorie

- Marketplace

- Easy Contribution (UGC)

# ISVs / Consultants

- Generic / Extensible Software Architecture

- A Marketplace for ISVs, Prof . Services, users etc.

- Source Code is APPEALING

- Actually all classic Open Source business models apply to OOo:
  - > Commercial software for OOo
  - > Services and support tied to OOo.
  - > Enhancing commercial products with OOo
  - > OOo to enable hardware components.

# Enterprises

- Not only clients / desktop Apps, but servers as well.
- Need ISVs, Prof. Services
- Broad Market Acceptance ("Industry" Standard)
- Viability / Durability of Investments

# Feedback Loop

**Users**

**ISVs, VARs, Prof. Services**

**Enterprises**
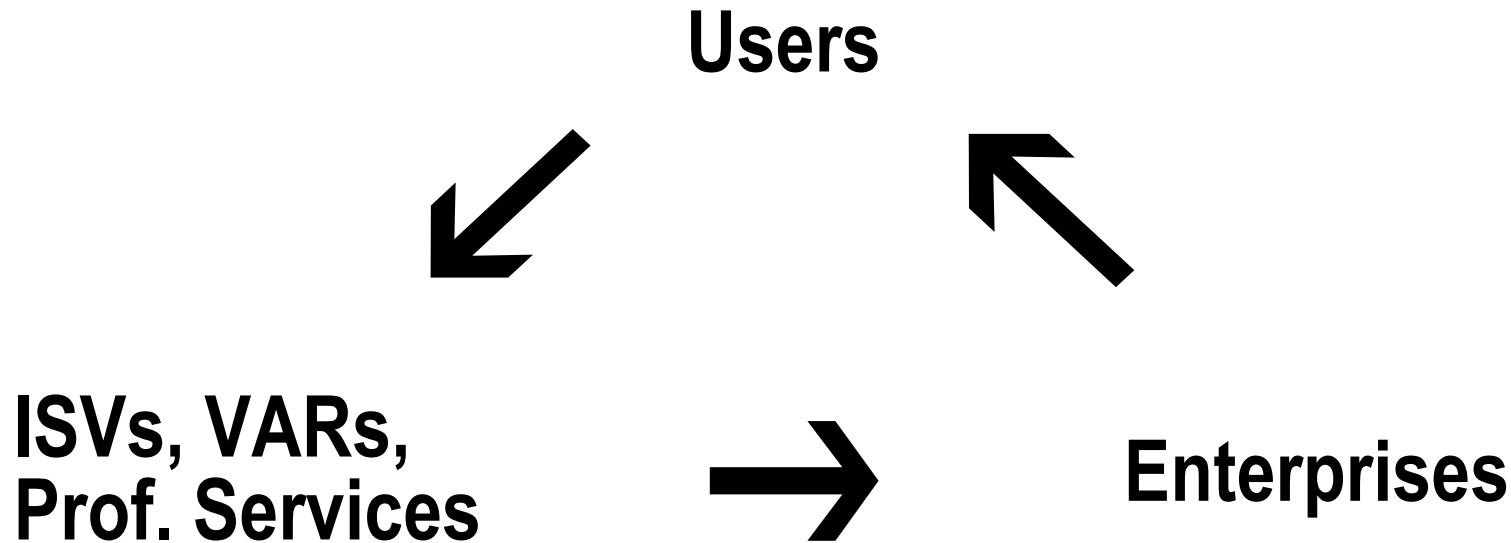
# Requirements

- Must be appealing, having a viable future.

- Improved Software Architecture.

- A Portal

- Tighten the link between the product and the site.

- Collaborate & interoperate with other Open Source projects, products, standards.

- Understand our value proposition.

- Mid- to long-term roadmap / Vision / Plan.

- Be Competitive => Innovate!

# Software Architecture

- Only a "construction kit" approach ensures optimal extensibility / customizability / reusability
  - > "Everything" is a component
  - > Ideally be Uno based.
  - > Have to have a "ABI/API compatibility story" suiting stakeholders (see Jürgens BOF)
  - > Should use MVC (Model View Controller)
  - > Proper Packaging

- Make OOos pieces independently available. Started as the Toolkit Project => OOo needs to become a development platform!

# Innovate

- Others are doing Docs&Spreadsheets

- As roaming and decentralized work becomes more and more  important, we need to understand what needs to be done to keep OOo being attractive.

- Likely need to integrate better with the Web (2.0).

# OOo Portal

- User -> Power User -> Ext. Dev. -> Implementor
- Communication / Forums
- Contribution
- Documentation
- How-tos
- Access / Downloads / Extensions
- Marketplace

# Understand our Success

- Need to measure the size of OOos ecosystem, to see if our actions make a difference.

- Have to have a feedback channel

# The Time is Ripe

- Focus on the masses - not higher value markets!
- Create a Marketplace. From End-User over ISVs to Enterprises and back.
- Make office suites a commodity.
- Make the OOo site a Portal.
- Let OOo become a platform.
- Promote ODF
- Enable OOo to support commercial entities.
- Attract consultants, ISVs, OEMs, VARs

# The Time is Ripe

- Leverage our strengths

- Generalize our Software Architecture

- Lower the barrier of Entry (usage, development, implementation)

- Continue to and extend the support of other Open Formats (PDF, HTML, ...)

(L)AMP on the server => LOFT on the desktop :-)
(Lightning, OOo, Firefox, Thunderbird)

# THE EXTENDED OOo ECOSYSTEM

**Kay Ramme**

kay.ramme@sun.com

# References

- "The Emerging Economic Paradigm of Open Source" by Bruce Perens http://perens.com/Articles/Economic.html

- OOo Wiki Popular Pages: http://wiki.services.openoffice.org/wiki/Special:Popularpages

- "Open Sources 2.0" by Danese Cooper, Chris DiBona, Mark Stone

- "Innovator's Dilemma" by Clayton Christensen

- Jonathan Schwartz on Sun's open-source business strategy http://blogs.cnet.com/8301-13505_1-9757417-16.html%5D

- "The Business and Economics of Linux® and Open Source" by Martin Fink

- Wikipedia on MS Office http://en.wikipedia.org/wiki/MS_Office

- "Economics of Open Source Software" by Eric Lee Green http://badtux.org/home/eric/editorial/economics.php