THE EXTENDED OOo ECOSYSTEM

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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.
• OOo’s fortune is bound to ODF.
• OOo _is_ open source, therefore 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 Repository
• 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

ISVs, VARs, Prof. Services → Users ← 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)
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