

PARTICIPATE, IT'S FREE!

SUN AND THE OPEN SOURCE

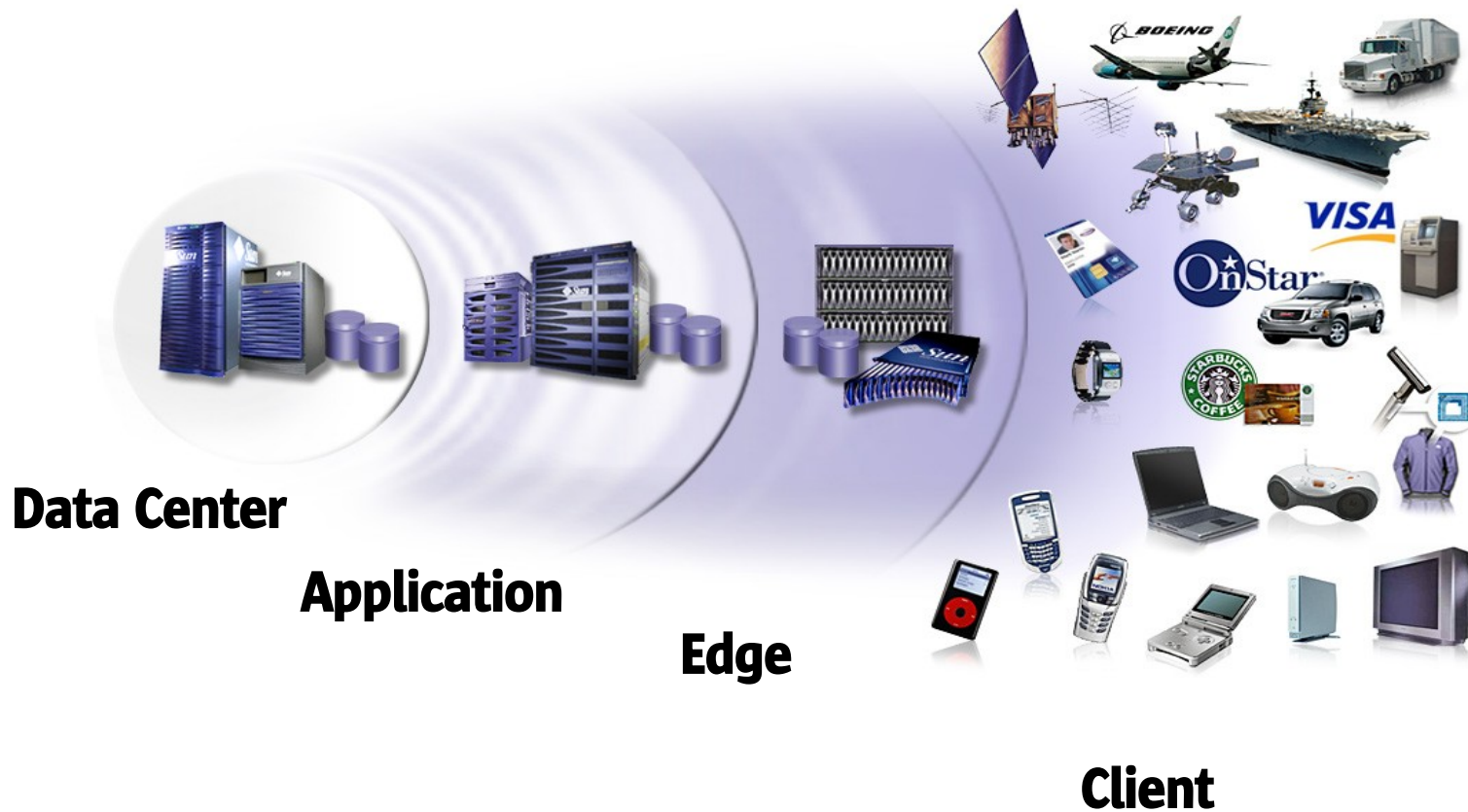
Gilles Gravier

Chief Technology Strategist for Security

Strategic Insight Office

Sun Microsystems

The Information Age was Unidirectional

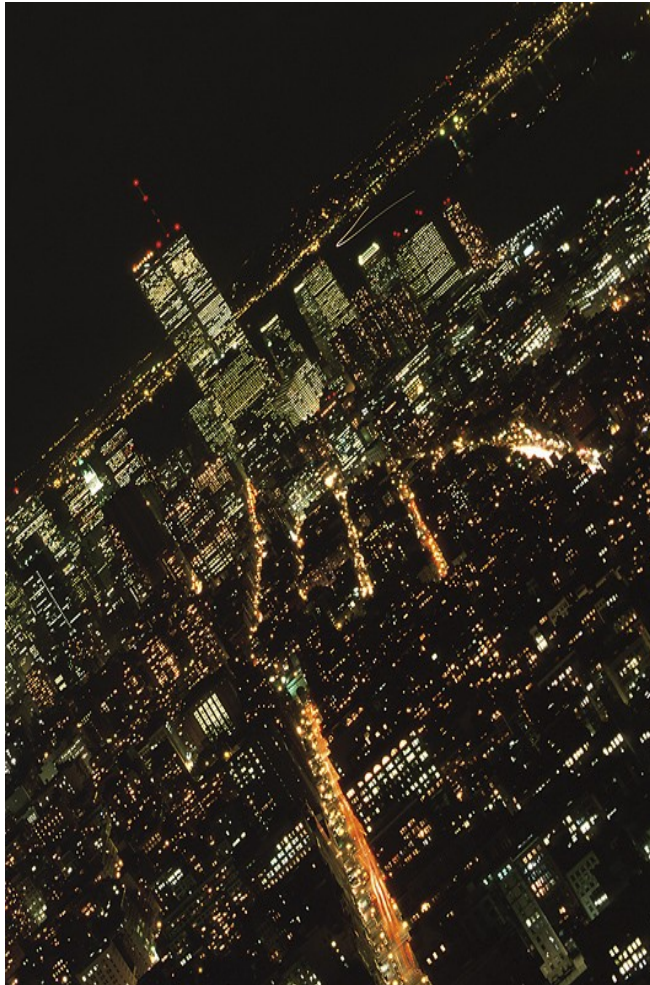


The information age is history.

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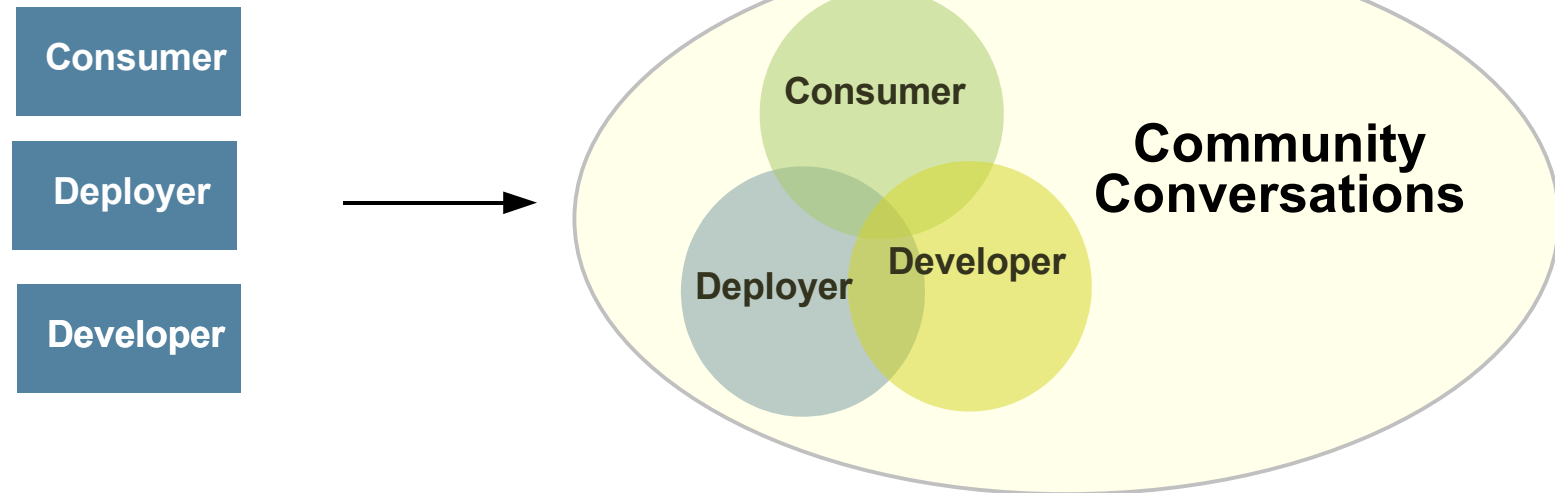
Long live the Participation Age.

Participation Age Defined



- Ubiquitous networks
- Internet utilization
- Standardized platforms
- Shared technology
- Shared ideas
- Lowered barriers to entry
- Community software
- Plummeting device prices
- Near-universal access
- Access to opportunity

Participation is blurring boundaries.

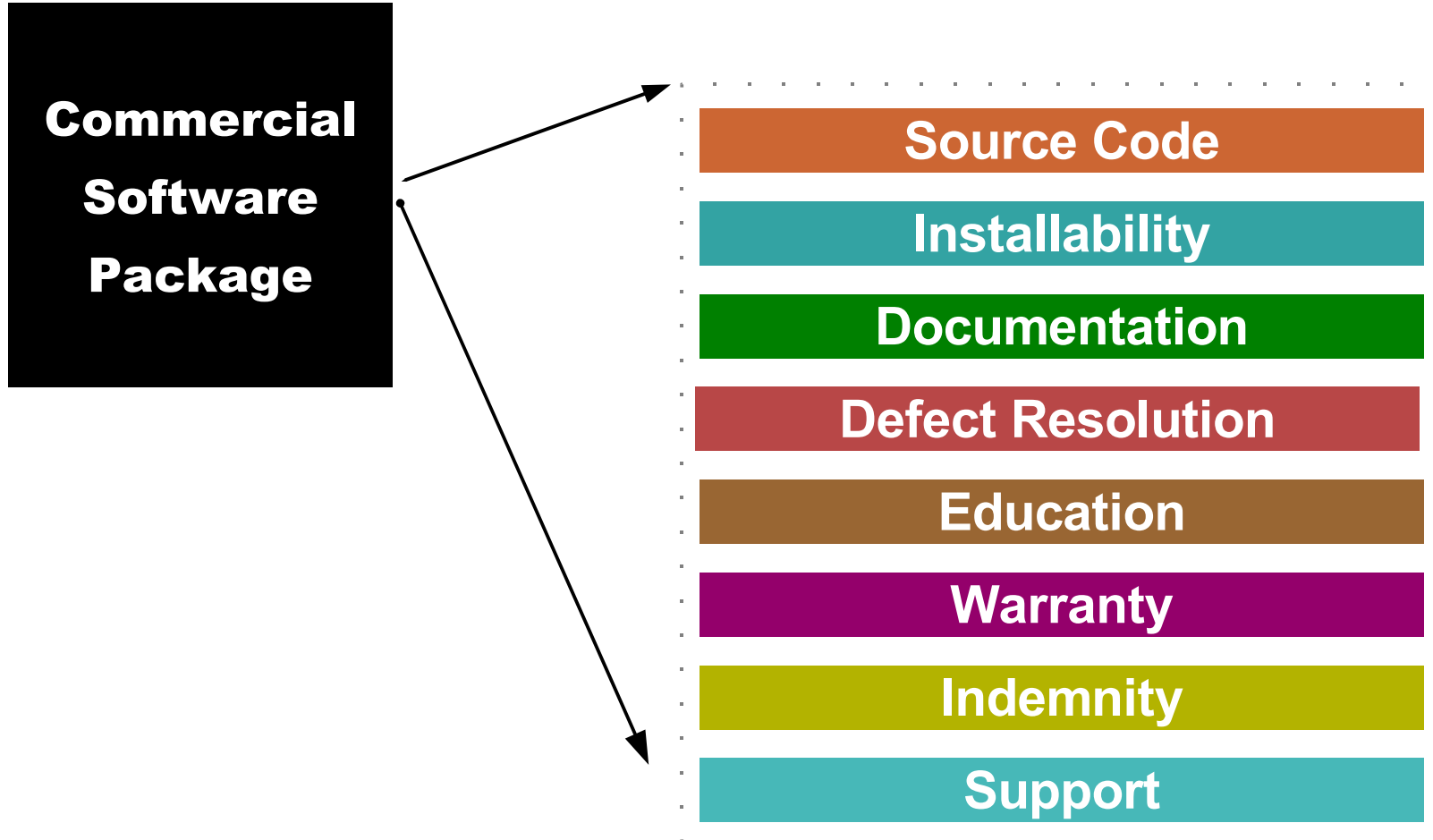


Open Source is Mainstream

In the Age of
Participation



It's the end of Software Bundle



... and the Advent of Choice

Corporate Package	IT Group Package	Consulting Group Package
Education		Education
		Documentation
	Support	Support
Defect Resolution		
	Installability	
Warranty	Warranty	
Indemnity	Indemnity	
	Defect Resolution	
	Source Code	

“Open source is
about **liberty**,
not economy”

Open Source in a Nutshell

- A community of developers
- Sharing a code commons
- Creating “wealth” from the commons
- Enriching the commons in the process



The “craft guilds” rediscovered...

... Connected Capitalism

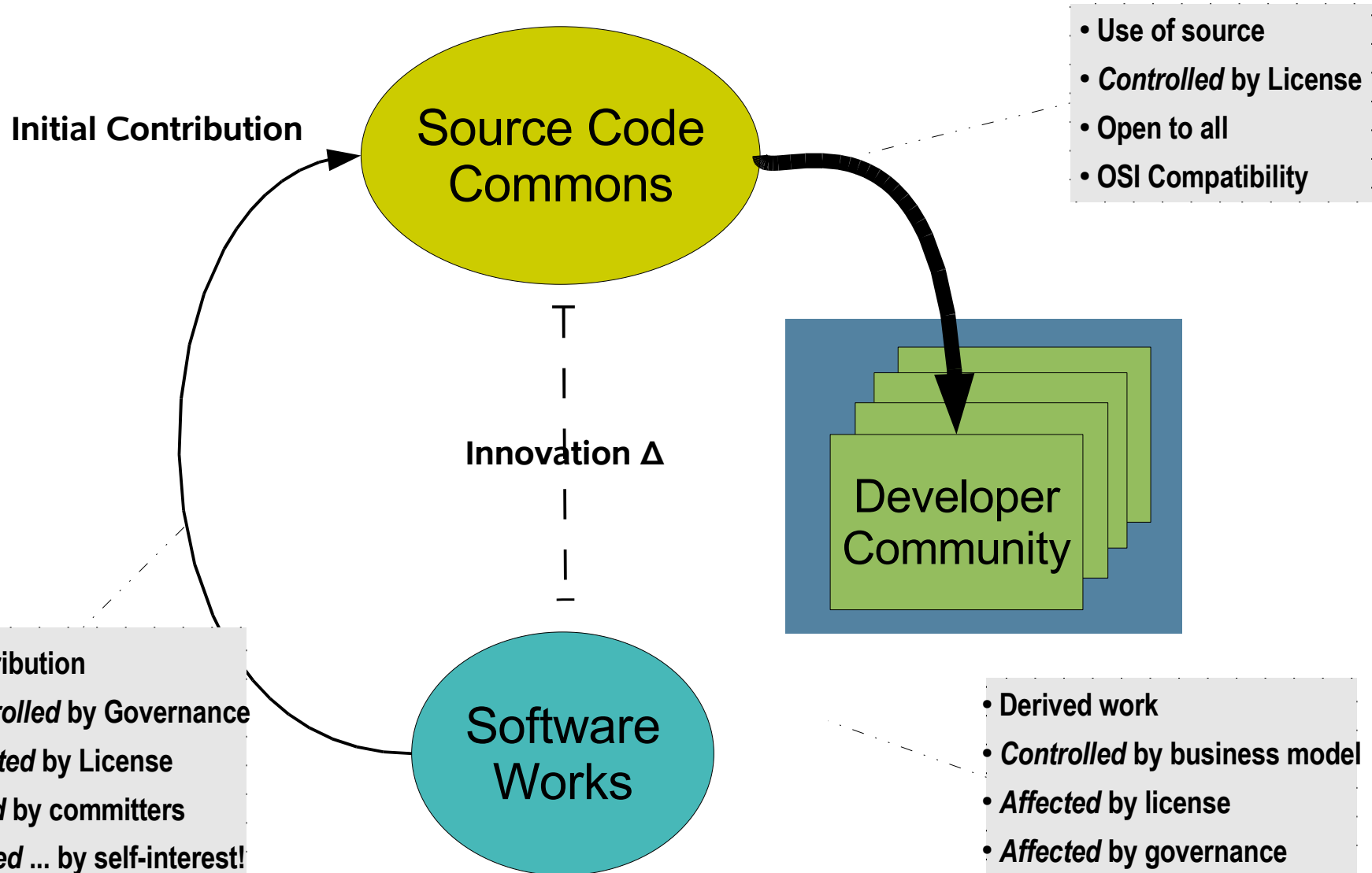
Building Open Communities

- Shared vision, goals
- Agreed sharing (license)
- Agreed relationships (governance)
- Committed members

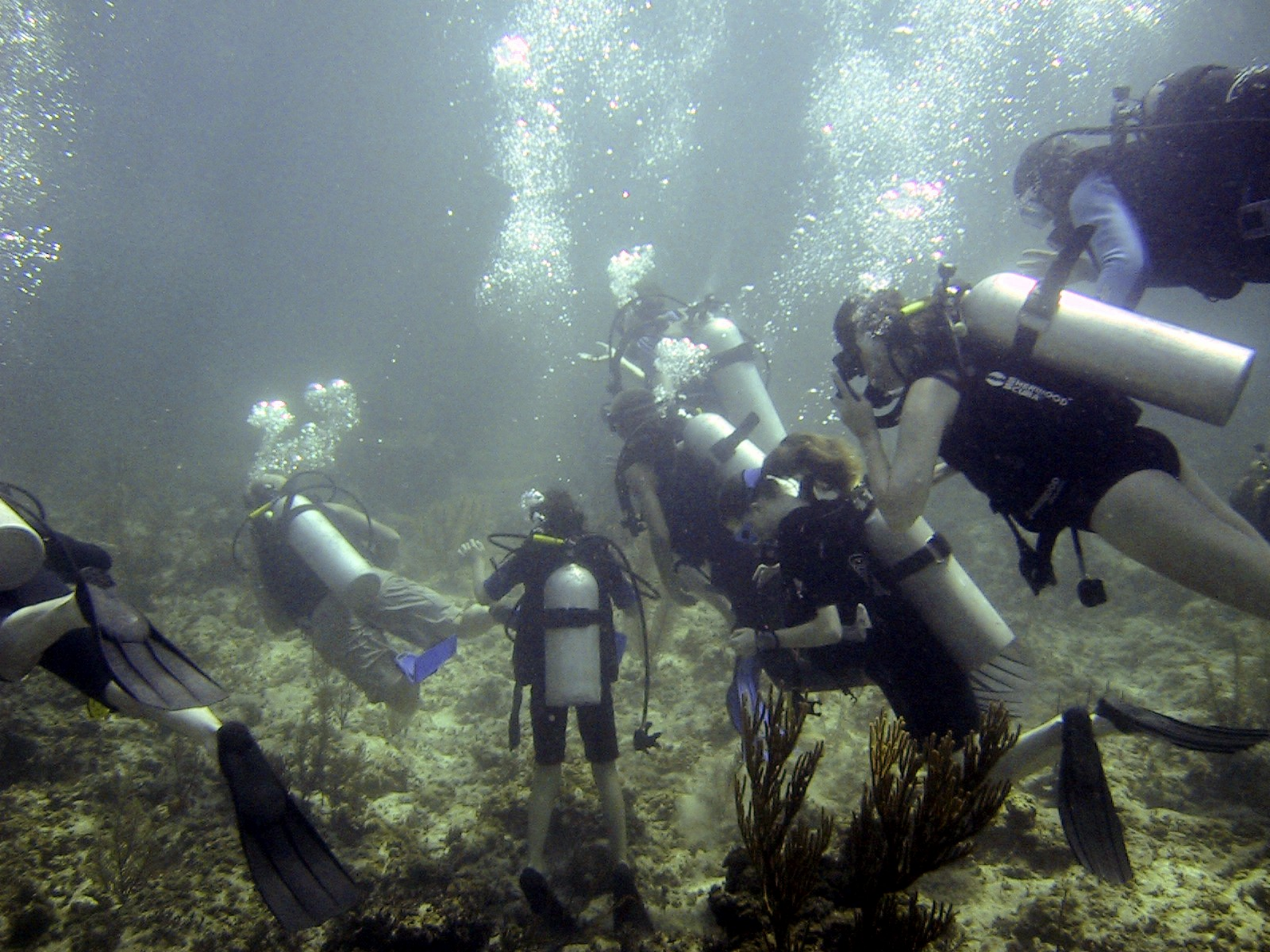


It's About Both People and Technologies

Virtuous Cycle Model of Open Source



Is Free/Open Source Enough?



Are Standards Enough?



What is “service”?

- A call centre in Bangalore?
- An update subscription?
- IP Indemnity?
- Access to committers!
- What else?

No Guarantee of Freedom Alone

- Open Source is about the freedom to *develop*
- Freedom for all is a product of:
 - > Open standards
 - > Software portability
 - > Transparency
 - > Interoperability
 - > Open licensing
 - > Open source

Sun And Open Source

Why Sun and Open Source?

- It's in our genes
- It's the right solution *for our customers*
- It's the right business model for the next generation



“It's In The Genes”

- Sun is a pioneer of community-based business models
 - > Market-creating pioneer with BSD
 - > Public release of NFS
 - > ... and much more, www.sunsource.net
- Sun Continues to Pioneer Freedom
 - > Java release - with source - in 1995
 - > OpenOffice.org, 2000
 - > Sun Java Desktop System with Linux, 2003
 - > OpenSolaris, 2005
 - > Glassfish Project Java Platform Enterprise Edition, 2005
 - > ... ?

Licensing For Maximum Freedom

License Classes

Class A

“Unrestricted”

- Create any work
- No restrictions on licensing

Class B

“File-based”

- Files derived from commons must use license B
- Files added may use any license

Class C

“Project Based”

- All files in project must use license C if any file derived from commons C.

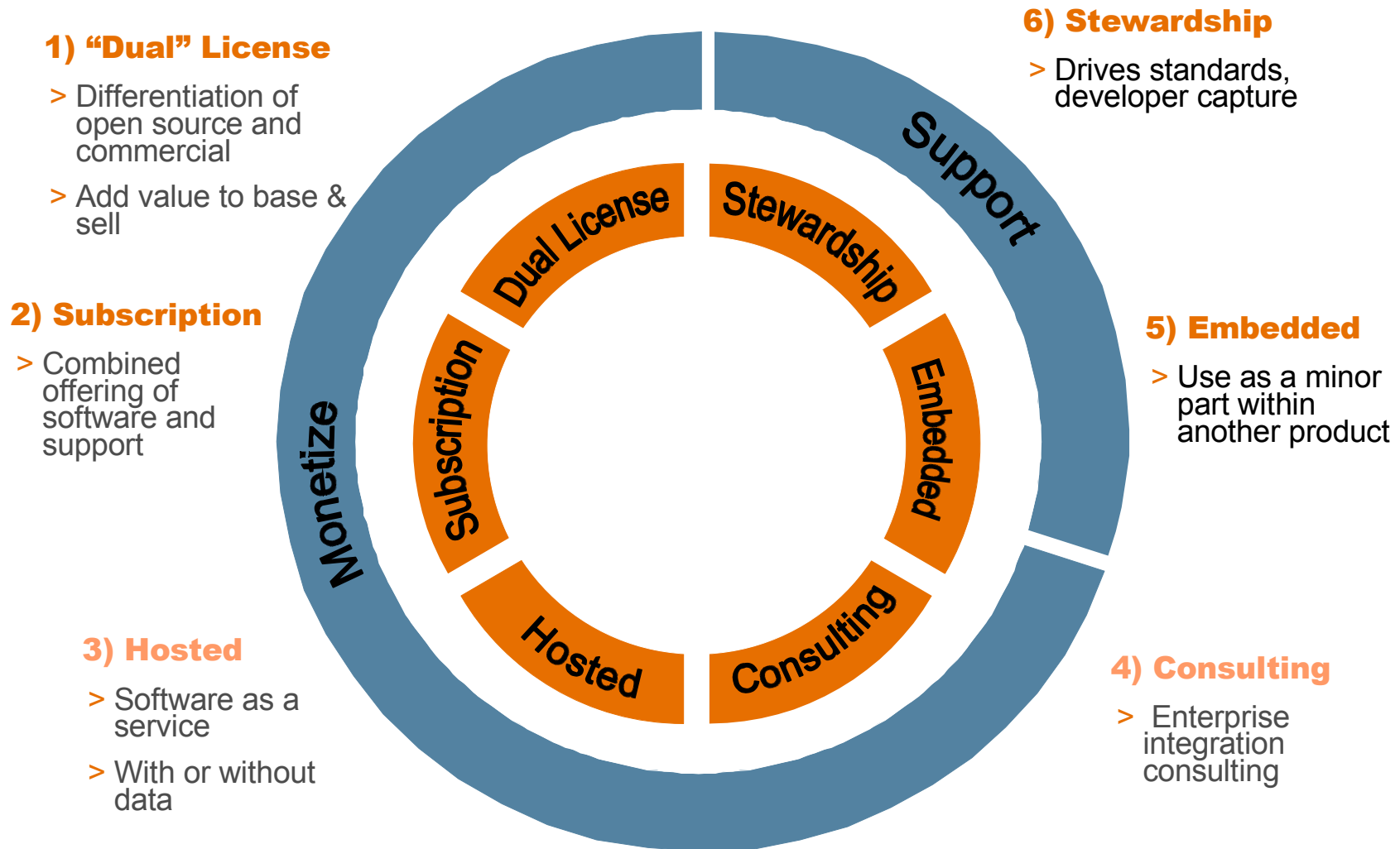
The Most Freedom For The Most People

- Class A licenses promote freedom to **innovate** but do not protect the commons
- Class C licenses promote constant growth of the **commons** but limit the freedom of the developer to use their own innovation however they want
- Class B licenses **balance both freedoms**, protecting and enriching the commons but leaving innovators free to use their work in any commons
- The Most Freedom for The Most People

Software Market 3.0

- Software Market 1.0:
 - > Software with the system
 - > Pay for software with mainframe
- Software Market 2.0:
 - > Select system & software separately
 - > Pay for software at time of acquisition
- Software Market 3.0:
 - > Select software & features & assemble as needed
 - > Pay for software at time of value (when needed)

OSS Business Strategies



Open Source Business Models

- Open Source itself is not a business model
- Sun is using multiple OSS business models
 - > Sun Java Desktop - “editorial subscription”
 - > StarOffice based on OpenOffice.org, which Sun sponsors - “productise & support”
 - > Sun Java Studio based on NetBeans, which Sun sponsors - “customise into product”
 - > Solaris based on OpenSolaris - “productise & support”
 - > Sun Grid based on open source Grid Engine - “deploy and sell as service”

Sun Open Source Business Models

- **Editorial Subscription**
 - > Sun Java Desktop; Java Enterprise System, GRID
- **Productize & Service**
 - > Solaris based on OpenSolaris
 - > StarOffice based on OpenOffice
 - > JXTA, Jini products in the queue
- **Customize into Support**
 - > Java Studio based on NetBeans, sponsored by Sun
- **Deploy and Sell Services**
 - > Sun Grid based on GridEngine,

Sun's Open Business Strategy

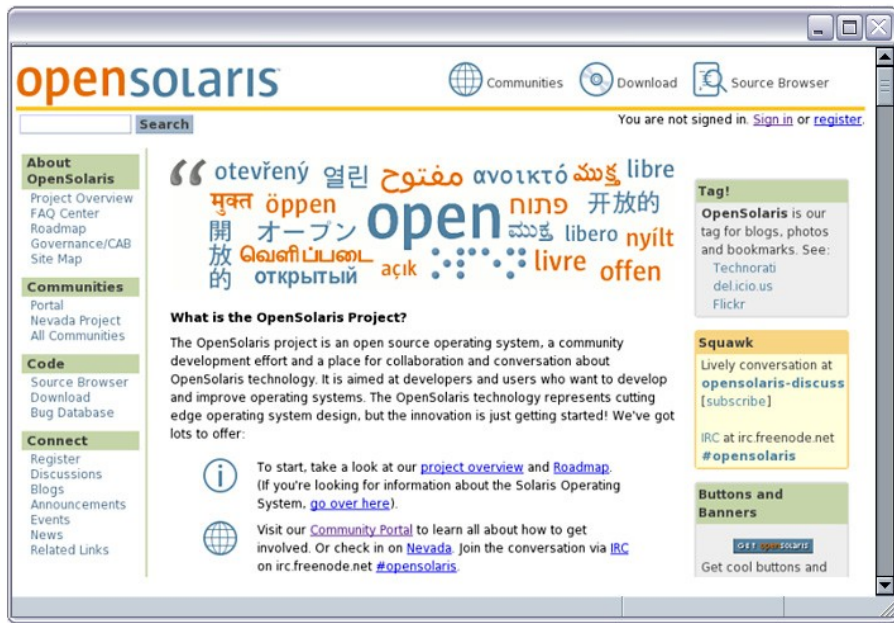
- Integrate Open Source as a key business process
 - > New Open Source Office as ideas center
 - > Always consider Open Source development/deployment for new projects
 - > Leverage best practices from existing development in Open Source structure
- Engage in Open Source projects outside Sun
 - > Bring value to our customers by adding our expertise
 - > e.g. Apache, W3C, GNOME, OASIS, IETF...
- Promote / Shepherd Open Communities
 - > Open Communities are more than simple employee communities
 - > e.g. Java Community Process; Employee “communities” via weblogs, etc.
- Make Money on customized services and products
 - > Support customer needs with high-end solutions
 - > e.g. System Integration; IP indemnification; Support SLAs; Training...

Open Source Monetisation

- Two Golden Rules:
 - > **Collaborate**
over what does not differentiate
 - > **Compete**
by innovating on the commodity base
- Sun's mantra: “Monetise Ubiquity at the Point of value”



OpenSolaris



Innovation Happens
Everywhere
www.opensolaris.org

Source: Sun 2/06 – For latest, see:

<http://www.opensolaris.org/os/community/marketing/metrics/latest/>

opensolaris™

12,000 members (in just 6 months!)

30 major community projects,
BrandZ, DTrace, Solaris ZFS, Zones

25 User Groups Worldwide

250 Code Contributions

27,500 Downloads

4 Open Solaris Distros Available:
Solaris, SchilliX, BeliniX, Nexenta

Community Recognition:

2005 Open Source
World Editor's Choice,
Solaris Eng: InfoWorld
Innovators Award, Bryan Cantrill:
Top 35 Young Innovators – MIT

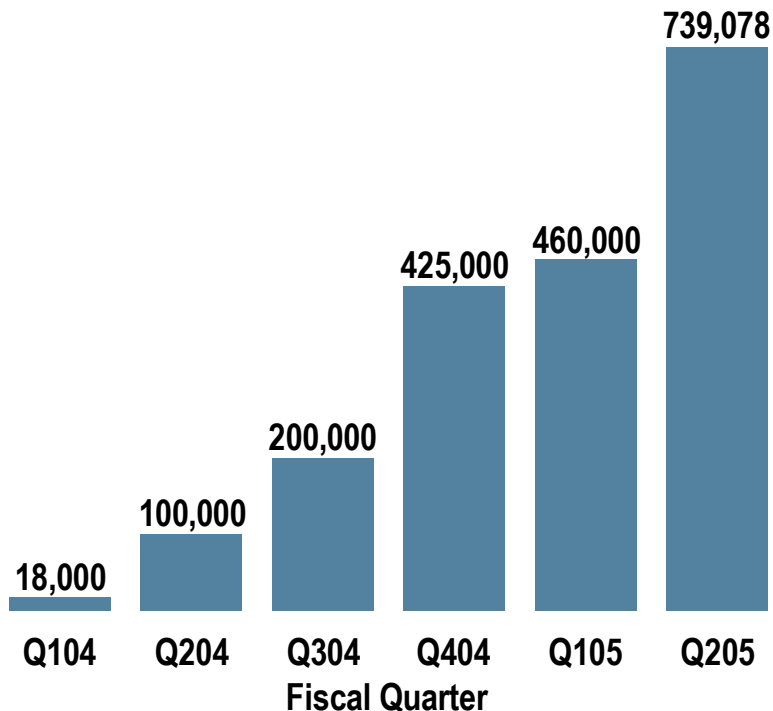


Solaris Community Success

Developers Don't Buy Things ... They "Join" Things

Software Express for Solaris™ OS Downloads Continued

60% Increase in Cumulative Downloads
Between Q1FY05 and Q2FY05



Source: Sun Microsystems, Inc.

Over 1M downloads of Solaris 10 in
2 months after commercial release.

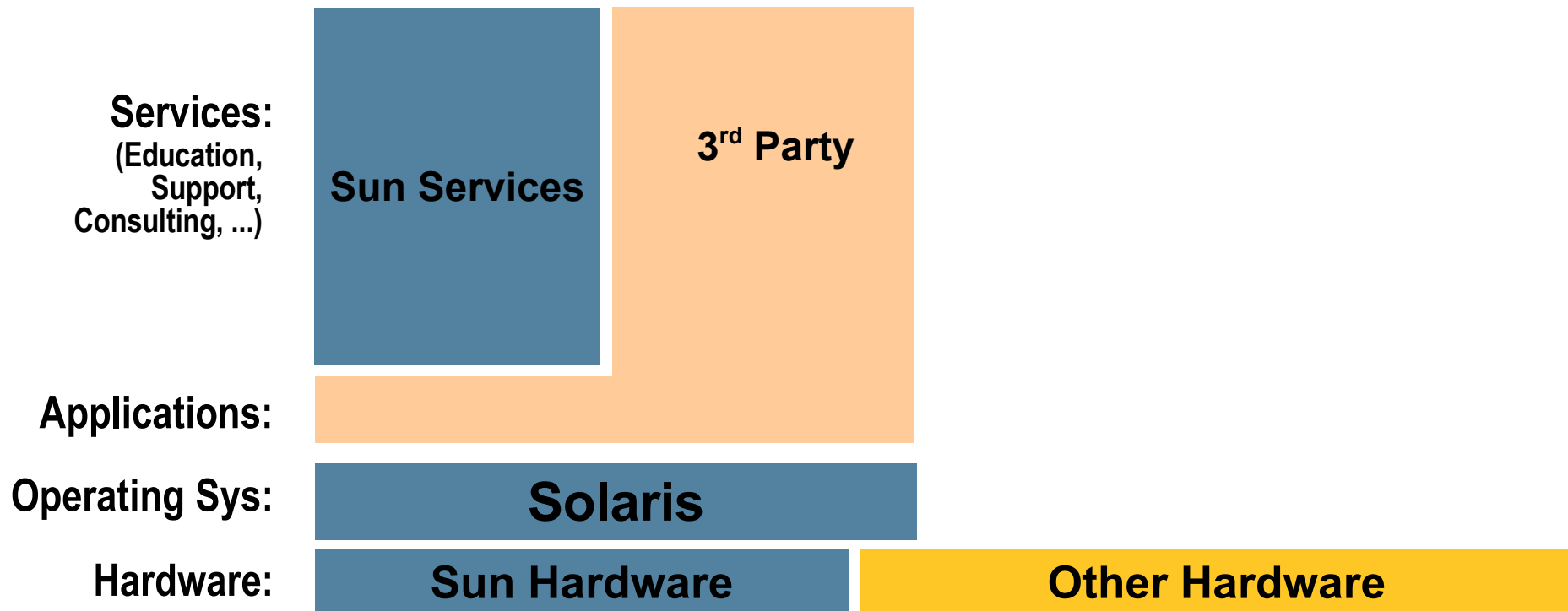
Over 15,000 downloads of dTrace
source code.

Over 125 community members
pre-release.

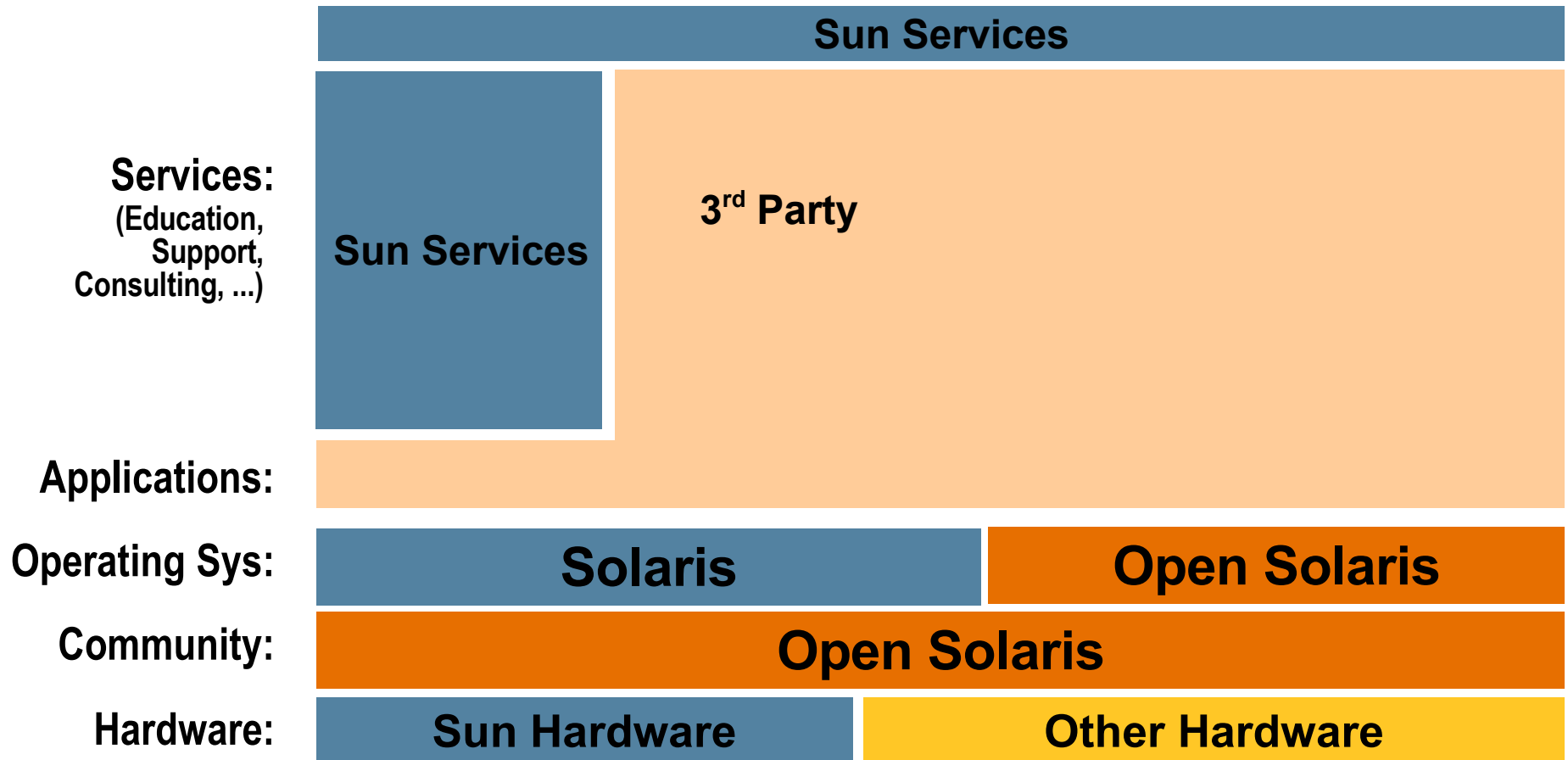
“Since developers are the lifeblood
of a systems company, attracting
more of the better ones is pretty
strategic – in fact, this is business
cool at its best, and clearly what
Sun’s top executives intended
when they undertook the process.”

Paul Murphy, ZDnet, March 3, 2005

Solaris Business Model 2004



Solaris Business Model now..



OpenOffice.org



Home of the leading
multi-platform open
source office suite

More than 55M downloads
More than 300K
completed users surveys
since v2.0

More than 35,000 unique
mailing list subscribers

More than 680 signed
Joint Copyright
Agreements

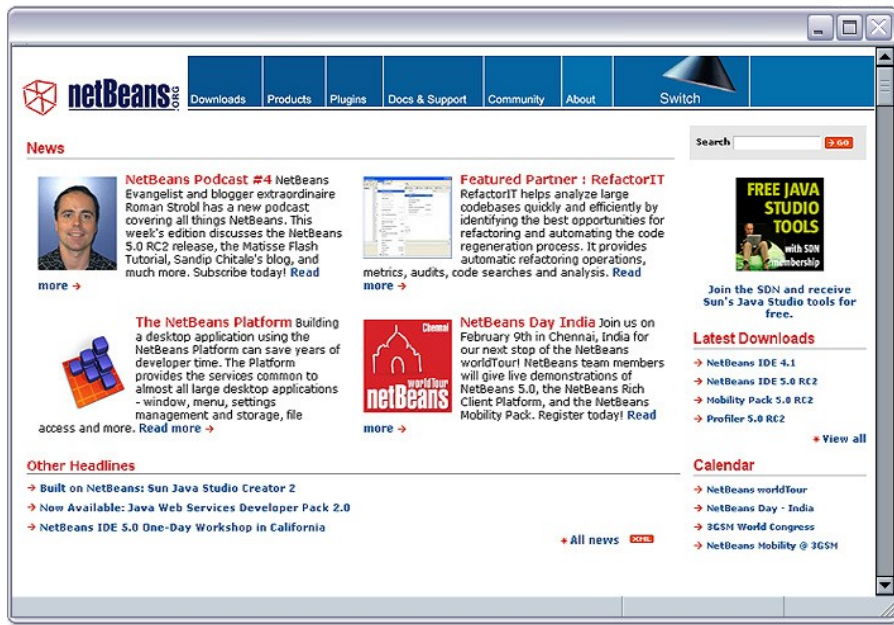
Over 80 projects (incl. 52
native-lang. projects)

OASIS OpenDocument

www.openoffice.org

Source: Sun 2/06 – See website for latest stats

NetBeans.org



Over **8M** IDE downloads and gaining momentum

Over **3M** page views per month

Over **330,000** mailing list subscribers

Over **40** industry endorsements

Tripled active user base in the past year

OpenSPARC.net

OpenSPARC™

OpenSPARC™

OpenSPARC Specifications New! Get Connected News Events Community Registration Mailing List Forum Registration Forums Registration Help Cool Threads Feature Story FAQ UltraSPARC UltraSPARC-T1 Performance Cool Stuff	Home Welcome to OpenSPARC.net Goals of the OpenSPARC Initiative - To significantly increase participation in processor architecture development and application design by making cutting-edge hardware IP freely available. - To eliminate barriers to the next big build-out of the Internet. - To improve collaboration and cooperation among hardware designers. - To enable community members to build on proven technology at a markedly lower cost. - To encourage innovation. - To foster bringing bold new products to market. Updates and News Beta Program Open! The beta program for OpenSPARC T1 is now open. If you are interested in taking an early look at the OpenSPARC T1 RTL	Sign Up Now! To learn more about OpenSPARC register signup: - Community Regist - Mailing List - Forum Registration - Forums Blog Roll Keith Adams David Berlind Keith Bierman Jamie Cardoso Luis Cargnini Chi Chang Yuan Chou Peter Coffee David Davidian Richard Elling
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First 64-bit, 32 Thread Architecture RTL code available under GPLv2 license
 Announced Dec. 6 2005, **Available March 21 2006** at www.opensparc.net

Linux port already in progress by community member

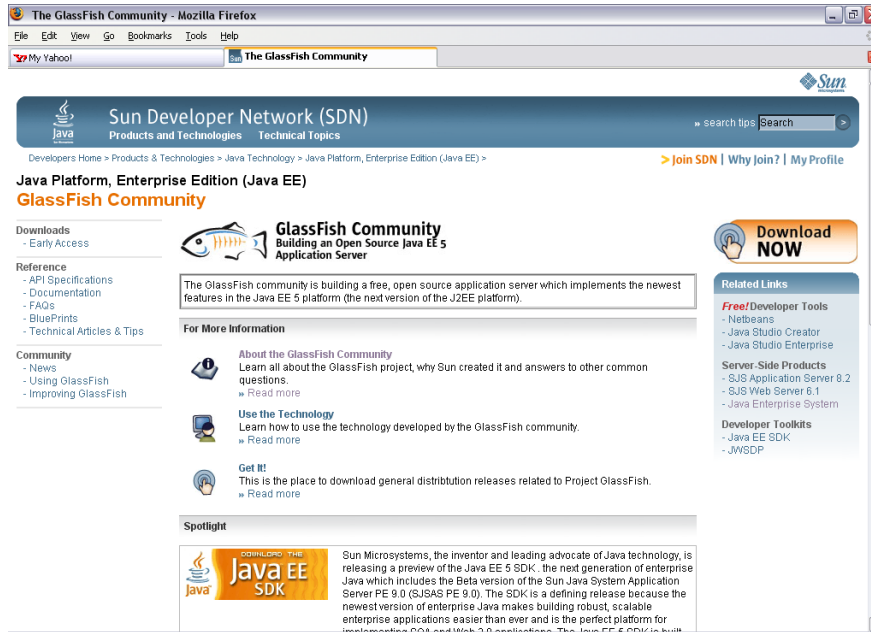
Overwhelming demand for pilot program by both corporations and universities

Broad support from Design Houses, Fab Companies and Tools companies

"Sun's decision to release Verilog source code for the UltraSPARC hardware design under a free software license is a historic step - Sun is showing its profound understanding of the forces shaping our technological future in making this decision"

-- Eben Moglen, founding director of the Software Freedom Law Center

Project GlassFish



Over **1200** members and **200,000** downloads

Includes **Java EE 5**, **JWS DP** and other Web services technologies

CDDL license – Free to download and free to deploy

Builds best with NetBeans, available Eclipse plug-in

Basis for the Sun Java System Application Server PE 9

Java.sun.com/javaee/GlassFish

Building a Java EE 5 open source application server

Source: Sun 2/06 – See website for latest stats

Where we're going

- New “Open Source Office” at Sun
 - > Coordinate messaging / processes about Open Source projects at Sun
 - > Ombudsman for Open Source
- Collaborate / consult on unresolved OS issues
 - > Support License consolidation
 - > Support discussions related to copyright and IP concerns
 - > Compatibility / Standards concerns
- Continued Contributions to existing communities
 - > Linux / OpenSolaris collaborations
 - > Application and Tools development for Java, OpenSolaris, etc.
 - > Sun representatives on Apache, OSI, OASIS Open Documents
- Evolve “less open” projects to “more open”
 - > Linux / Open Solaris collaborations
 - > Java Community Process, Project Mustang
 - > Earlier, more open access new projects (SunLabs, etc.)

What it takes – adaptive change

- Engineering
 - > Get comfortable with exposing *your* work
 - > Learn how to differentiate your product; recognize what to share and how
 - > Engage as a citizen of a bigger community
 - > When you go Open, be a good shepherd
- Sales & Marketing
 - > Promote the value of services
 - > Look for new partners based on collaborations in code
 - > Open Source is only a story if you walk the talk
 - > Open Source marketing model has its own rules and practices
- Management
 - > Revisit sales compensation (0% of 0 is?)
 - > Learn about IP, trademarks, and basic licensing
 - > Advise and engage your lawyers
 - > Embrace and support the cause

Questions?

Answers!

(Also : Gilles.Gravier@Sun.com)

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Gilles Gravier

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