



(Free and) Open Source and Sun: A Symbiotic Relationship in the Making

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What is an Open Source Diva?

- .Senior Manager of Sun Open Source Programs Office
- .Most visible Open Source advocate at Sun...
- .Member of OSI board

- .Passionate about Free & Open Source software!
- .Reputation is everything:
 - . in the OSS Community
 - . within Sun
- .Tendency to “tell it like it is”

What is Open Source?

At the core - Open Source is a Conversation...

How Does Open Source Work?

- **Binaries + Source Code distributed together** under a “Free” and/or “Open Source” license
 - **Freely modifiable**
 - **Freely redistributable**
 - **Freely forkable**
 - **Non-discriminatory = anyone can play**
 - **Once “liberated” code must forever remain free**
- **Projects run by consensus or benevolent dictatorship**
- **Merit is a core principle. Reputation must be earned.**
- **Peer review & public discussion** for important decisions
- **Okay to make money**, but not for access to the code

Characteristics of typical Open Source Methodology

- All decisions are made or at least memorialized on **mail lists** which are publicly archived, persistent and searchable.
 - new participants learn the project by researching the archive
- Toolset is **simple** and also open sourced, no barriers to participation
 - typical tools include CVS, BugZilla, ezMLM, Social Software components
- Increased responsibility is a **reward for merit**
 - Commit access is granted only after individual has submitted worthy code to project for some period of time.
- All bugs are **public**
 - Security, encryption and other “controversial” issues are vetted in public under belief that peer review yeilds better code than secrecy.
- One** codebase
 - Barring community from earning commit access indicates lack of trust

Reasons NOT to do Open Source?

.Hope for Positive PR

- Spin doctoring not an Open Source value

.Look for Free Labor

- Contrary to the *Cathedral and the Bazaar* paper, there are no legions of itinerant Open Source developers waiting to round out your engineering organization gratis.

.Culture Clash

- Open Source requires a willingness to endure code scrutiny and to engage in an order of magnitude more email conversations

.Exploit the Trend

- Open Source is a long-term commitment. There are no cheap wins

.Last gasp for EOL Project

- Giving away code that wasn't good enough to sell anymore is usually a bad idea

How to be successful in Open Source:

- Need **consistent** Open Source projects, so each project **adds positively** to overall reputation
- Clear, truthful articulation** of goals and business model for each project
- Respect** for the impetus behind the Free and Open Source movements: the end of lock-in
- Respect** for Meritocracy, working within the community to build consensus rather than dictating direction
- Diplomacy and key contributions**

It only works if the grass gets watered...

- .300,000 projects on SourceForge, **only 4% are active**
- .Copyleft vs. “Copy Center”
- .The right license can enable a successful project, but **no project succeeds because of its license**
- .Its all in **the commons!**

Why Sun does Open Source?

- **Levels the playing field**, lowers barriers to entry for customers, developers => COMMUNITY
- Massive peer review means **higher overall quality**
- **End of vendor lock-in**, if you don't like our products, you can easily swap in alternatives
- Relies on **open standards** for interoperability
- Promotes **unexpected innovations**

What are truly Open Standards?

.In the 1980's (when Sun was formed)

-Open Standards = international standards bodies
until competitors clogged up the smoke filled rooms

.In the 1990's (as the Internet grew)

-Open Standards = industry consortia
excluded parties always fight back and fracture standards

.In the new millenium (as customers tire of the infighting and focus shifts back to solutions)

-De Facto standards win
-Rapid, transparent iteration and real-world testing becomes the fastest way to promote a standard, with Apache as the exemplar

. Insist on Royalty Free terms for Interoperability!

Sun donates more Open Source code than any other company!

- _ June 1999 - TomCat launched at **Jakarta.Apache.org**
- _ January 2000 - TI-RPC released under SISSL, Ant becomes separate module in Apache.org/Jakarta
- _ March 2000 - Crimson donated to XML.Apache.org
- _ April 2000 - **NetBeans** announced, Sun assigns 50 engineers to work on Mozilla.org
- _ July 2000 - **OpenOffice.org** announced, GNOME Foundation announced
- _ August 2000 – Solaris 118n Framework donated to x.org, SunLabs launches Brazil
- _ October 2000 - Batik donated to XML.Apache.org
- _ January 2001 - **GridEngine** announced
- _ February 2001 - **JXTA.org** announced
- _ March 2001 - **SunSource.net** announced
- _ June 2001 - Xalan donated to XML.Apache.org, WBEM announced
- _ December 2001 - Danese Cooper joins board of Open Source Initiative
- _ February 2002 - Announcement that Sun will ship a Linux box, Solaris ABICert tool released
- _ March 2002 - Announcement that JCP will support Open Source reimplementations of JSRs
- _ April 2002 - “Ask Slashdot” interview
- _ August 2002 - Scott McNealy keynotes at LinuxWorld, launch of Linux-based LX50
- _ September 2002 - Announcement of Sun Linux Desktop, **Liberty IPL** code released
- _ October 2002 – Oasis TC formed to standardize XML File Formats based on OpenOffice.org
- _ March 2003 – First OpenOffice.org Developer's Conference
- _ June 2003 - Launch of **java.net**, the (Open) Source for Java Collaboration

What's in it for Sun customers?

- Choice** - you're simply not locked in
- Best price / performance** characteristics on the edge - you get to choose whether to use Linux or Solaris x86
- Very high quality**
- Expansion** capability
- Security integrated desktop solutions for real-world problems (MadHatter)**
- Enterprise-level support**

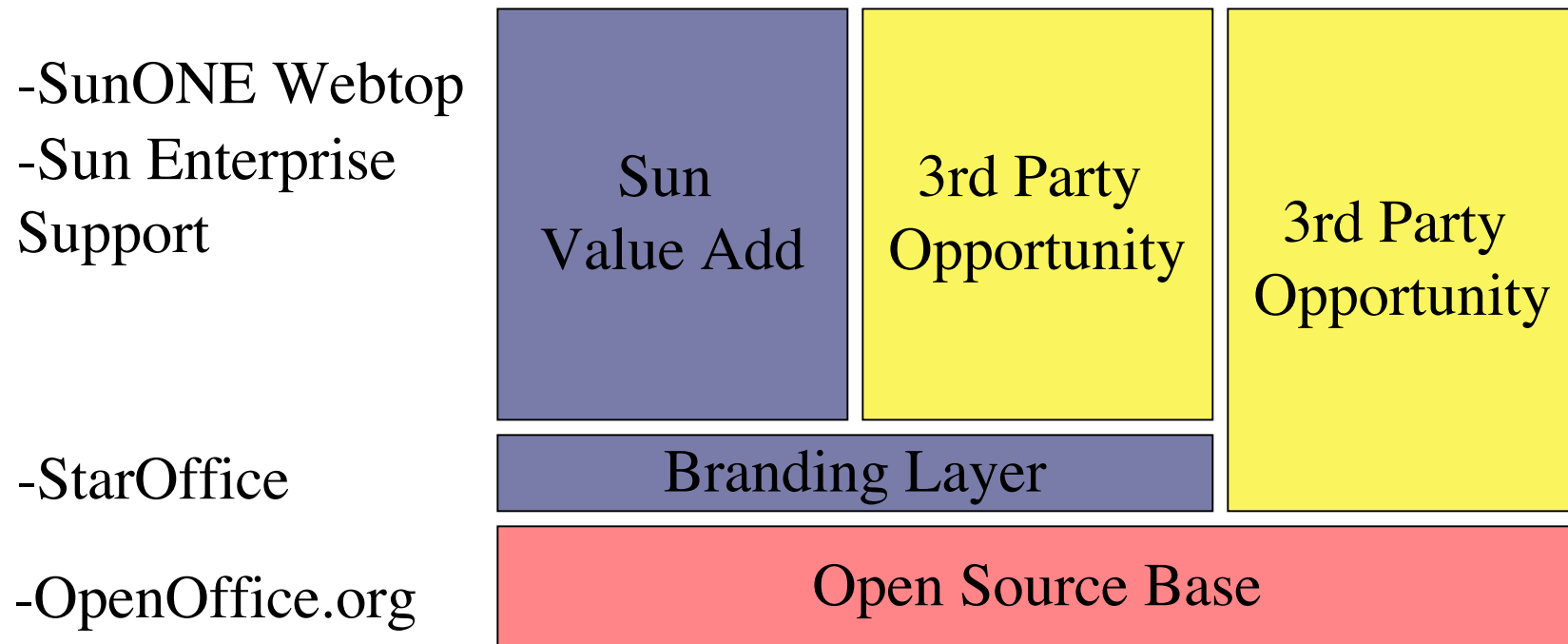
Kinder, Gentler Open Source?

“Open Source is great, but interfacing with the Open Source community is NOT what most customers want. The Open Source community doesn’t indemnify their software. They don’t provide enterprise support. That’s where Sun comes in.” -- *Scott McNealy*

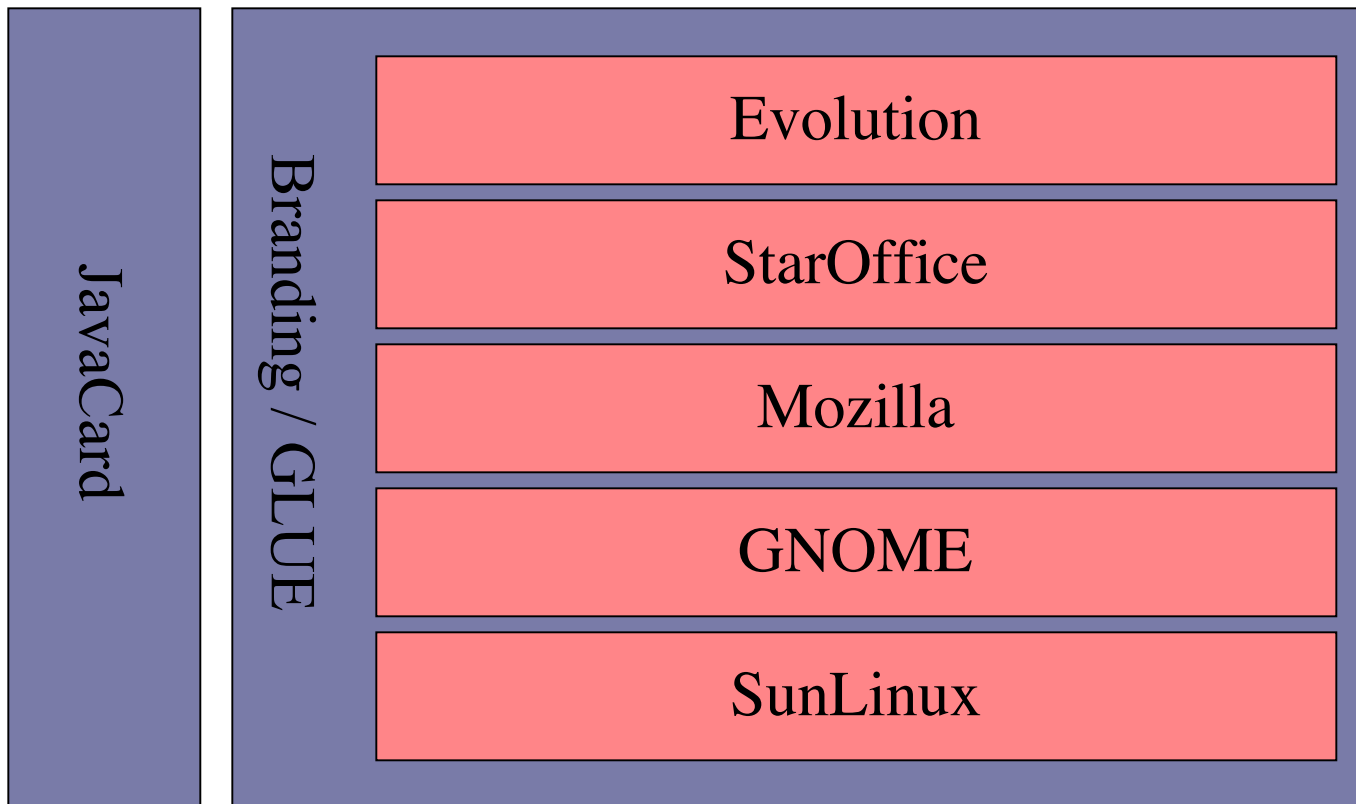
OpenOffice.org ROCKS !!!

- .Conservatively, **16 million downloads** and growing
- .**100,000 community members**
- .Over **40 community localisations**
- .**15 local-language** mail lists for self-help
- .**3 books** that we know of underway
- .Community ports to virtually **every known platform**
- .**Archival document formats!**
- .**Conversion** to and from Microsoft Office formats
- .**No virus problems**
- .**Open APIs**
- .StarOffice has **enterprise-level support & warranty**
- .**Freedom!**

But how does Sun make money?



The MadHatter Model



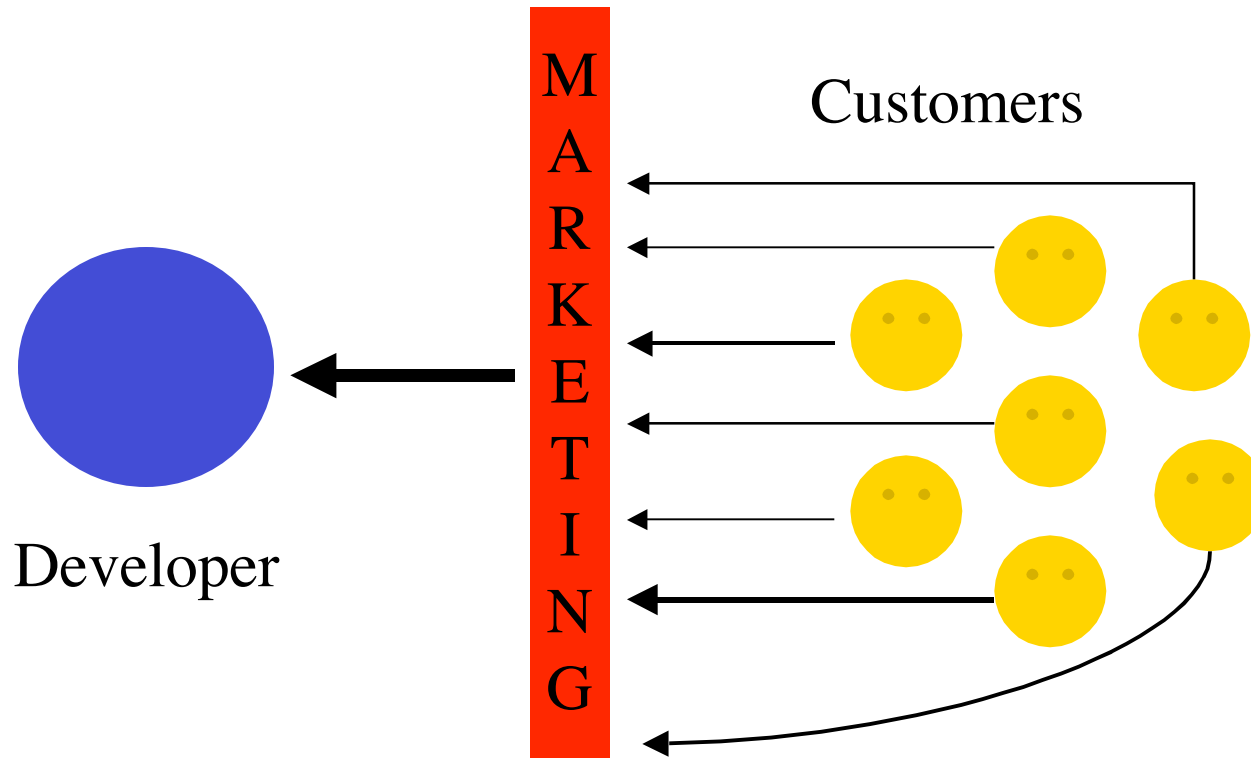
The Cluetrain

“We don’t know what the Web is, but we’ve adopted it faster than any technology since fire.”

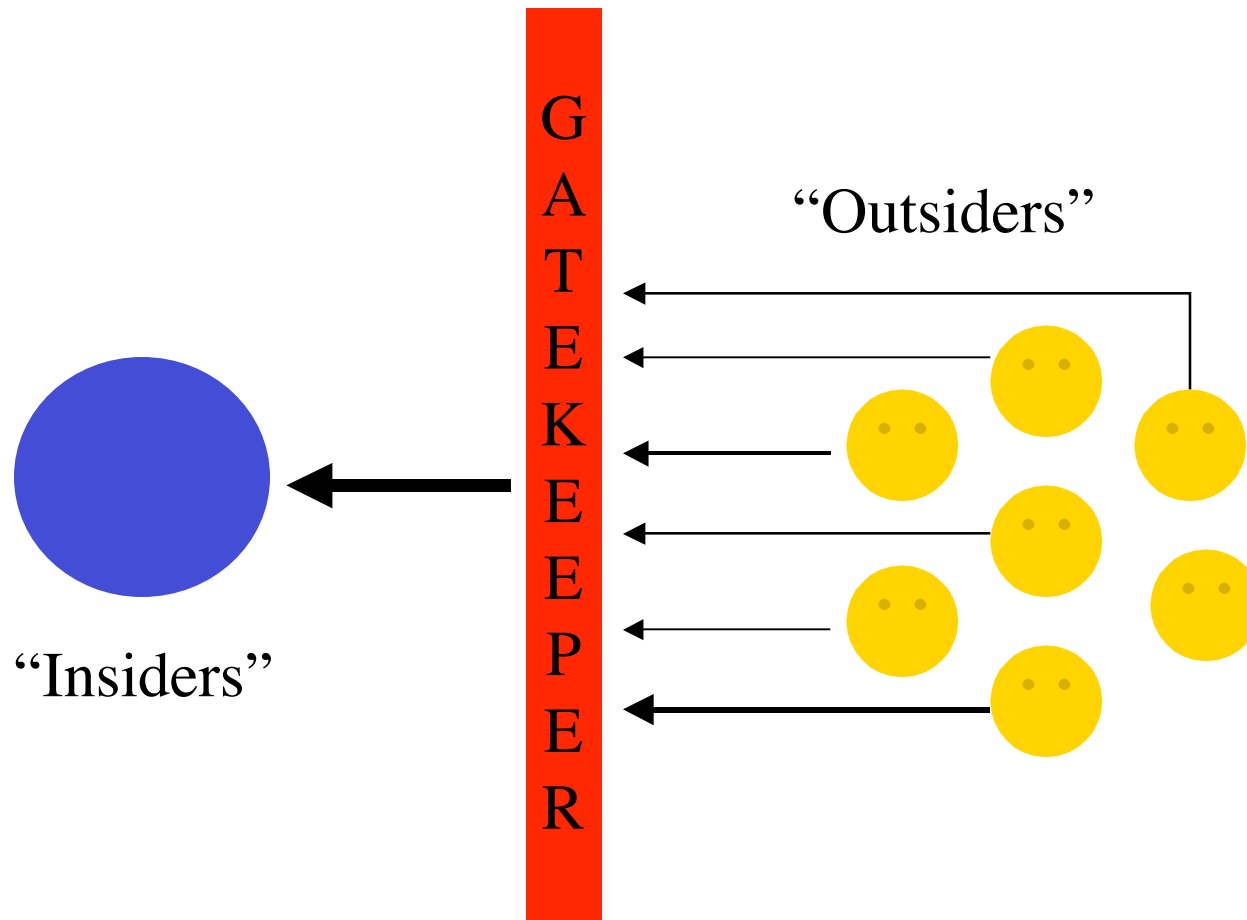
-- *David Weinberger, the Cluetrain Manifesto*

See www.perseusbooks.com/cluetrain

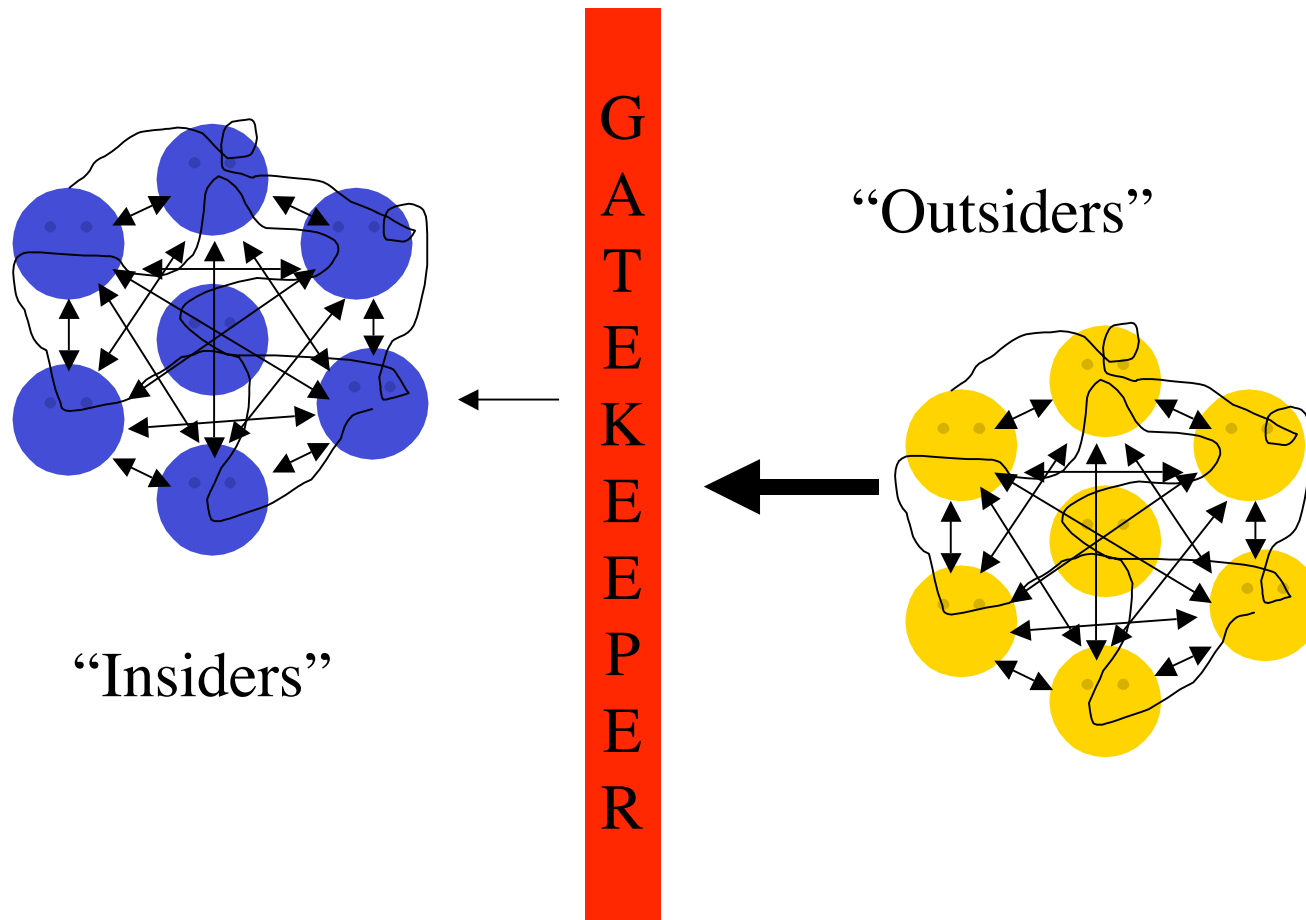
Proprietary requirements gathering:



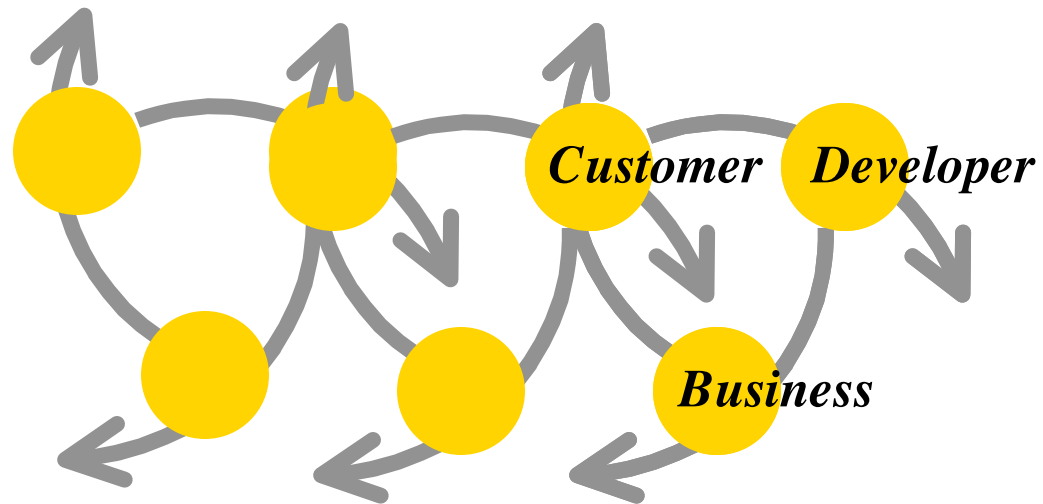
= Broken Conversation



The Real Picture



Open Source = Rapid Iteration



We're Learning All the Time...

.The rise of Social Software movement

- . Blogs (aka Weblogs)**
- . Wikis**
- . RSS Aggregation**
- . Reputation-based search =>Google**

.“This is the future of journalism”

-- *Dan Gilmore, San Jose Mercury News*

Java.Net

“Find a parade and get out in front of it.” -- *Jim Barksdale, co-founder of Netscape.*



The screenshot shows a Mozilla browser window displaying the java.net website. The address bar shows the URL `http://java.net/index.html`. The page features a red header with the Java logo and a portrait of a man. Below the header, there is a navigation menu with links for 'About java.net', 'Community', and 'Community Voices'. The main content area includes a 'Welcome to java.net!' message and a 'Community Voices' section with a featured article titled 'Five Minutes on the Soap Box' by Chris Campbell.

java.net >

About java.net

- Get Involved
- Register
- Login
- Press Center

Community

- Community Directory
- Member Organizations
- Projects
- Webloas

Welcome to java.net!

This is where Java[™] technology collaboration happens. java.net is a new central meeting place for developers and Java technology enthusiasts to collaborate on projects, share ideas, and create the next "big thing." Whether your project is industry specific or focused purely on technology, this diverse community is the place to find other like-minded, creative people and an abundance of resources to work with. We all share a common passion, and that is Java technology. So, explore this site and contribute to any area that interests you.

Community Voices

 **Five Minutes on the Soap Box**

Ramblings on the magic of reusable libraries; the scourge of redundant applications; reinvention of the wheel; jigsaw puzzles of chewing gum

- Chris Campbell

Meanwhile, in Spain...

Extremadura, España

Bienvenido a Extremadura. Junta de Extremadura - Mozilla

Forward Reload Stop <http://www.juntaex.es/> Search

B I E N V E N I D O S



ES NOTICIA
PRESIDENCIA
CONSEJERÍAS
DIARIO OFICIAL



SUBVENCIONES A EMPRESAS



Asamblea de Extremadura



Sistema de Información Administrativa

EXTREMADURA
EUROPA



Emergencias 112



Es noticia



Información Europea

DIRECTORIO
BÚSQUEDAS
ENLACES



JUNTA DE EXTREMADURA

emplea extremadura .com

TURISMO EXTREMADURA

Premios de Turismo

LinEx.org

II PLAN INTEGRAL DE JUVENTUD

OpenSector.org

“Toto, I don’t think we’re in Kansas anymore...” --
Dorothy in the Wizard of Oz

The screenshot shows a browser window with the address bar displaying <http://www.opensector.org/>. The browser's navigation bar includes buttons for Back, Forward, Reload, and Stop, along with a search box and a Print button. The website's header features the logo "OpenSector.org" with the tagline "Open Source, Public Sector, Good News".

The main content area is divided into three columns:

- Left Column:** Contains links for "submit news", "search", "about", and "XML".
- Middle Column:** Titled "Introducing OpenSector.org", it contains a welcome message, a section "What can you do?" with instructions on how to submit a story or contact the site, and a footer section titled "Open Source on the rise in government" posted by kurona on Sunday July 13, 01:01PM.
- Right Column:** Titled "View Items By Region", it lists links for "All Regions", "Global", "Africa", "Americas", "Asia-Pacific", and "Europe". Below this is a section "Older Items" listing articles from Saturday, July 12 and Friday, July 11.

Open Source In Government

To Recap:

- .Open Source can **lower cost**
- .Open Source can **increase flexibility**
- .Like anything else, Open Source **can be implemented well or badly**
- .**Open Source is not necessarily Open Standards**
- .You have to decide **which conversation is important**

How do you find out what's happening?

- 1) Read **Slashdot** (www.slashdot.org)
- 2) Participate in the new **Open Sector community** (www.opensector.org)
- 3) Attend **eGovOS** conference - next in November 2003 in Paris, France (www.egovos.org/nov-2003)
- 4) Try **OpenOffice.org** and **sponsor a localization** to your language (www.openoffice.org).
- 5) **Ask Sun - We'd be very happy to help!**



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