

# PROJECT ]open[



## Translation Workflow

The case for Open-Source  
Frank Bergmann, 2005-10-24

**"Pure Make"**

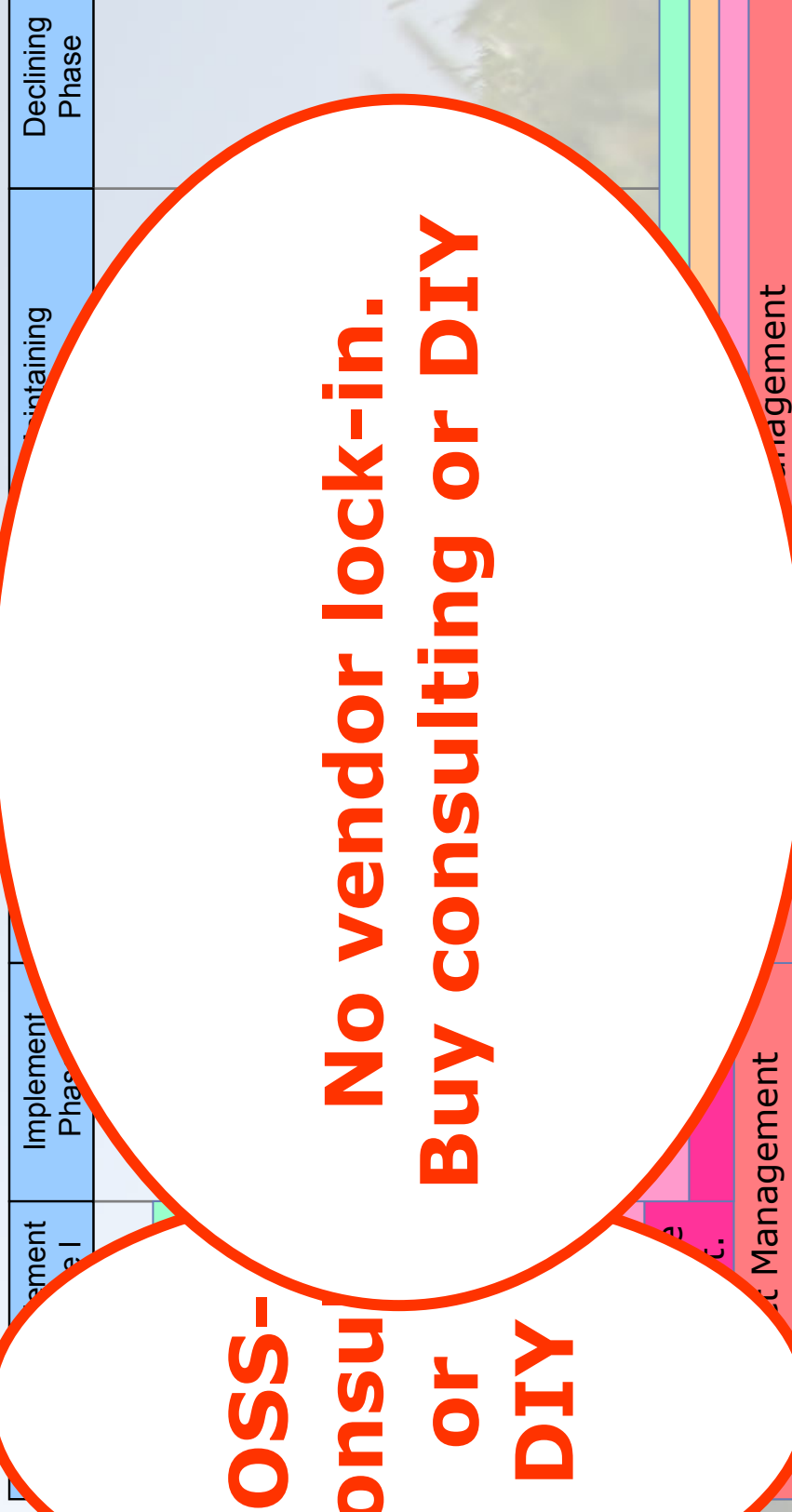
- "Pure Make" (100% in-house)
- "Make" with external **consultants**
- "Make" with **subcontracted** functions
- "Make", followed by **spin-off**
- "Buy" from provider and customize **in-house**
- "Buy" from provider, with financial **investment** in provider
- "Buy" from provider, but "nurture" provider with **partnership** and long-term contract
- **Pure Buy** (100% external)

...

**"Pure Buy"**



**Covered  
by  
OSS**



- Little Sales, just marketing & PR  Sales is usually 50% of IT company costs...
  - Reuse of Software from other OSS-Projects  Saves 50%- 80% of development costs
- 
- ➔ 4x - 10x better value for Customers
  - 50% (free software)
  - ➔ Still 2x - 5x value to be distributed



- **Company Size:**  
Usually smaller than closed-source
- **No "pushy" Sales Organization**
- **New possibilities for customer:**  
May cause fear
- **Open-Source FUD:**  
Incomprehension of Biz model, patents, ...
- **Profile of the people in the OSS-Companies:**  
Dominated by Techies

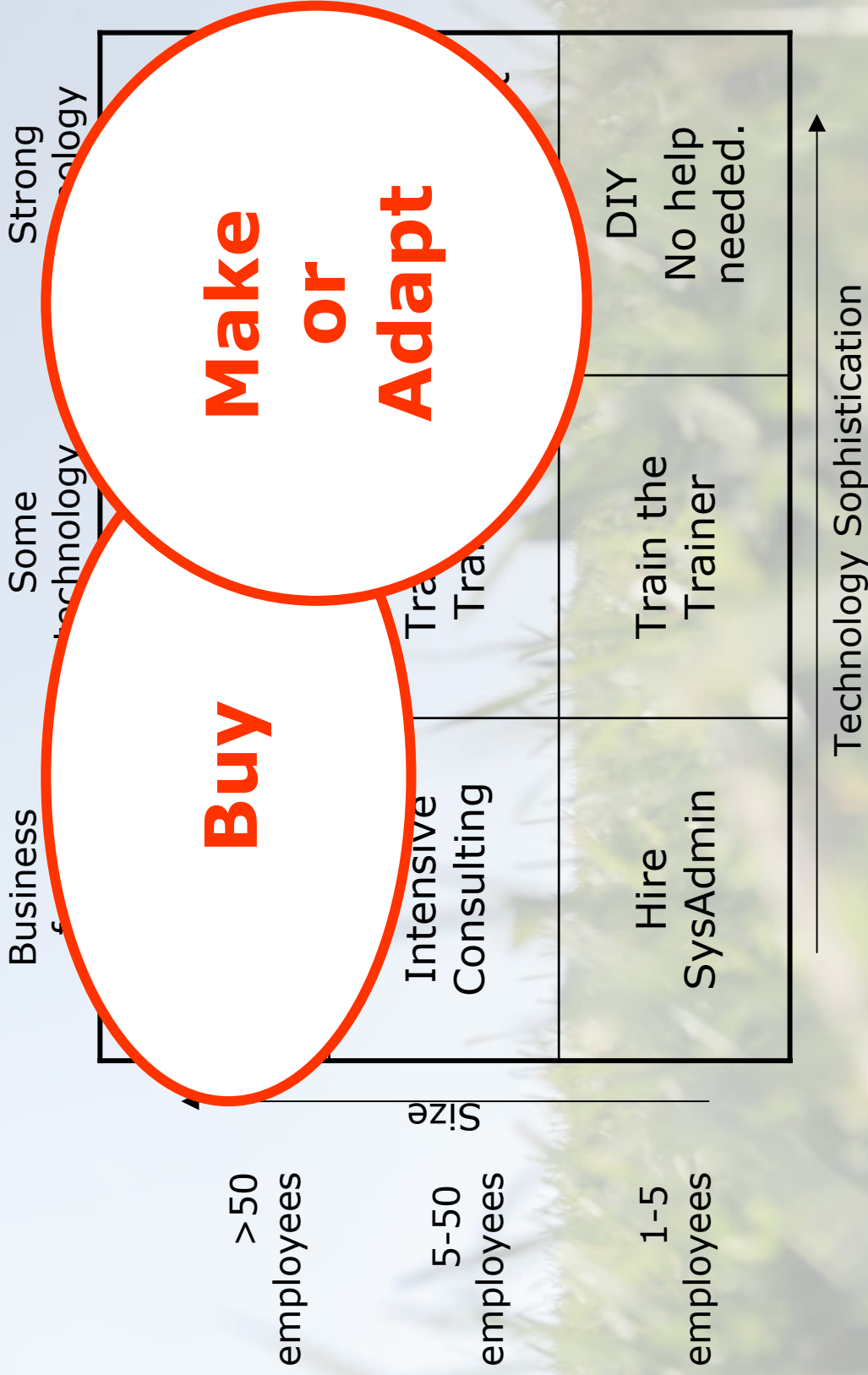


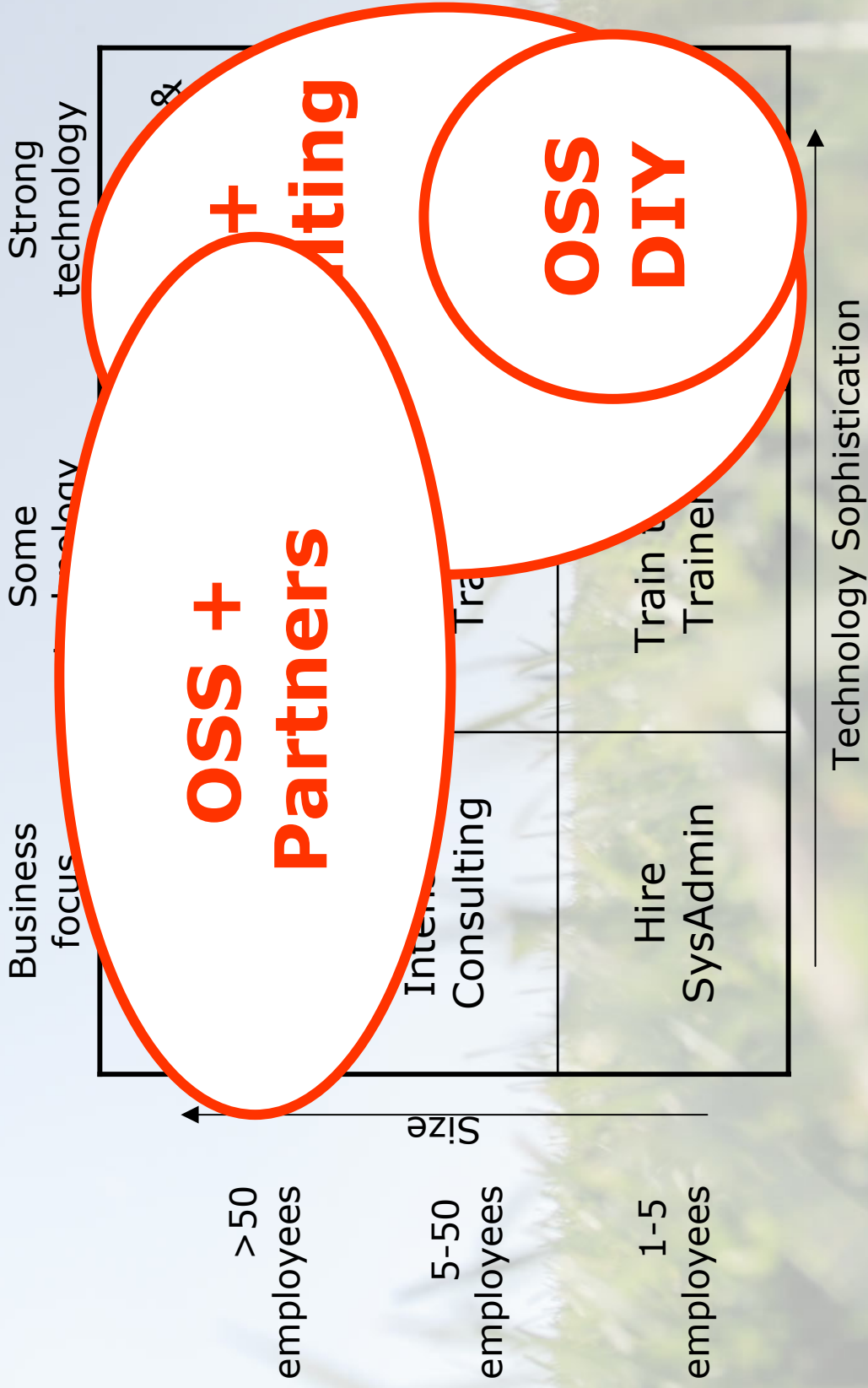
	Business focus	Some technology	Strong technology
>50 employees	Intensive Consulting	Train the Trainer	Partnership & in-house development
5-50 employees	Intensive Consulting	Train the Trainer	DIY, in-house development
1-5 employees	Hire SysAdmin	Train the Trainer	DIY No help needed.

← size →

Technology Sophistication →









### Market Leaders

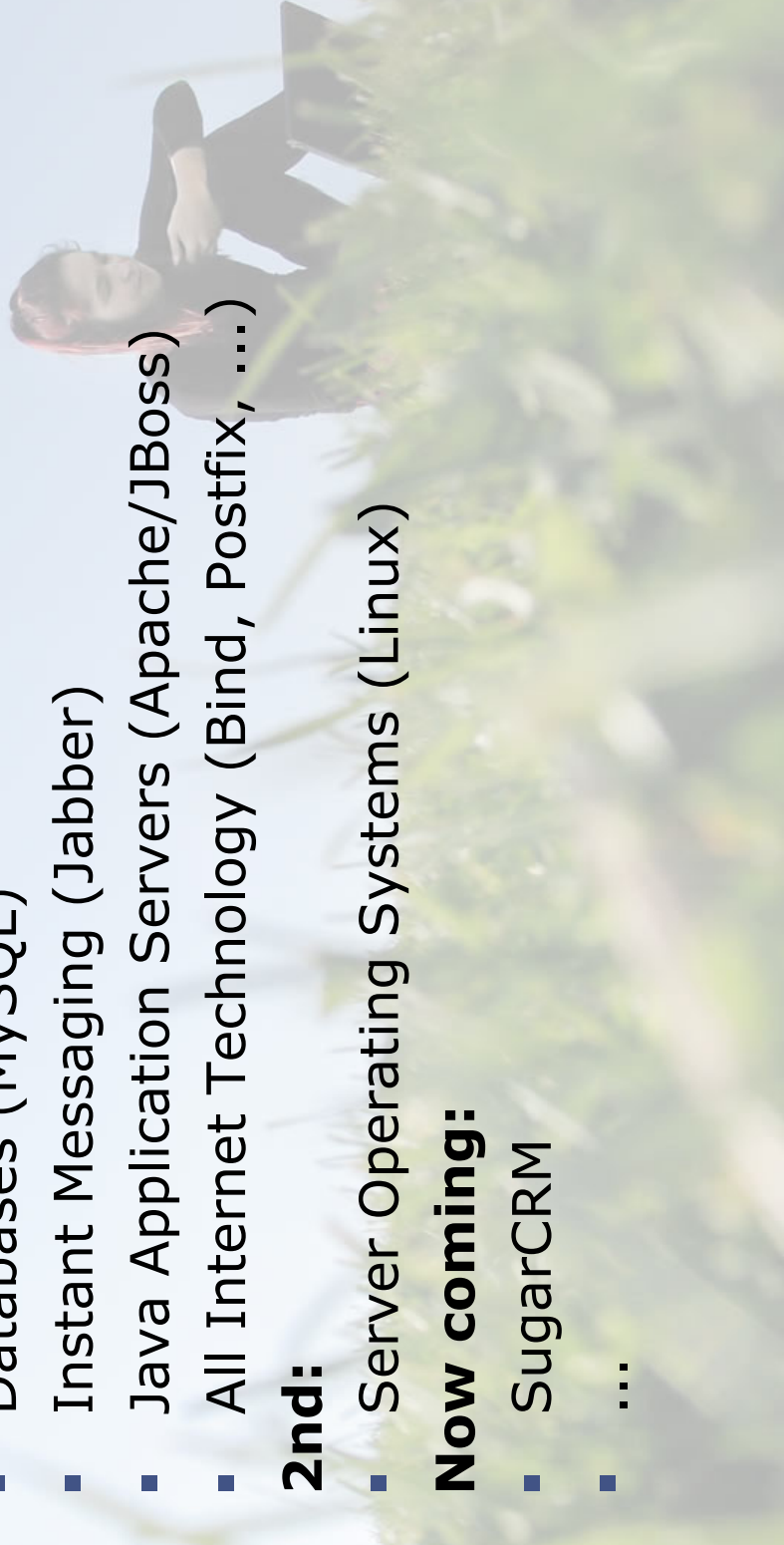
- Web Browsers (Apache)
- Content Management (Typo3)
- Databases (MySQL)
- Instant Messaging (Jabber)
- Java Application Servers (Apache/JBoss)
- All Internet Technology (Bind, Postfix, ...)

### 2nd:

- Server Operating Systems (Linux)

### Now coming:

- SugarCRM
- ...





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