



The Open Source Revolution

Licensing and Pricing
to make money with
“free” software

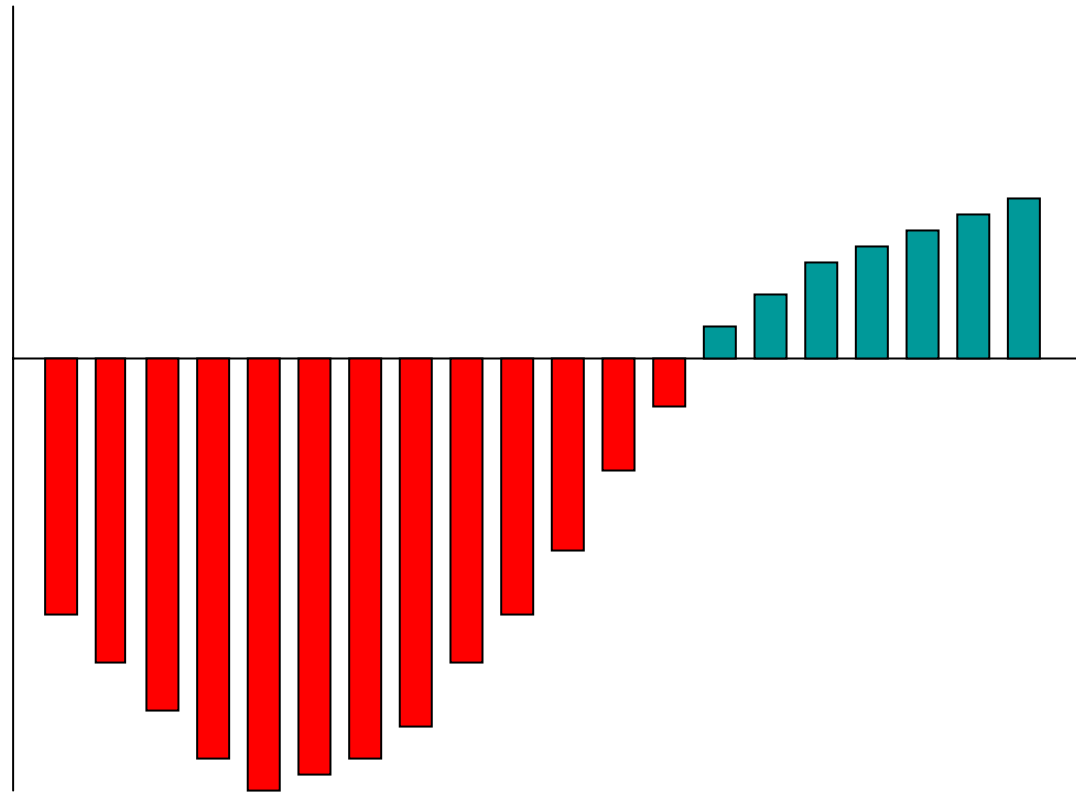
Licensing and Pricing to make money with “free” software

- Top 10 open source myths
- Linux and open source business models
- Stacks, waves and monopolies
- Licensing and pricing to drive adoption, usage and revenue
- Breaking through
- The Ingres Experience
- How to start, what to do, and what to expect

Open Source Myths

- Myth #1: Open Source is viral
- Myth #2: Open Source software is only available on Linux
- Myth #3: Open Source is the same as ‘freeware’”
- Myth #4: There is no product direction or quality control
- Myth #5: Open Source software is not secure
- Myth #6: Open Source software is not reliable
- Myth #7: Open source companies don’t own their IP
- Myth #8: Open source firms don’t offer support
- Myth #9: Open Source software is playing catch-up
- Myth #10: Only zealots use Open Source software

Linux and open source business models



Stacks, Waves and Monopolies

- Back to the future – everyone wants to be IBM and own the full stack
- To manage the stack, traditional vendors hold innovation until the next “wave”
- Effective monopolies limit customer choice and allow price gouging on maintenance

Licensing and pricing to drive adoption, usage and revenue

- Dual licensing – what you need, when you need it.
 - The “community edition”
 - The “enterprise edition”
- Bundled licensing for ISVs and the channel
- Embedded licenses for copiers to appliances

Breaking through

- Downloads
- Installation
- Tools
- Ecosystem
- Evangelism

The Ingres Experience

- Open sourced in 2004
- 10,000 customers, 100s of partners
- Enterprise class database
- Systems Integrator project benefits
- ISV share of wallet
- Embedded growth

How to start, what to do, and what to expect

- Discuss options with key partners and customers
- Examine dependencies and royalty agreements
- Review code and documentation
- Start with a piece of your portfolio
- Invest to build momentum and lead the community