

Project	OW2
Subject	QM - EC
Type of meeting	Face2face
Date	2008-06-19, 13:30 - 16:30
Attendees	JulieM, GregoryL, CedricT, GabrieleR, CatherineN, LucL, MichelC
Excused	

## Agenda

- Transition - JPL □ MC
- Communication plan
- Membership development
- Status on licensing and business models discussion
- Liaison strategy
- ELC approval
- Next steps
- GA slide review

## Notes

- **(MC) Acknowledge MC taking the chairmanship on the EC, replacing JP Lainé:**
  - Thanks to JP for the good work
  - Cedric has managed the transition - thanks as well
  - JP not present: a formal handover and guidance would have been useful
    - What has been done successfully and should be kept
    - What did not work and should be stopped
    - What should be launched
- **(CT) Communication plan:**
  - Slideset dec 07 draft 2
  - Scarce resources to implement a plan
  - Rather guidelines discussed during board:
    - Identify 3 strategic events to invest budget on
      - OW2 in events listed on slide (bold are strategic)
    - Carry out more dissemination efforts:
      - Collaterals
      - PRs
      - Datasheets
      - Analyst day
    - ENG + magazine for business management in Italy - Quaderni di Management (based on Solution Linux prez)
  - Board slides review
    - W3C in Beijing - CLC - pictures, results, lessons
    - JavaOne - 8 OW2 members, 13 projects, 20 demos, 9 PR - result, lessons “OW2 consortium □community?” “companies □ project”
    - Thales: consortium carries the idea of industrial players, community is about project, but who pays the bills?
    - GR: consortium is part of the brand; “community” can be used for communication in community events. There are different from OSS business events
    - OSS marketing model: promote the project before the company, which come up with the professional support afterwards.

- □ selection on events based on strategic objective for member development must be aligned with strategy
  - Analysts: (GR)
    - □ Garter quoted Spagic without OW2 and SpagoBI with OW2 because a different perception on OW2 of the analysts
  - Analyst day:
    - Gartner specialists to assess OW2
    - They send 2-3 analysts (or conf calls)
  - Communication Priorities:
    - Strategic events
    - Analysts
    - Datasheet for all projects (template available)
    - Collaterals (posters, brochure, pens, postits, tshirts)
    - PRs (120 - 500\$ each on PRweb)
  - MC:
    - Metrics - targets?
    - PR: 2 a month is the target - lack of content, lack of feedback from the community
    - Datasheets: 30 end 2007, 15 exists
    - □ **Dashboard needed**
      - Incentives for people to contribute
      - Give visibility
      - Who is in charge of the PR?
      - Cf guidelines
  - **Key notes - Action Plan:**
    - **KPIs / Dashboards**
    - **Better communicated w. community to increase involvement**
    - **Incentives**
    - **PR + events roadmap / schedule / timeline => communication plan**
- Membership development
  - GR - Italy (slide)
    - Meetings in april
      - Big customers (Bank, Telecom Italia) □ initiatives are a differentiator
      - Academia (Milan, Trento)
    - More meetings to come in june (bank, touring, Tuscany & rome govt)
    - New category: users, looking for international OSS observatory
    - Contact: Ingres (contact in Spain)
  - Dissemination
    - Articles, videos (ENG + OW2)
  - CT: 3 directions:
    - Italy (ENG)
    - Germany (Roadshow TBD)
    - Spain (from Fossbridge members)
    - Rationale for G & SP:
      - OW2 looks exotic in UK
      - Belgium opportunistically
      - Scandinavia - no contacts
      - Germany has a big potential
      - Eastern Europe: but where to start?

- Russia
- What kind of users?
  - In countries where OW2 is not: SMBs and Academia
  - Italy, France: end users, DGMI backing from Linux, in It same trend but regional government
  - CT: Market segmentation
  - Italy:
    - Academia look for funded projects, others look for channels to valorize their results
    - Users : international OSS observatory, or use, not produce
  - MC: attract by providing business opportunities, showing success stories (EBM, Exo)
  - CT OW2: big technology, few market refs □ nothing to claim
    - Build case studies
    - Big companies are the engine
    - Initiatives the driver, provided that someone puts efforts on it
- Need Board members to leverage and help attract new members , cold calling does not work
  - pipe is empty
  - strategic members should bring leads
  - MC: monitor the funnel - reactivate pipe management system
- GR: work for leadership in Europe, brazil, trustie in China (GL: Be careful - closed consortium unless current members fund new ones or new members come without request for 863 funding)
  - Identify trustie modules to be put in OW2 code base
- **Today: opportunistic approach**
- CT: number of members will decrease, but there will be better members, then it will increase again
  - **Key notes - Action Plan:**
    - **KPIs / Dashboards**
    - **Revisit/write down strategy**
    - **Better communicated w. community to increase involvement**
    - **Incentives**
- **Status on licensing and business models discussion**
  - Links to all licenses to be put on web site - OW2 will not provide a digest
  - LGPL version must be precisely published on web site
  - A project cannot change license without Board approval
  - Decision on \*GPL v3?
  - Licensing is not BM, even though there is a relationship
  - OW2 BM:
    - to make money through membership fee - we don't sell anything
    - OW2 proposes platform and on-line services
  - BM is the responsibility of each member
  - Discussion can be closed on BM, not on licenses
  - Licensing to be discussed by Board
    - **Key notes - Action Plan:**
      - **Recommendations to Board on Licences?**
- **Liaison strategy**
  - NESSI SC, NESSI OSS WG ...voting
  - OW2 representative is empowered to vote on behalf of the consortium

- Bylaws must be read to understand the impact of the decision
- Unless he/ she thinks the matter needs to be discussed at an upper level
- The decision must be prepared and reported to OW2
- This is valid for any forum
- NESSI OSS WG □ OK, must be part of LC, but a call to be made to the whole OW2
- Info to be circulated:
  - NESSI Board, SC
  - NESSI OSS WG
  - System@tic...
  - **Key notes - Action Plan:**
    - Enforce rules for representation
    - Revisit strategy (who are the key players we want to approach)
- **ELC approval**
  - Xlinks to partner organizations
  - Approved
- **Next steps**
  - Wiki setup for EC follow up and reporting management
  - Conf call every 2 weeks:
    - Proposed Agenda template (to be discussed next EC)
      - EC strategy / alignment with OW2 strategy
      - Communication plan
      - Membership development through business opportunities
      - Status on business opportunities
      - Liaison strategy (NESSI, System@tic, Morfeo, COSS, Eclipse, etc.)
      - LC status
      - Initiative status
      - Budget status
      - AOB
    - Minutes archived on the web □ public? Yes, to members.
    - AP tracking
  - Quarterly reporting of EC to the board
  - Quarterly EC-TC coordination meeting
  - EC chair at the Board meeting? Yes
    - **Key notes - Action Plan:**
      - Next EC confcall to be organised
      - Start working on tools setup (wiki...)
- GA slide review

## Decisions

- Publish segmentation
- Restart pipe management
- Ask leads to strategic members - no pipe currently
- Close discussion on BM
- Approve ELC

## Action Points

<b>Id</b>	<b>Who</b>	<b>What</b>	<b>When</b>	<b>Status</b>
1	CT	Segmentation to MC		
2	MC	Send NESSI OSS WG slides	14/05/2008	done
3	MC	Organise next confcall		
4	CT	Restart pipe mgt		