



Building the OW2 Business Ecosystem

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The mission of the consortium is to
develop open source middleware*
and to foster a vibrant *community* and
business ecosystem

**Middleware at large, including tools for the development, deployment and management of distributed applications*

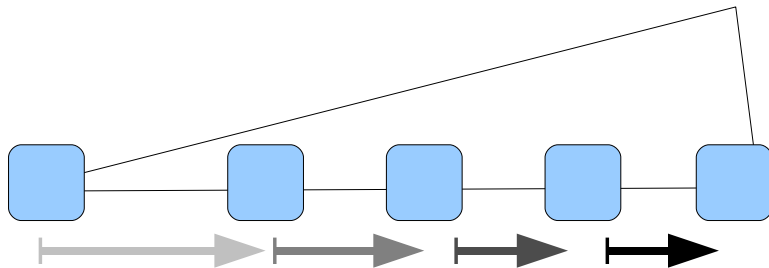
Agenda

- ➔ **Business Ecosystem Rationale**
 - Value chain and business ecosystem
 - Competition and cooperation
 - Three key roles in ecosystems
 - Social capital
- ➔ **An Open Source Business Ecosystem**
 - Cooperation in open source middleware
 - Ecosystems participants profiles
 - Participants profiles
 - Expectations
 - ROI elements
 - Contributions
- ➔ **Activating the OW2 Business Ecosystem**
 - Activities and Relationships
 - Technology Relationships
 - Business Relationships
 - Community Relationships
- ➔ **Lessons learned**
 - A Long-Term Evolution
 - OW2: a business ecosystem platform
 - Between market transactions and hierarchies

Value Chain and Business Ecosystem

➔ Value Chain

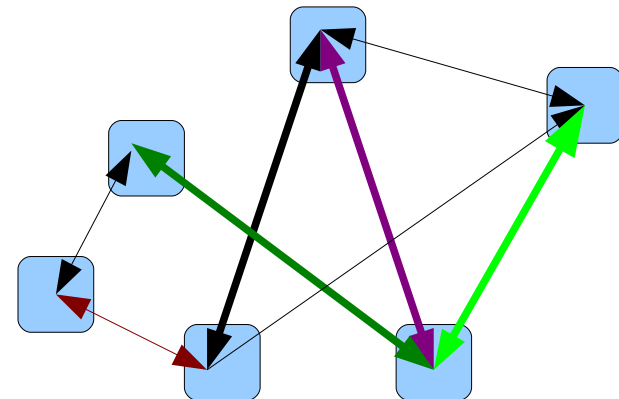
- Downstream flow of added value
- Vendor-Buyer relationships
- Quantitative rationale



Efficiency – Differentiation – Customer Ownership

➔ Business Ecosystem

- Value-added sharing
- Coopetition relationships
- Qualitative rationale



Network Externalities

Competition and Cooperation

Improve competitive positioning of the firm:

➔ **Competition**

- Price
- Quality
- Innovation
- Etc.

Build competitive positioning of the group:

➔ **Cooperation**

- Technical standards
- Market definition
- Business practices
- Lobbying
- New entry deterrence
- Margin protection

Competition and cooperation can a) alternate (competition-cooperation sequences) or b) be simultaneous (focusing on different areas)

Three Key Roles in Ecosystems

➔ Dominators

- Tend to eliminate other firms, integration efficiency, but do not share, do not create sustainable opportunities for their partners

➔ Niche players

- Fuel the ecosystem burgeoning, specialized players, efficient segment focus, leverage keystone platforms, technology differentiation

➔ Keystones

- Regulate the ecosystem, highly interconnected, altruists, foster diversity, help grow the ecosystem value, provide a generic platform

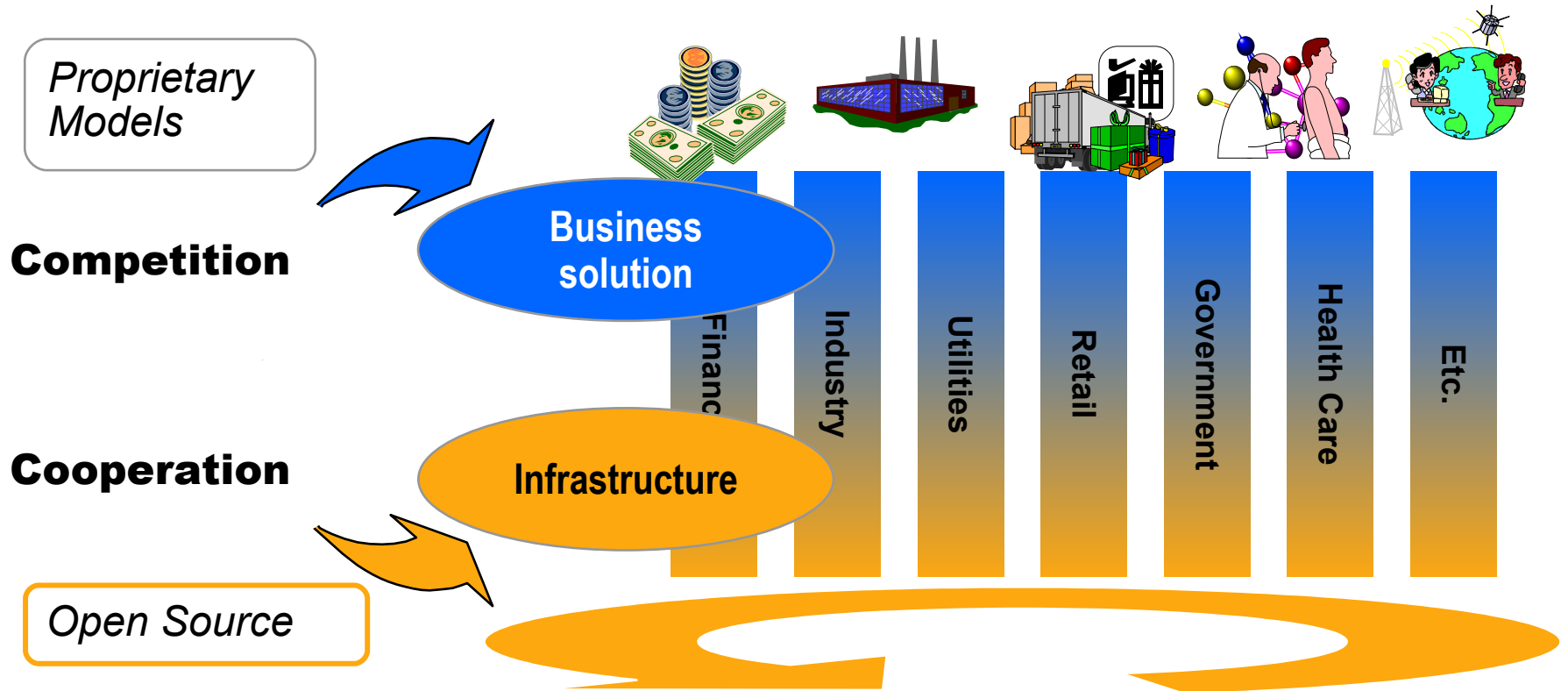
Social Capital In An Open Source Community

- ➔ Shared beliefs
 - ➔ Shared expectations
 - ➔ Shared practices
 - ➔ Shared stories
-
- ➔ **The glue of a community**
 - ➔ **Help speed transactions**
 - ➔ **Provides sustainability**

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Coopetition in Open Source: Middleware Business Ecosystem



Membership Status

13 Strategic Members, 41 Corporate Members
860 Individual Members as of March 2008



➔ Strategic Members

1. Beihang U.
2. Bull SAS
3. CVIC SE
4. DOCSC
5. Engineering
6. France Telecom
7. INRIA
8. ISCAS
9. NUDT
10. Peking U.
11. Red Hat
12. SERPRO
13. Thales

➔ Corporate Members

■ Academia

1. Free U.
2. GET
3. U. of Fortaleza

■ Research Labs

1. Charles U.
2. CNRS-IMAG
3. Fraunhofer FOKUS
4. GMRC
5. LIG
6. NJUPT

■ MICROs

1. Altic
2. Arctic.Park
3. Experlog
4. Neociclo
5. Obeo
6. Orbeon
7. Oxymel
8. Requea
9. Scalagent
10. Ubikis
11. Skiftex
12. XPerNet

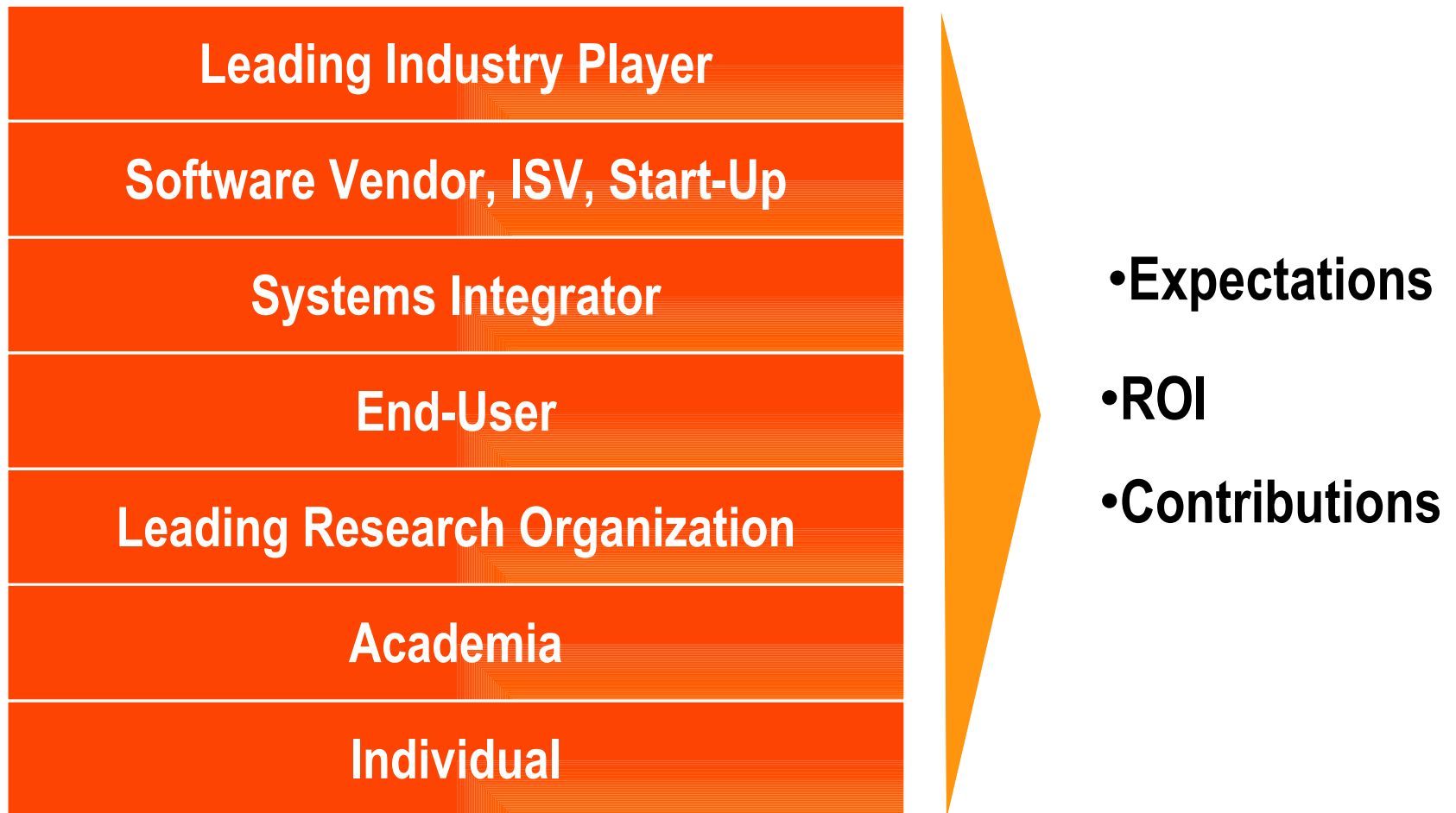
■ LOGs

1. Min. Interieur
2. Placenet.cn
3. Sogeti

■ SMORGs

1. Arimaan
2. Avane
3. EBM WebSourc.
4. Edifixio
5. eteration
6. European Dynamics
7. eXo Platform
8. HISP VietNam
9. Funambol
10. Iona
11. Intervision
12. Linagora
13. Linalis
14. Open Wide
15. Serli
16. Talend
17. TongTech

The OW2 Business Ecosystems Participants Profiles



Expectations

Marketing guidance

Architecture frameworks

Technology exchanges

Market credibility

Participation in large projects

Increased corporate value

Technology independence

Access to international market

ROI Elements

Increased visibility

New customers

Development cost sharing

Technology alignment

Access to expertise

Time to market

New markets penetration

New partners

De facto standards

Participation in publicly financed programs

Contributions

Success stories

Code contribution

Specifications

Experience feed-back

Marketing investment

Expertise sharing

Project leadership

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In the OW2 Business Ecosystem, Qualitative Relationships Between Members Are Carried By Three Kinds Of Activities

→ Projects

- Technology relationships



→ Initiatives

- Business relationships



→ Local Chapters

- Community relationships



Business Relationships: The OW2 Initiatives

➔ An Initiative is a joint effort by OW2 Members (and non-members) who combine projects and expertise in order to target well-identified market needs.

- ➔ **Business Intelligence**
- ➔ **SOA**
- ➔ **eGouvernement**
- ➔ **Telco**
- ➔ **Embedded**



Community Relationships: The OW2 Local Chapters



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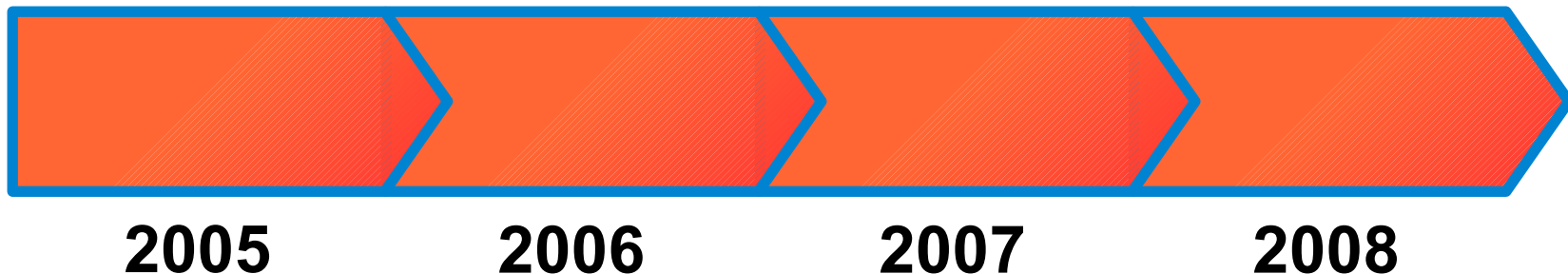
A Long-Term Evolution

Himalaya Program
BI Initiative Launch

OW2 Launch
SOA, eGov Initiatives charters

OW2 plan definition
Definition of the OW2 Initiative
Initial work on SOA, Telco, eGov Initiatives

Expectations identification
ESB Initiative model



Not An Integrated Organization Nor An Open Market

➔ Critical mass

- Network effects happen after a certain threshold
- Need to over-invest until critical mass

➔ Complexity, Coordination, Communication

- Complexity requires permanent coordination
- Communicate: Shared vision comes gradually

➔ Not for the average manager

- Decentralized initiatives: No chain of command
- Rely on third-party resources: Yield before you win

The OW2 Value Proposal: A Business Ecosystem Platform

➔ Technical services

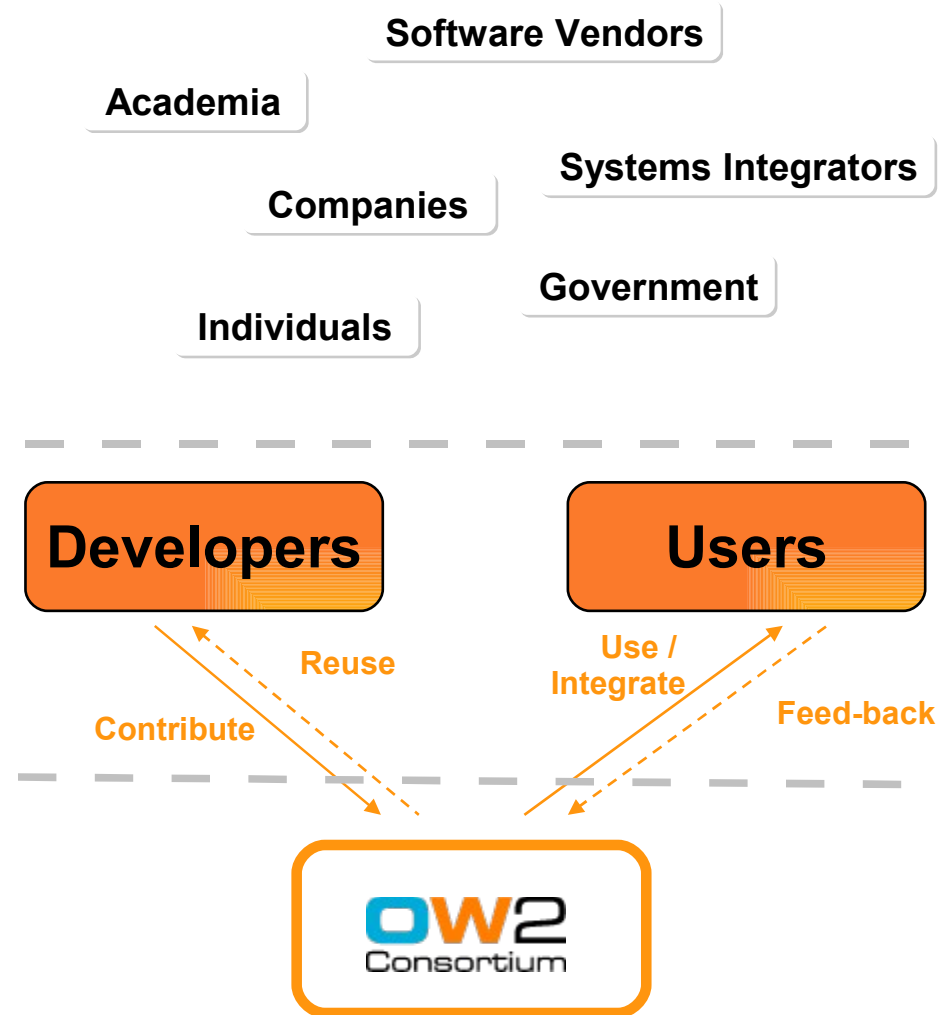
- Forge
- Mailing lists, etc.

➔ Community services

- Governance framework
- Activities

➔ MarCom services

- Project promotion
- Awareness



Join the OW2 Business Ecosystem

www.ow2.org

For more informations
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