

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

Id	Who	What	When	Status
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		