

# OSS Promotion & Business Model



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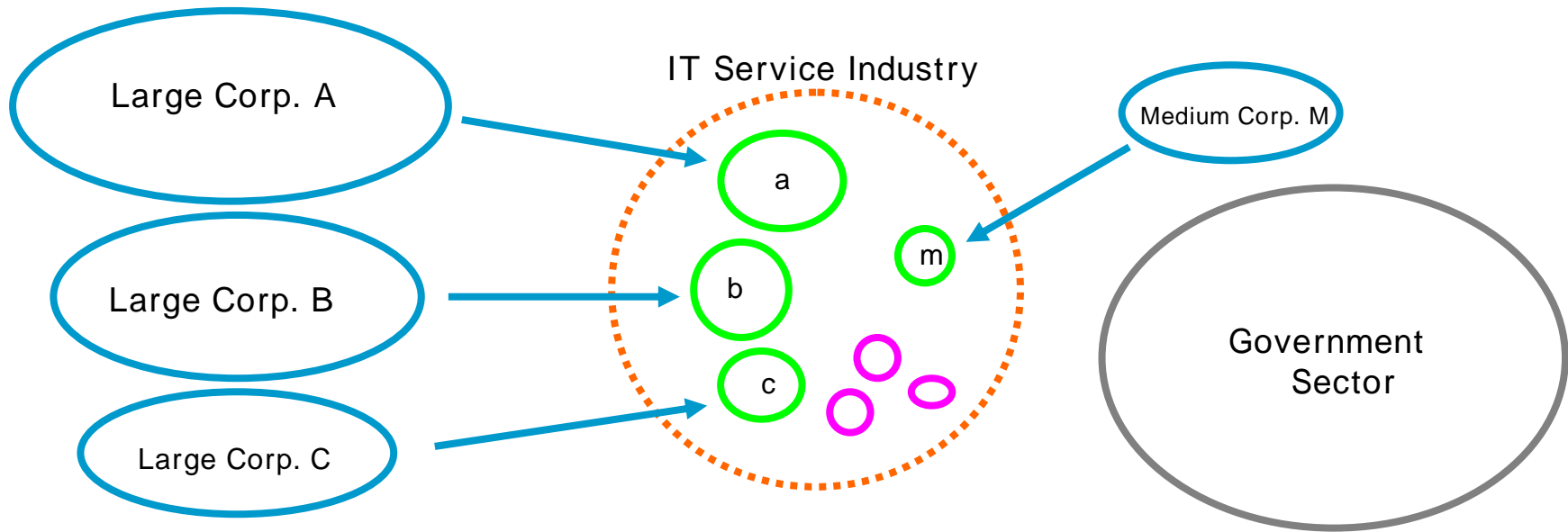
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## Contents:

- Experience in Promoting OSS – Difficulties
- Promoting OSS – Suggestions
- OSS Business Models



## IT Service Industry Structure – Too Rigid & Inflexible

- Most large corporations have their own IT Service daughters companies.
- Almost all major IT Service Companies are of this type, and also plays a major role in the government sector.
- Collection of Captive Market
- Daughter companies are less motivated to use OSS.
  - . Using OSS reduces their revenue in a short term.

## ● Weak OSS Tech. Support Service Infra

- OSS Tech. Support Service is not paid enough to cover the cost.
- OSS Tech. Support Service companies are hard to survive.
- OSS Training program is not enough to cultivate OSS Tech. Support engineers since there isn't sufficient jobs in the market.

## ● Suggestions:

- Government OSS Promotion Fund can be used to strengthen OSS Service market.
- Select government projects strategically.
- OSS Promotion Fund is paid directly to qualified OSS Service companies.

## ● Hire OSS Architects for Government SI Projects.

- OSS Architects advise Decision-making Bodies and PM's.
  - ✓ Needs Analysis → BPR/ISP → RFP → Development → Test → Service Open
  - ✓ Case Study, Benchmarking
  - ✓ OSS-based System Architecturing
  - ✓ OSS Technical Support Infra

## ● Good Software Certification

- OSS Promotion Fund can help OSS get GS Certification.  
GS (Good Software) Certification Program by TTA (Telecommunications Technology Association)
- Selected OSS: Linux, Apache, Tomcat, JBoss, Eclipse, Struts, Spring, etc.
- OSS Promotion Fund → OSS Service Companies → TTA
- OSS with GS Certificates can be adopted for more system integration projects.

- **OSS Developers are key to the success in promoting OSS.**
  - OSS Developers are who
    - ✓ Use OSS in the software development projects
    - ✓ Participate in developing new OSS projects or upgrading existing OSS projects
    - ✓ Have great ideas to start new competitive OSS projects
  - Help OSS Developer Communities financially.
    - ✓ Select among existing OSS Developer Communities.
    - ✓ Help cover the cost of operating their on-line developer portal
    - ✓ Help cover the cost for the off-line developer conferences and SIG (Special Interest Group).
    - ✓ Award several OSS developers trips to offshore developer conferences  
ex) Linux World Expo, ApacheCon, etc.
    - ✓ Most OSS developers are full-time employees over-loaded with company works.  
ex) OSS Promotion Fund can cover 20% of selected OSS developer's salary so that they can spend 20% of their work hours.

## ● OSS Developers are key to the success in promoting OSS.

- Help OSS Developer Communities financially. (Continued)

- ✓ Encourage OSS developers to start new competitive OSS projects.

- ex) Next-generation Web Server,  
Distributed Data Virtualization,  
Distributed Server Application Virtualization, etc.

## ● Suggestion: Open Source Software Foundation

- Organize an OSS Foundation to promote OSS Developer Communities more effectively and continuously.

## ● SAAS (Software As A Service) Model #1

- OSS Stack: Linux, Apache, Tomcat, JBoss, MySQL, Eclipse, Struts, Spring, etc.
  - ✓ Technical Support Service
  - ✓ OSS-based Architecture Consulting Service
  - ✓ OSS Migration Service

## ● SAAS Model #2

- Service Development based on OSS
- Internet Portal Service, On-line Game Portal Service
  - ✓ NHN Corp. – 5,000+ Linux Servers for 80+ services
  - ✓ Widely use OSS (Apache, Tomcat, MySQL, Eclipse, Struts, Spring, etc.)
  - ✓ Storage Virtualization & Parallel Programming (Linux, Hadoop)
- On-line Target Marketing Service





Thank you