

**Is there an Open (Source) Europe?**



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# Executive Summary

- Europe provides a great environment to build the open, next generation IT industry
- This needs collaboration - Open Source is about collaboration
- Many Open Source Projects collaborate without borders, most Open Source Businesses do not
- Open Source Business Networks provide the key to change this
- There are several options and possibilities we should use more to leverage this huge opportunity

# About myself

- Founder and CEO of Univention
  - Our Product: Univention Corporate Server
  - Easy-to-use, cost-effective and popular alternative to Microsoft's server solutions
  - 42 Employees, 190 partners, 900 customers
  - Producing 100% Open Source Software



- Chairman of the board of the Open Source Business Alliance

# The Open Source Business Alliance

Network of

- Providers of information technology
  - System integrators
  - Software and Hardware Vendors
  - Hosters, Cloud Service Providers
  - Consulting firms
- End user organizations
- Scientific Institutions
- Enthusiasts

# Example memberships



# What brings us together?

The belief that we can act better, more effectively and successfully for our respective organisations and for the society in general – when we share intellectual property and act in an open, collaborative way

Our goal and mission is to foster and accelerate the success of those working with Open Source Software and acting using the principles of Openness, independently of role and organization.

# What differentiates us?

- We do not represent the interest of one side, vendor or customer, instead we share a joint interest
- We do not stand for an industry or a sector, instead we stand for a successful form of value creation and doing business
- We connect users, providers and scientific institutions independently of specific buying / selling circumstances
- We are business oriented and act to foster the success of our organizations



# How do we achieve our goal?

- Public relations and press communication
- Lobbying and Public Affairs
- Fostering of networks communication between members
- Providing better information, networks and relationships between vendors, users and the scientific community
- Marketing
- Technical projects (interoperability, show-cases)

- Public Affairs
- Office Interoperability
- Marketing
- Events
- Mobility
- Cloud Computing / Deutsche Wolke
- Education
- Membership Value
- Bitkom

- Guidelines how to procure Open Source Software using the standard contract terms of the german government (EVB-IT)
- Framework of standard contracts
- Guideline for enterprises: What you need to now about PRISM
- Certification of Trustworthy software
- Interoperability enhancements of LibreOffice
- CeBIT, Open IT Summit, Open Source Day, Meet & Greet, Open Minds Excellence Club

## Why?

- We want our businesses to be successful!
- Most work on Open Source Software is done by people being paid for what they do, mostly by companies
- The success of Open Source Software is inherently bound to the success of those companies
- To be successful and sustain, software
  - Has to create momentum
  - should concentrate on the things, it does really well
- Software needs market domination

# Open (Source) Business in Europe?

- The huge, homogeneous market in the U.S. is key for the success of U.S. Software companies
- Europe provides a similar market in size
- Cloud Computing is a game changer
  - Europeans ask for European Clouds
  - Open Source generates trust
- Open Source provides great means to cooperate between companies
- Countries like France and Germany are leading in Open Source adoption and have many innovative companies
- Everything is there to build the next generation of leading IT companies in Europe!

- Some years ago, we (Univention) wrote source code with comments in german
- It took us five years to write documentation in english (no french yet)
- We speak german in board meetings
- We are present in many countries, but not in France
- We regard the french market as „difficult“
- We just opened our first subsidiary in the U.S., not in France
- We do not use the huge opportunity in front of us

# What needs to be done?

- Connect business networks
  - Exchange and integrate technology
  - Exchange customers
  - Build international consortiums
- Establish international research projects
- Use international platforms like OW2
- Work on public affairs on a european basis
- Use english as the primary business language
- We need to help each other to conquer the markets in our countries

# Others did it before





Peter Ganten

[peter.ganten@osb-alliance.com](mailto:peter.ganten@osb-alliance.com)

[ganten@univention.com](mailto:ganten@univention.com)

+49 421 222 32 0