

# Don't Kill Your Golden Goose?

Richard Esplin, Alfresco



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# Two Possible Endings

# Traditional: Poverty and Sorrow



# Market Pivot: Prosperity and Happiness



Image Credit: [https://www.flickr.com/photos/geographyalltheway\\_photos/13090587564](https://www.flickr.com/photos/geographyalltheway_photos/13090587564)

## Important warnings:

- There is more than one tale about a “Golden Goose”. This my version.
- My application of this tale demonstrates my opinion only, and does not reflect an official position of Alfresco.
- The discussion that follows surfaces more questions than answers.

# Alfresco's challenge



# AWS Might Be The Most Widely Adopted Computing Platform in History

# AWS innovations we want in Alfresco:

- Encryption and key management
- Lambdas
- Step functions
- Analytics and search (Athena and RedShift)
- Machine learning
- Elasticity

Drivers of an open core business:

Adoption

Upsell



# Customers choose open source for (in order):

- Choice and control
- Development transparency
- Vendor independence
- Speed of procurement
- Culture
- Social responsibility

# The calculus of open core strategy changes in the cloud:

- There are disruptive advantages to the cloud.
- There are other ways to achieve most of the benefits of open source.
- Customer priorities are changing.
- Adapt or die.

# Are we building a niche business?

# How big of a differentiator is open source today?

Will focusing on  
open source slow  
down our cloud  
innovation?

# How far can a shim get us?

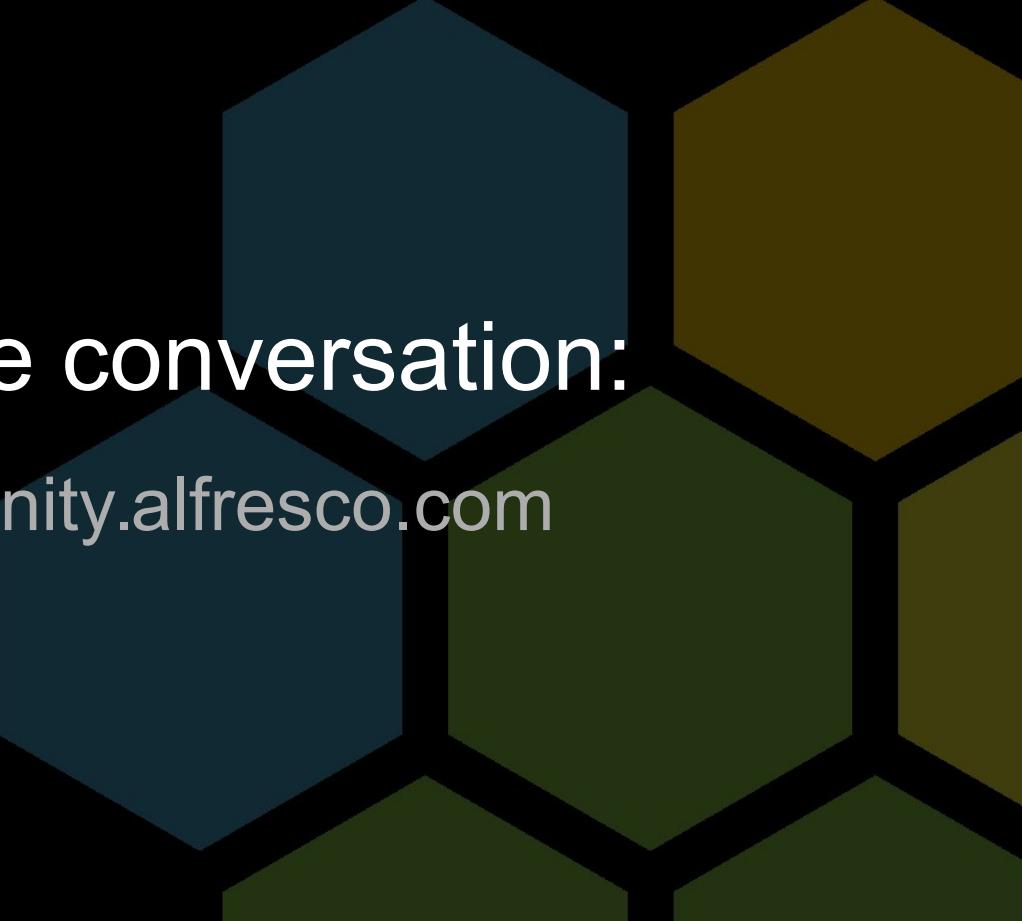
Can open source  
thrive when one  
vendor dominates  
the ecosystem?

# Our Choices Are Not Immediately Permanent



# Time Will Tell





# Continue the conversation:

<http://community.alfresco.com>

