

Don't Kill Your Golden Goose?

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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

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:

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- 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):

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

The calculus of open core strategy changes in the cloud:

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- 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?

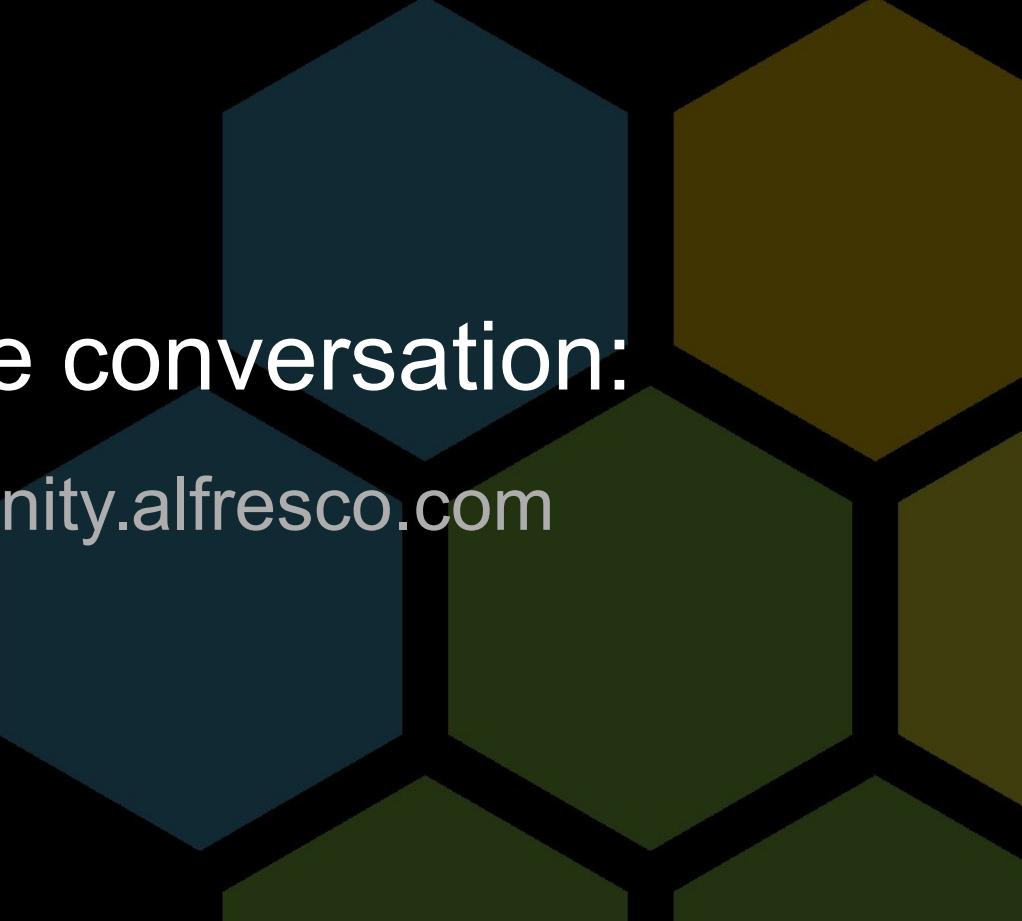
Can open source
thrive when one
vendor dominates
the ecosystem?

Our Choices Are Not Immediately Permanent



Time Will Tell





Continue the conversation:

<http://community.alfresco.com>

