

# Commercialization of Open Source

The Apache Software Foundation Stories

# Who am I?

- ⦿ Niclas Hedhman, 52 years old
- ⦿ CEO, CodeDragons
- ⦿ Involved in Apache since 1997
- ⦿ Legal & Licensing interests
- ⦿ VP, Apache Zest

# What is Apache?

- ⦿ 174 Top Level Projects
- ⦿ ~50 incubating projects
- ⦿ 100s of sub-projects
- ⦿ Strong Community
- ⦿ Liberal Licensing

# Who is Apache?

- 6000 committers, invited by projects
- 700 Members, invited by Members
- 1 Officer/VP per project or committee
- 9 Board Directors, elected by Members
- 5 fulltime contractors
- 1 PR outreach/sponsorship contractor

# Where is Apache?

- ⌚ Practically World-wide
- ⌚ Distributed, Remote, Asynchronous



# Who pays?

- ⦿ USD ~1 million in Sponsorship
- ⦿ Un-measurable amount of volunteer time
- ⦿ Un-measurable amount of “work time”
- ⦿ My guess; 80% paid time by employers

# Does Apache Matter?

- Web
  - Apache Web Server
  - Tomcat
  - Wicket, Cocoon, Tapestry
  - Flex, Tobago, Struts

# Does Apache Matter?

- ⦿ Big Data
- ⦿ Zookeeper
- ⦿ Hadoop, HBase, Hive, Pig, Sqoop, ...
- ⦿ Spark
- ⦿ Kafka, Storm, Cassandra
- ⦿ ++

# Does Apache Matter?

- ⦿ Java Programmer's Heaven!
  - ⦿ Apache Commons
  - ⦿ OSGi
  - ⦿ ServiceMix, Camel, ActiveMQ
  - ⦿ Everything Java EE; JPA, JSF, JSP, JDO,...
  - ⦿ ++

# Does Apache Matter?

- ⦿ CloudStack, jclouds, Mesos, Aurora, LibCloud
- ⦿ Many WebServices (WS-\*) implementations
- ⦿ Groovy
- ⦿ Build systems, Ant & Maven
- ⦿ NetBeans!!
- ⦿ MUCH MUCH MORE...

# Apache License

- ⦿ Liberal, do almost anything you like, copy, sell, modify, embed, relicense...
- ⦿ Business-friendly
- ⦿ Patent license included
- ⦿ Backed by a Legal framework at ASF

WHY??

# Why?

- ⦿ Why do people spend 20 hours/week of their free time on open source projects?
- ⦿ Why do companies employ people to work on open source projects?
- ⦿ Why unemployed people spend 60-80 hours/week on open source projects?

# Careers

- ⦿ Contributions build Knowledge & Respect
- ⦿ Employment Opportunities
- ⦿ Easier to be freelancing developer
- ⦿ Dedication to project often leads to employment offers around that project
- ⦿ Create a new Company around Project

# Company Reasons

- ⦿ Difficult to charge for infrastructure
  - ⦿ Service, Support, Subscriptions
- ⦿ Marketing & Recognition Reasons
  - ⦿ Reduced OSS version, Commercial larger
- ⦿ Reduced Cost, In-house Know-How, ++

\$ \$ \$

# Services

- ⦿ Expertise Consulting
- ⦿ Support Agreements
- ⦿ Training
- ⦿ Cloud Offerings (X as a Service)

# Products

- ⦿ CQ suite from Day Software
- ⦿ Web Content, Digital Asset, Social Collaboration, Java Content Repository
- ⦿ Cocoon, Jackrabbit, Sling, Felix, ++
- ⦿ Support, Training, Integration
- ⦿ Reselling via IBM, Oracle & HP.

# Products

- ⦿ WebServices/SOA solutions from WSO2
  - ⦿ Axis, Synapse, ODE
- ⦿ Fully Open Sourced commercial solutions
- ⦿ Training, Consultancy, Support, Subscription

# Products

- Neo4j - Commercial Enterprise Edition
- Hazelcast - 2 Commercial Enterprise Editions
- Cassandra - Commercial OpsCenter
- Hadoop - Commercial Cloudera Enterprise

End Game

# Merger & Acquisition

- ⦿ Marc Fleury upsets some JBoss Developers
- ⦿ Geronimo is started at Apache
- ⦿ GlueCode is started around Geronimo
- ⦿ IBM buys GlueCode
- ⦿ Geronimo forms the base for WebSphere Community Edition.

# Merger & Acquisition

- LogicBlaze donates ServiceMix to Apache
- IONA buys LogicBlaze
- ServiceMix consolidates with ActiveMQ, Camel and CXF
- Progress Software buys IONA
- Progress spins off FuseSource
- RedHat buys FuseSource

# Merger & Acquisition

- ⦿ Day Software – bought by Adobe
- ⦿ MySQL – bought by Oracle
- ⦿ SpringSource – bought by VMware
- ⦿ JBoss – bought by RedHat
- ⦿ XENsource – bought by Citrix
- ⦿ Heroku – bought by SalesForce

# IPO

- ⦿ Relatively Rare!
- ⦿ RedHat (1999)
- ⦿ Hortonworks (2014)
- ⦿ ...and a lot of talk

# Questions?

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- <http://www.apache.org>
- Thanks!!