

The Many Faces of “Open”

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Sun Microsystems,

The agenda



1. Sun Microsystems
2. Open Source
3. Open Standards
4. Open Formats

Our Vision

- The Network is the Computer
- Everyone and everything participates on the network

1.5 Billion

Internet Users

0

1995

2000

2005

2007

2010

YAHOO!

eBay

Google

EA

salesforce.com
Success On Demand™

OnStar

Blu-ray Disc



Our Strategy



Sharing Creates Communities, Communities Create Value

The Global Power of Sun

Fortune
211
Company

Annual Revenues
\$13+ Billion

U.S. Patents
5,000+

Java Devices
3.5 Billion

Java Developers
5 Million

Solaris 10
Licenses
5.4 Million

Annual Server Units
Up 14% Y/Y

Cash
\$4.8 Billion

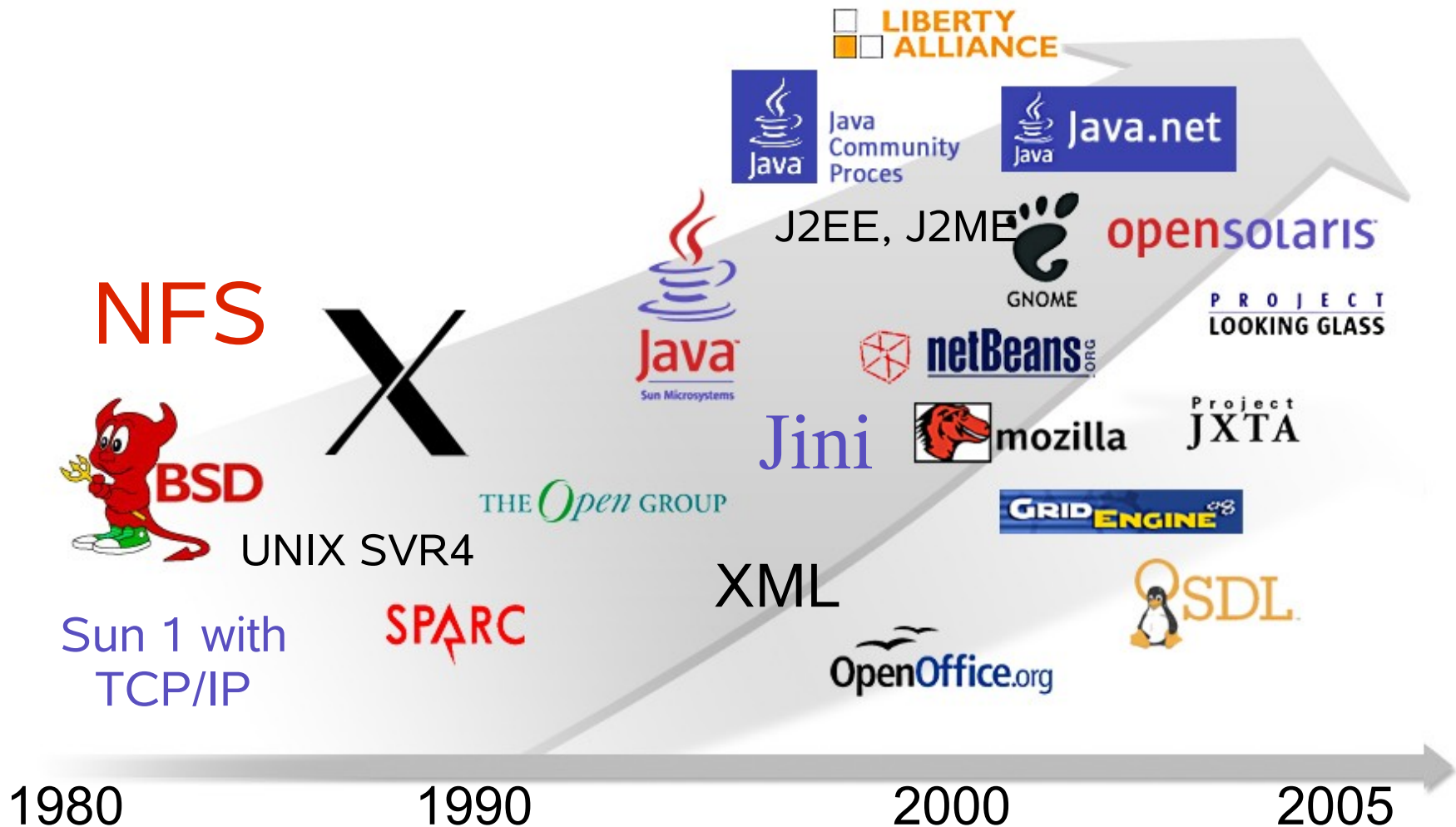
Annual Storage
Petabytes Shipped
410

Worldwide Employees
38,000

Annual R&D
\$2+ Billion

Business Presence
100 Countries

Sun: A History of Community



The Java Community Has Created Tremendous Opportunity



579M
Java Powered
Phones

\$3B
Java Mobile
Game Market

750M
Java Cards

650M
PCs with Java

Over 100M
JDK Downloads

\$110B
In Related IT Spending

\$2.2B
In Java App Servers

"7 out of 10 wireless applications currently under construction will use a Java technology runtime environment.*"



3 Faces of Open

Open
Source

=

Opportunity
(for developers)

Open
Standards

=

Choice
(for users)

Open
Format

=

Access
(forever)

Vision

Open Source=
Opportunity
(for developers)

What is Open Source?

Using Shared Resources to Solve Needs and Create Wealth

- Distribute binaries and source code
- Freely modifiable and re-distributable
- Non-discriminatory
- Consensus driven projects
- Meritocracy
- Peer review and public discussion
- OK to make money - but not for access to code

Why Open Source?

- Promotes unexpected innovations
- Creates opportunity for developers to innovate and develop new applications on the shoulders of existing ones
- Massive peer review means higher overall quality
- In the “Participation Age” open source communities share technology & knowledge to refine and improve their own businesses, communities and society

Benefits of Open Source to Nations

- Increase technical literacy
- Train an entire new generation of programmers / innovators
- Establish reputation for world-class projects and programmers
- Seed indigenous technology industry
- Grow the economy

Truths About Open Source

1. 45% of CIOs in the Fortune 2000 are looking for an alternative to proprietary OS
2. Linux: massive worldwide deployments
3. Open Source no longer synonymous with “free” or no/low value technology
4. 55% of Open Source developers at OSDN are paid to work on at least one Open Source project
5. Venture capitalists are investing in open source companies
6. Companies can redistribute open source software and charge for different value-added services

Sun's Open Source Initiatives



12,000 Members, in just 6 months
30 major community projects
25 user groups worldwide
250 code contributors
27,500 downloads



7.5M Lines of code
Largest contribution EVER
80+ projects
Translated into 50+ languages
55M+ downloads
First 64-bit, 32-bit thread



First Java IDE to support
J2SE 5.0 language features
40+ industry endorsements
8M+ IDE downloads



Architecture RTL code available
under GPLv2 license
Announced 12/6/05, Avail. 3/21/06
Linux port already in progress by
community member



1200+ members
Includes Java EE 5, JWS DP and other Web
services technologies
200,000 downloads

Open Source is OPEN if:

- License does not restrict:
 - > **Parties** to whom the code may be licensed
 - > **Uses** to which the code may be put
 - > **Software** of which it may become a part
 - > **Pricing** of the software using the licensed code
- Source easily and inexpensively available
- Modification to the source permitted at least to the degree patches are permitted
- License must not affect licenses of other code distributed with the licensed software

But ...

**Open Source
relies on
Open Standards
for
Interoperability**

Open Source In A Nutshell

- A community of developers
- Sharing a code commons
- Creating “wealth” from the commons
- Enriching the commons in the process

Vision

Open Standards=
Choice
(for customers)

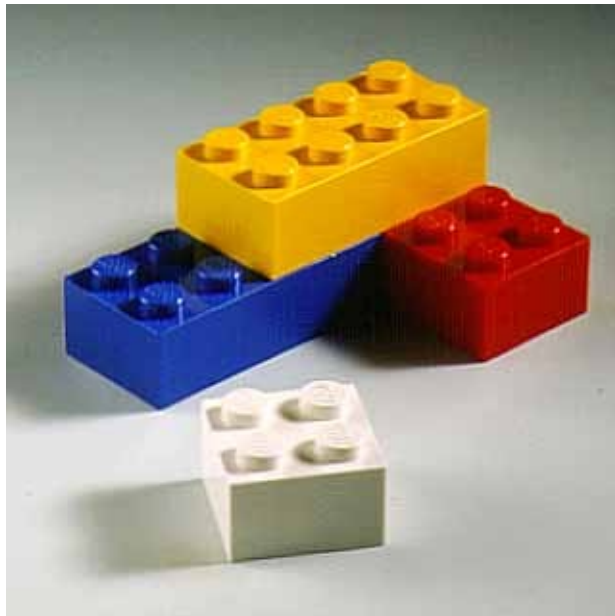
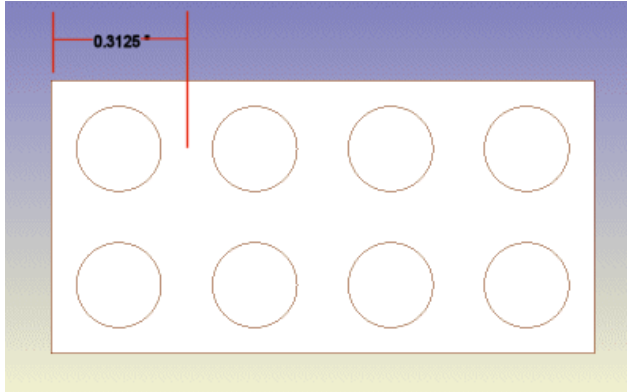
What are Open Standards?

- Specifications that
 - > Define & describe interfaces, file formats, protocols, etc.
 - > Outline agreed-upon conventions
 - > Allow and encourage multiple competing implementations without undue constraints
 - > Enable diverse programs to work together (interoperability)
- Developed and managed in an open process
- Subject to extensive public review

Why Open Standards?

- Enable and enhance interoperability
- Drive competition and lower prices
- Disrupt vendor lock-in
- Enable substitutability
- Lower or eliminate cost of exit (switching)
- Freedom of choice for customers

Characteristics of Open Standards



- Everything necessary to do the job is defined and published
- No need to escape to use proprietary facilities
- No undocumented features, no insider tips & tricks
- Modules can be exchanged (integrateability)

Why Not “Closed Systems”?

- Locked into one vendor's offering
- Unpublished program interfaces inhibit third party extensions and adaptations
- Customers depend on one vendor—no best of breed approach possible
- Customers are forced to follow the upgrade path and licensing model of the vendor



Liberty: Example of Open Standards

- Consortium developing open standards
 - > For federated identity management
 - > In coordination with other standards groups
- More than 150 participating members
 - > Government, business and consumer facing organizations
 - > World-wide cross-section of organizations
- Develops open specifications that anyone can implement
 - > Does not deliver specific products or services
 - > 30+ Liberty-enabled products and services available
- Addresses business & policy issues of identity
 - > Guidelines, best practices documents, checklists
 - > Support for global privacy regulations built into specs

Membership



Freedom of Choice

- Choice of solutions from many vendors
- Open Source Software implementations
- Conformity with widely accepted industry standards
- Public specifications, with unrestricted access for everybody, create an even playing field
- Liberty Alliance standards create opportunities for local industry and small businesses

Open Standards are OPEN if they:

- Are created and modified through open participation in a widely-recognized vendor-neutral industry forum,
- Are available to anyone for implementation and use on a royalty free basis, and
- Have no intellectual property encumbrances on their use.

Vision

Open Format=
Access
(forever)

What is Open Format?

- Open standard specification for displaying and storing data files
- Developed through a publicly visible, community driven process
- Approved by a vendor-independent standards body
- Provides access to documents over very long periods of time, independent of the applications that created them

What is OpenDocument Format (ODF)?

- Open standard specification for displaying and storing data files
- Only available open, vendor-neutral, standardized format for office applications
- Can be implemented by any document processing application vendor
- Provides access to documents, independent of the applications that created them
- Approved by OASIS in May 2005
- Submitted to ISO for international standardization: Vote closes May 1, 2006

Government as Record Keeper

- Obligation to provide ongoing access
- Lack of choice = lack of control
 - > Lack of control = lack of access
- Lack of choice = lack of competition
 - > Lack of competition = lack of innovation
- Interoperability is key to connecting silos

Why ODF?

- Long-term reuse of and access to data
- No lock-in to proprietary tools or undocumented formats
- Competitive data processing products
- Reduced costs
- Increased reliability, because more data automation
- Platform independence
- Interoperability

Benefits of ODF to Governments

- Improved stewardship of public records, currently and in the future
- Consistently applied appropriate privacy and security protections
- Better IT governance through interoperability
- Improved quality and accessibility of information and services
- Eliminate information stove pipes

EU Recognizes Need for Open Formats

“Transparency and accessibility requirements dictate that public information and government transactions avoid depending on technologies that imply or impose a specific product or platform on businesses or citizens.”



Pedro Ortún
Director, DG Enterprise & Industry
European Commission
July 19, 2005

ODF Adoption Momentum

- **OpenDocument Format**

- > ODF Alliance: More than 100 companies and organizations: Sun, IBM, Oracle, Red Hat, Novell, Corel, Software AG, etc.
- > OASIS OpenDocument TC: Adobe, IBM, Intel, KDE, Novell, Sun, OpenOffice.org, etc.
- > ODF-supporting applications: OpenOffice.org, StarOffice, IBM Workp, KOffice, Textmaker, Abiword, Gnumeric, Writely...

- **OpenOffice.org/StarOffice**

- > More than 60M OpenOffice.org downloads
(1.5 installs per download according to an OpenOffice.org survey)
- > #2 office suite based on unit numbers
- > #1 office suite on Linux
- > OpenOffice.org/StarOffice market share estimations by analysts for S between 6% (Jupiter, 2003) and 19% (Yankee Group, 2005)

Global OpenOffice.org & StarOffice Deployments

- France: various ministries (Government - ~400,000 seats)
- Germany: various city councils/agencies (Government - ~50,000 seats)
- Austria: City of Vienna (Government – up to 18,000 seats)
- UK: Bristol City Council (Government – 5,000 seats)
- Belgium: Federal Department of Justice (Government - 4,000 seats)
- Netherlands: City of Haarlem (Government - 2,000 seats)
- Singapore: Ministry of Defense (Government - 5,000 seats)
- Brazil: federal government agencies (Government - 4,000 seats)
- Norway: City of Bergen (Education - 100 schools with 32,000 pupils)
- Indonesia adopts Linux & StarOffice as national desktop
- India: about 7 million CD's distributed by the government
- China: ~140,000 copies of Linux and OpenOffice.org in education

An Open Format is OPEN if it is:

- Based on an underlying open standard
- Developed through a publicly visible, community driven process
- Affirmed and maintained by a vendor-independent standards body
- Fully documented and publicly available
- Without proprietary extensions

OpenDocument Support is Growing among Governments Globally

- Denmark Ministry of Science, Technology & Innovation
- Federal Ministry of the Interior, Germany
- Korean National Computerization Agency
- National Archives of Australia
- Netherlands Tax and Customs Administration
- New Zealand Government
- The Infocomm Development Authority of Singapore
- Swedish Defence Materiel Administration
- UK Local e-Government Standards Body

How We See the Industry Evolving

- There will be 2-3 remaining software infrastructure players
 - > Increasing standardization will occur in software stacks
 - > Open source will be how companies recruit developers. Intellectual property will still matter.
 - > Software will become Free. Service/support will be what customers pay for.
- Identity will continue to grow in importance
 - > Anonymous computing will come to an end
 - > Identity-enabled provisioning will be a critical infrastructure driver
- A new cycle of innovation and disruption is at hand in processor and server technology
 - > Power and cooling issues will grow as much as 'performance' as a deciding factor

Examples and summary

- Various examples from
 - > Denmark, France, UK, Belgium, Sweden...
 - > National It strategy of Finland
 - > Case studies can be found at <http://opendocument.xml.org/case-studies>
- Summary
 - > OpenSource, Open Standard and Open Document Format are different things
 - > National strategies, regulations and laws can have big impact on the development, as well if there are no regulations

Thank you

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