



SPDX™ Planning the Rollout

Next Steps: Beyond the specification



The SPDX Challenge

- A well-thought out rollout strategy will be critical to the acceptance & success of SPDX
 - We only have “one chance” to get it right with companies and communities
 - We will need buy-in from multiple parties – vendors, customers, supply chain partners, distros, etc
 - Potential SPDX users will be concerned about costs and resources to implement SPDX



A Strategic Approach

- Walk Before you Run Approach
 - Start with a “controlled Beta”
 - Recruit a few “friendlies” to be test partners
 - Probably want a couple of “point to point” pairs
 - Work closely with Beta sites to ensure success
 - Leverage those successes to bring others into the fold.
- Benefits:
 - Lower risk
 - Chance to “work out the kinks”



Key Elements of Rollout

- Specification & License Data
- Beta Program
- User Content - Web Site, Documentation, FAQs, etc
- Evangelism & Outreach
- Training & Education
- Translation & Localization
- Tooling
- Ongoing processes
- Planning & Coordination
- Resources



Resources

- Getting it all done
 - Plenty of work to do
 - Divide and conquer approach
 - Set Owners for each area
- F2F meeting
 - Targeted for first half of November
 - Review and flush out rollout plan and activities
 - Find owners
- Resources
 - We will need additional expertise to help
 - Marketing, Docs, Training, Translation, etc
 - We will need help from others in your company



APPENDIX:

Initial thoughts on topic areas



Specification & License Data

- Goal
 - Complete v1 of Spec & License Info and publish versioning procedure(s)
- Target Date
 - Q4 2010
- Key To Dos
 - Solicit & incorporate feedback from broader audience
 - Address open issues we have gathered & new issues that arise
 - Determine handling of license data & populate license data
 - Signoff procedure (for v1 and subsequent versions of spec)
 - Procedure for adding new licenses



Limited Beta Program

- Goal
 - Gain broader & more rigorous testing
- Target Date
 - Q4 2010? Or Q1 2011
- Key To Dos
 - Solicit x people to do beta tests across a variety of constituents
 - Project, Distro, Vendor, etc
 - Incorporate “point-to-point” test
 - Manage process & gather feedback



User Content

- Goal
 - Ensure we have all of the materials and information easily accessible for users to be successful
- Target Date
 - Q4 2010? Or Q1 2011
- Key To Dos
 - Develop content map (what is needed and how it will be used)
 - Develop & edit content
 - Web site content & design



Evangelism & Outreach

- Goal
 - Gain buy-in and participation from constituents
- Target Date
 - Start now and continue indefinitely
- Key To Dos
 - Identify key conferences, trade shows, industry bodies etc.
 - Talk to and educate key parties and help them understand SPDX
 - Conference participation (papers, keynotes; BOFs etc)
 - Gain buy-in from key influencers and constituents
 - Build the list of constituents who “sign on” to use SPDX



Training & Education

- Goal
 - Create materials and programs to help educate and train people on how to use SPDX and why to use it
- Target Date
 - Over the next year
- Key To Dos
 - Create training “map” of materials needed for key audiences
 - Create training materials
 - Put in place ways to deliver or access training



Translation & Localization

- Goal
 - Ensure specification and other materials are available in necessary languages*
- Target Date
 - Over the next year
- Key To Dos
 - Determine necessary languages
 - Determine materials and content that need to be translated
 - Develop & execute on a plan to get translation done

***The licenses themselves are explicitly excluded from this activity**

- Goal
 - Ensure the necessary tooling is available to ensure success
- Target Date
 - Over the next year
- Key To Dos
 - Determine what user requirements are
 - Create a tooling map and roadmap
 - Determine role of internal, OSS and commercial tools
 - Develop necessary tools



Ongoing Processes

- Goal
 - Ensure we understand and plan for ongoing updates of spec and license list as well as how to respond to user questions and issues
- Target Date
 - Q4 2010
- Key To Dos
 - Determine what processes are necessary
 - Define & implement those processes
 - Do we need to further define SPDX group governance?



Planning & Coordination

- Goal
 - Ensure we keep the various pieces of this on track and coordinate activities as needed
- Target Date
 - Q3/Q4 for initial rollout and then ongoing coordination
- Key To Dos
 - Develop overall project plan
 - Track to the plan