

# Ensuring Sustainable Open Source Product Roadmap

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# Open Source Software = ?

# Open Source Software?





PLEASE HELP!  
Will code 4 food!  
Even VB!  
God Bless!

By Zach Dill (bugbbq), on Flickr



OSS != Everything Free

# OSS Key Success Factor



Sustainability





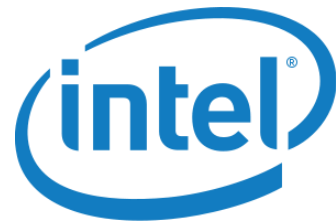
**Economic sustainability** is pursued through the creation of value for all stakeholders, from farmers, to the end user.



# How to Sustain Open Source Product Development?

1. Corporate sponsorship
2. Revenues from
  - i. Services
  - ii. Complimentary products

# Eclipse Foundation's Sponsors



# Apache Foundation's Sponsors



Google

YAHOO!

Microsoft®

AMD 

  
invent

IBM

facebook®

hortonworks

# Proprietary Software



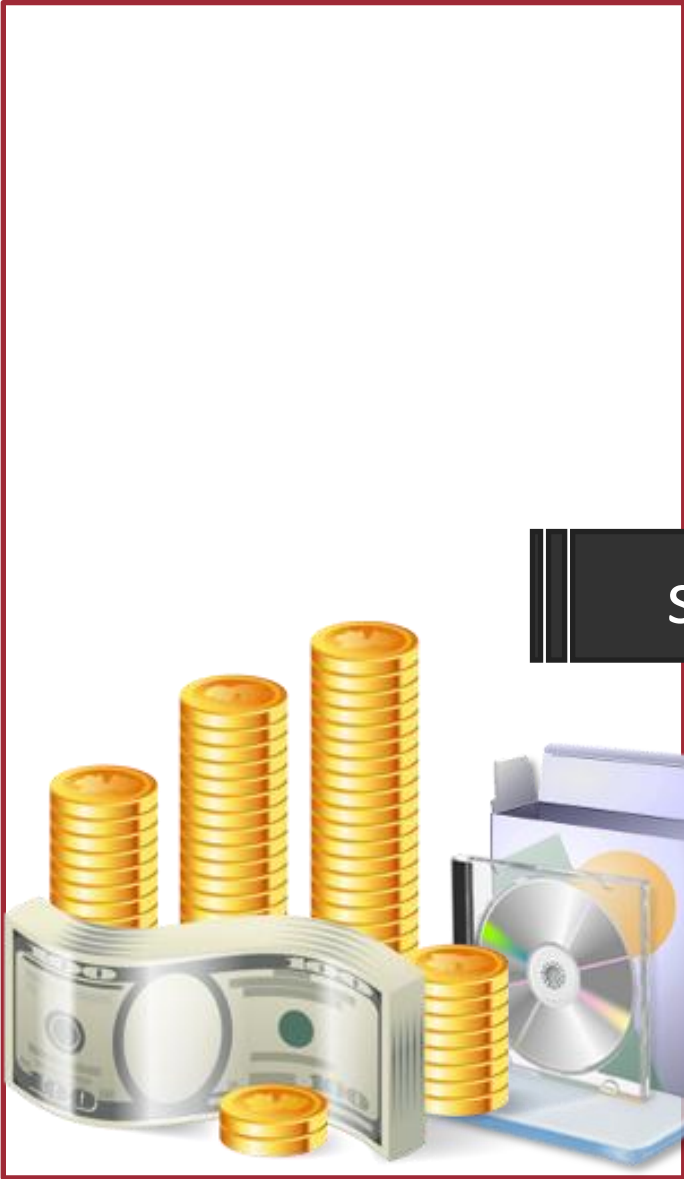
**Payment at The Time of Acquisition**

# Open Source Software



Payment at The Point of Value

# Proprietary Software



# Open Source Software



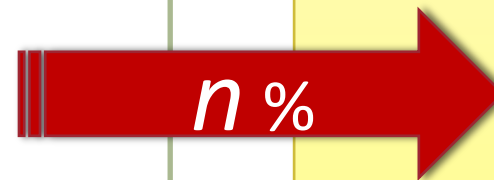
# What Are The Monetizable Values?

- Support
- Training
- Consulting
- Product implementation
  
- All-inclusive **Enterprise Edition subscription** (annual recurring revenue)

# Who Will Pay?

Adopters

Paying Customers



David Skok, investor of JBoss

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Adopters

Paying Customers

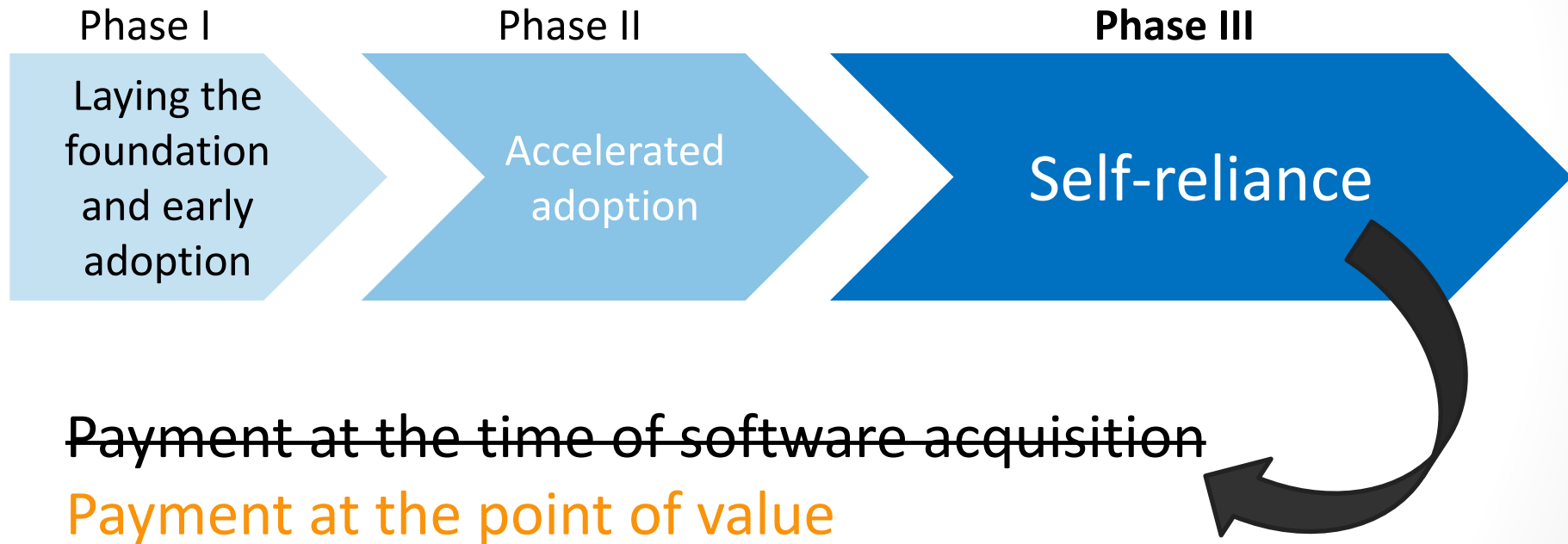
Conversion rate of open sources software users into paying customers: 3%

conversion



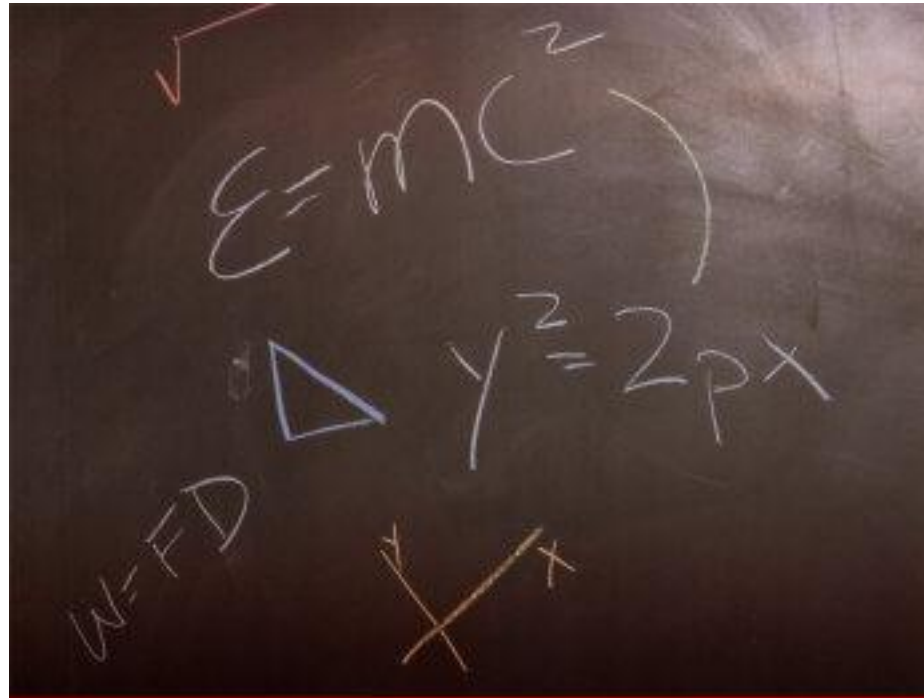
David Skok, investor of JBoss

# Malaysian Public Sector OSS Master Plan



Financially Sustainable Open  
Source Company =

Sustainable Product  
Roadmap



While evaluating an open source product, find out  
**how the company sustains**

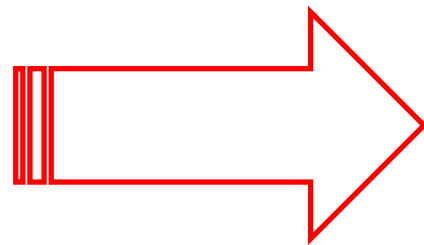
# Disruption

OSS and  
services **earned**  
**\$2.86B USD** in  
2008<sup>A</sup>



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**\$60B USD / year** in **lost** proprietary software licensing fees<sup>B</sup>

# Shared-Values Benefited by All Users of a Healthy OSS Ecosystem

- Translations
- Community support (discussions, documentations)
- Beta releases tested in multiple localities
- Bug fixes

# Case Study

## Joget Workflow

*an OSS made in Malaysia, gone global*



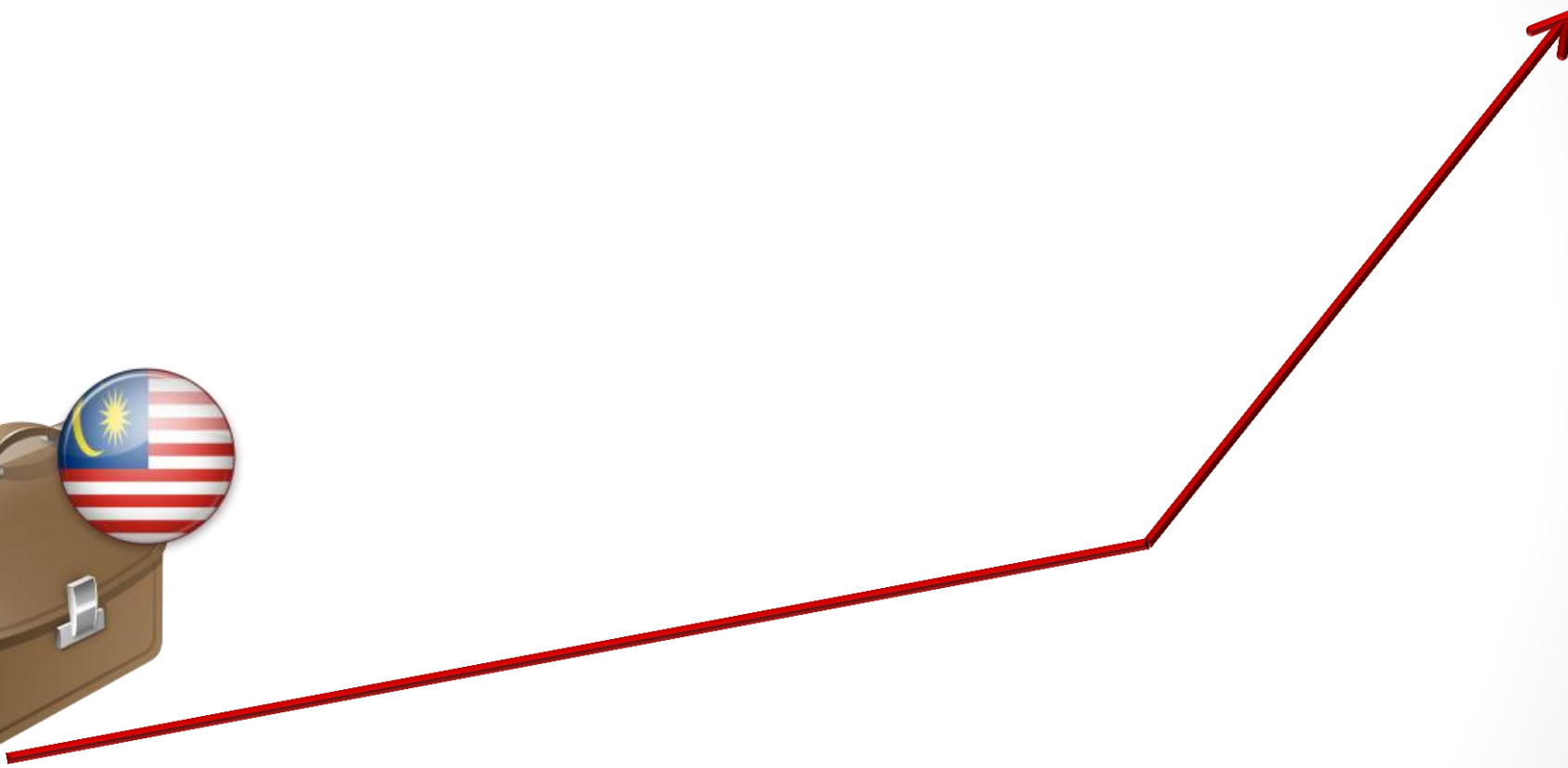


Nov 2009

Dec 2009

May 2010

Nov 2011





\$500k USD



Nov 2009

Dec 2009

May 2010

Nov 2011





Nov 2009

\$500k USD



Dec 2009



May 2010

Nov 2011



# International APICTA 2011 Merit Winner “Best of Tools and Infra App”



Nov 2009

\$500k USD



Dec 2009



May 2010

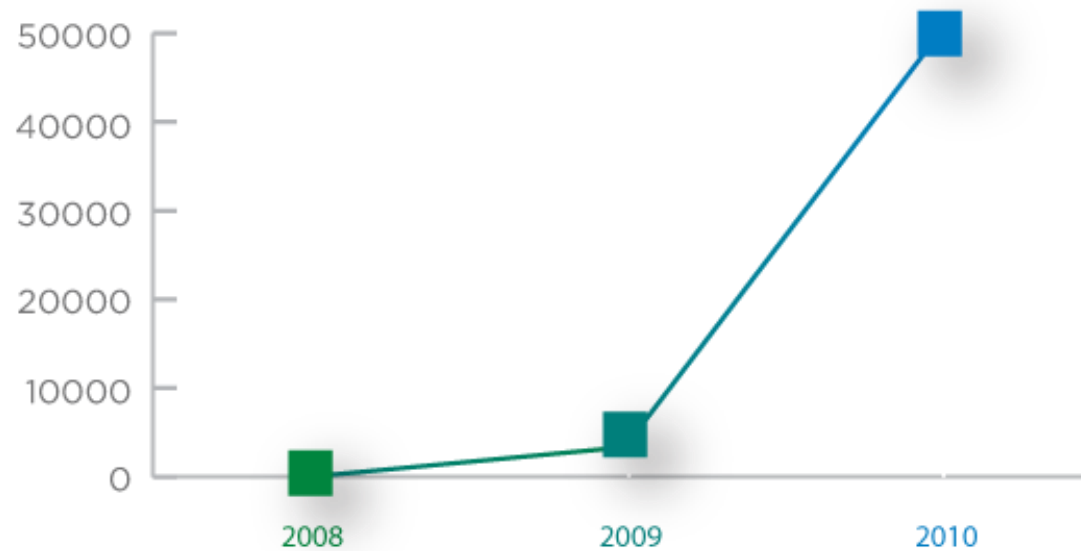


Nov 2011

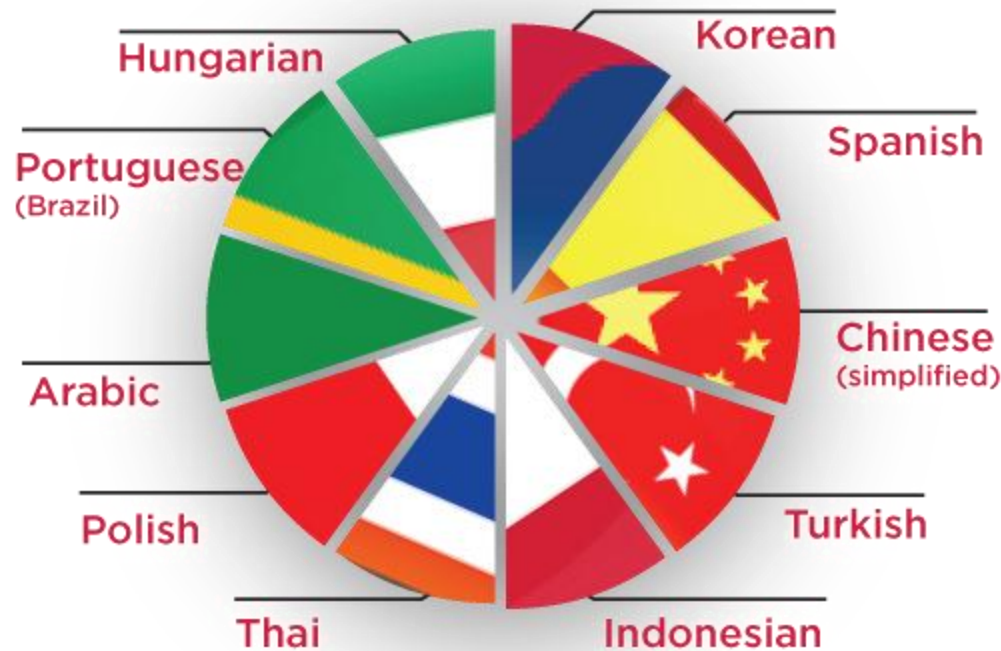
There were

# 50,000

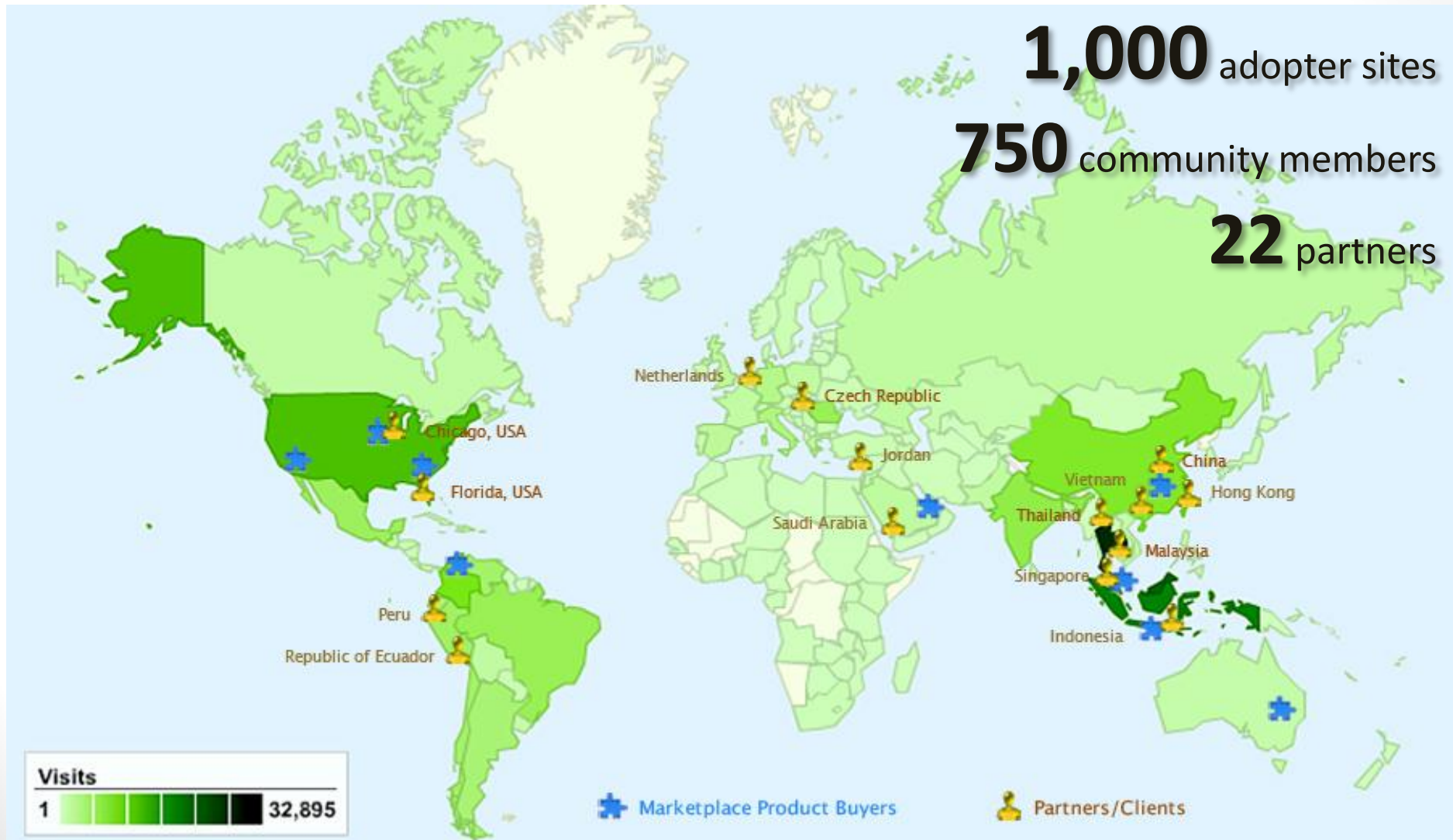
Joget Workflow software  
**downloads** in the past 2 years.



The most **active language translations** are in



# in 2 years



# Service Productization

- Consulting
- Training
- Product implementation

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- Consulting
- Training
- Product implementation

- Enterprise support
- All-inclusive Enterprise Edition
- Apps and plugins (Joget Marketplace)
- Joget Cloud

scalable



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