

TECHNOLOGY TRANSFER PRESENTS

# SETH GRIMES

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**OPEN SOURCE**

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FOR THE ENTERPRISE

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**MAY 7-8, 2007**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

Open Source is taking the computing world by storm, providing robust, reliable, and free alternatives to commercial software and computing platforms.

Operating systems, databases, programming tools, applications, and analytical software: in every software category credible Open-Source alternatives have emerged to challenge Closed-Source, commercial computing on both cost and capabilities. In many, important cases – Linux, Java, Apache, Eclipse – Open Source has become the alternative of choice, dominating a particular category. In all cases, the Open-Source alternatives include free, commercially supported packages designed with the scalability, ease of use, and performance required by Enterprise users.

Yet common objections still pose obstacles to adoption, particularly on an Enterprise scale. “Open Source isn’t reliable or secure enough.” “Will it work and interoperate in the proprietary Windows environment?” “Whom can we call if it breaks or if we need a new feature?” “Will we be locked in to a package that doesn’t keep up with technical innovations?” “There are dozens of alternatives. How do we tell which is right for us?” “Might we face a lawsuit over intellectual property rights?” While the concerns are valid, all of these objections can be answered, the obstacles surmounted.

This two-day seminar will systematically introduce and present the Business case for Open Source. It will survey available choices in major software categories, study market positioning, and compare capabilities and benefits to those of commercial offerings. It will cover Open-Source licensing models and support options. It will discuss adoption strategies and look at market developments and trends.

Via Case Studies and an examination of Best Practices, this seminar will help attendees plan their own Open-Source evaluations and implementations. It will help you understand and answer objections and craft an Enterprise Open Source strategy.

### WHAT YOU WILL LEARN

- How organizations of all types and sizes are benefiting from Open Source
- History, dynamics, and trends in the Open Source movement
- How Open Source “ecosystems” work: development, support, and collaboration
- The right licensing models for your organization
- Finding the support you need
- Operating system, application server, database, programming, office, and Enterprise-application options: benefits and features
- How to evaluate and choose Open Source alternatives
- How to compare Open Source to commercial and overcome common objections
- Implementation Best Practices

### WHO SHOULD ATTEND

This seminar is intended for Business and Information Technology Professionals involved in the design and delivery of Corporate and e-Business Information Systems.

## 1. The Business Case for Open Source

Open Source is taking the computing world by storm, providing robust, reliable, and free alternatives to commercial software and computing platforms. How do you decide what systems to move to Open Source?

- The origins of the Open-Source movement
- What it means to be “Open Source”
- The difference between Open Source and open standards and interfaces
- The Business case for Open Source
- How to assess and weigh
  - Coverage and capabilities
  - Costs and benefits
  - Challenges and risks
- How to overcome common objections that pose obstacles to adoption

## 2. History, new developments, and trends

The origins of Open Source are almost as old as software itself. They are found in a desire to let others share and benefit from the programs and applications we create for our own use and to be able to benefit ourselves from their innovations.

- Early government funded initiatives to develop operating systems, programming languages, and protocols to allow inter-networking of multiple machines
- The role of collaborative and cooperative efforts in Open Source history and at the center of today’s Open-Source world
- Evolution since early days
  - To provide free alternatives to commercial offerings
  - To establish new development approaches

- To pioneer new software categories where Open-Source offerings dominate

- Commercial Open Source products such as MySQL and JBoss that are sponsored by commercial, for-profit companies
- The history of the Open-Source movement
- Trends that affect your own adoption of Open-Source technologies

## 3. Licensing and support

Given Open Source’s long history and the huge variety of computing needs and environments in which Open Source is applied, licensing models for Open-Source software have multiplied.

- Critical issues surrounding Open Source licenses and rights
- Licenses that allow completely unrestricted software use
- Licenses that allow only non-commercial use and restrict modifications or prohibit creation of derivative products
- Licenses that stipulate applications that may and may not use a particular package
- How to evaluate license options and decide if they work for you
- Support considerations
- Reliability of community support via forums and e-mail lists
- Businesses that have started to address Enterprise support needs
- Examples of corporate programmers assigned to develop Open Source solutions – the Red Hat, MySQL, and Jboss model
- Offerings like Oracle’s support for Red Hat Linux or consulting firms that provide professional support
- Support options and their costs and benefits and level of reliability

## 4. Open Source operating systems

The Linux operating system is perhaps the most famous piece of Open Source software, notable for its origins, its capabilities, and its role in the Open-Source world.

- The Linux story
- Linux’s essence as an operating system kernel that imitates Unix
- The much larger software “ecosystem”
- Cutting-edge innovation in desktop, Enterprise, and high-performance computing
- How Linux is the core for thousands of Businesses and many billions of Euros of revenue and market valuation
- Criteria for Enterprise consideration
- Linux as a Case Study for how Businesses are born and thrive in the Open-Source world
- Other Open-Source operating systems such as OpenBSD and FreeBSD
  - Their market positions
  - Applications where they are the preferred option
  - Their role in the Enterprise

## 5. Software frameworks: Java/J2EE, .Net, and LAMP

Modern computing, particularly Internet computing, is based on frameworks that provide for the interoperability of components through standard interfaces and protocols.

- How frameworks offer basic computing services
- The Open-Source LAMP framework – Linux-Apache-MySQL-Perl/Python/PHP
- J2EE (Java 2 Enterprise Edition)
- Platforms for Internet development

- Platforms that appeal to small shops and the largest corporations alike
- Frameworks and operating systems: Linux, Unix, Windows, MacOS X, and mainframes
- Competition for Microsoft's Windows-reliant .Net framework.
- Notable applications that use the J2EE and LAMP frameworks
- Contrasting capabilities of .Net, the leading Closed-Source, commercial competitor
- Criteria Enterprises can use to decide which option(s) to choose
- Support for Service Oriented Architecture (SOA) with an Enterprise Service Bus (ESB)
- Encapsulation of legacy systems
- Creation of extensible, high-performance computing environments

#### **6. Application and database servers; programming tools and development environments**

Organizations rely on database and application servers to support users at the department and Enterprise levels and beyond, to scale up and out to the extended Enterprise.

- Programming language compilers, design tools and code repositories, testing tools and development environments
- Open Source database management systems
  - MySQL and PostgreSQL
  - Embedded and specialized DBMSes
  - Recent growth in market share
- Open-Source application servers
  - Apache on Linux, Unix, and Windows
  - Apache packaging in leading commercial products including IBM's WebSphere

- Apache Geronimo J2EE application server
- Jboss server
- Java
- The Eclipse Integrated Development Environment (IDE)
- Comprehensive market survey
  - Comparison to commercial, Closed Source alternatives
  - Adoption Case Studies

#### **7. Office and Enterprise Applications; Business Intelligence and Data Warehousing**

If Open Source lags in any software categories, it is in office and Enterprise Applications and in Business Intelligence and Data Warehousing.

- Application characteristics: features and Business logic
- User interface needs
- Market control by monopolies such as Microsoft Office
- Positioning in crowded markets such as Business Intelligence
- How commercial, Closed-Source vendors protect their market positions
- Why Open Source has been slow to overtake commercial office productivity and Enterprise software
- Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) packages
  - Open-Source alternatives
- The booming Open-Source Business intelligence and Data Warehousing markets
  - Promising commercial Open-Source projects

#### **8. Open Source Best Practices, implementation strategy, and resources**

Enterprise Open Source will close with presentation of Best Practices derived from Case Studies and vendor and expert recommendations.

- Best Practices for Enterprises in a variety of industries
- How you can benefit from Open-Source solutions
- Resources for learning and support
- How to expand your use of Open Source
- How to design new projects using Open Source
- How to measure return on investment

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within April 23, 2007</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 3 di Roma Iban Code: IT-34-Y-03069-05039-048890270110</p>	<p><b>GENERAL CONDITIONS</b></p> <p>If anyone registered to participate is unable to attend, a substitute may participate in their place. A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event are liable for the full fees as invoiced.</p> <p>In case of cancellation of the seminar, Technology Transfer's responsibility only applies to the refund of the participation fees which have already been forwarded.</p>
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### SETH GRIMES OPEN SOURCE FOR THE ENTERPRISE

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Registration fee:  
€ 1200

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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## SPEAKER

**Seth Grimes** is a Business Intelligence, Data Warehousing, and decision systems expert. He founded Washington DC based Alta Plana Corporation in 1997 and is a Contributing Editor and columnist for *Intelligent Enterprise* magazine. Mr. Grimes consults, writes, and speaks on information-systems strategy, data management and analysis systems, industry trends, and emerging analytical technologies. Mr. Grimes has been using Open-Source programming tools, databases, and Web servers since the early 1990s. He has designed and implemented solutions using Open-Source software for government and commercial organizations internationally.