

## The IndigoX Open Source Enterprise Offering 2008

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### Introduction

Two IT veterans – providing a combination of marketing and technical skills - founded IndigoX GmbH in 2006 to provide enterprise consulting and implementation around Open Source and Web/Enterprise 2.0.

Based on year-long experience in consulting major European companies around Open Source and working inside Open Source organisations such as the Apache Software Foundation, IndigoX has put together a targeted enterprise offering in this space.

The offering is designed to help organizations identify the impact of Open Source both outside and inside their business environment. This document outlines the current IndigoX Enterprise offering targeted at large corporations looking to structure a strategic Open Source engagement.

Additional details, pricing and references can be provided on request.

### Open Source for Managers Workshop

This is normally the first step to an Open Source engagement within a large corporation. The workshop, that can be tailored to be ½ or a whole day, gives an introductory overview of Open Source and covers aspects such as licensing, community, business models, support, products and vendors and legal aspects. Part of the workshop is a discussion on ways forward such as the following...

### Open Source Whitepaper

The Open Source whitepaper is written for the customer to provide a starting point for both Open Source adoption and engagement. The following example table of contents outlines potential areas that can be evaluated and incorporated into the whitepaper.

- Introduction
- Management Summary
  - Definition of Open Source maturity
  - Status and uptake of Open Source.
  - Business Value
  - Open Source Evaluation Criteria
  - Benefits of using Open Source
  - Cost aspects when considering Open Source
  - Barriers to the adoption of Open Source and solutions
  - Recommendations
- The story so far
- What is Open Source today
  - Open Source taxonomy
  - The (r)evolution of Open Source
  - Open Standards and Open Source
  - Open Source Licenses
    - Introductory terms
    - Types of Open Source licenses
    - Overview of Open Source licenses and their features
  - Open Source Business Models
  - Open Source products, solutions and vendors
  - The case for Open Source
  - The hurdles to Open Source adoption
    - Hurdles to adoption and how to alleviate them

- Researcher's view on the Open Source „Ecosystem“
    - An Open Source vision
- Market Research
- Enterprise users of Open Source
- CORP Enterprise Software standards and architectures
- CORP OSS Opportunities and Risks
- Recommendations and next steps
- Related relevant technologies and themes
  - Industry Communities

Content established through research, interviews and internal workshop will be presented as a document, management summary and on-site presentations

## Open Source Policy and Guidance Strategy

Based on our experience, the most important next step after the whitepaper has been authored and reviewed internally, is the definition and documentation of policy and guidance aspects around Open Source. The following example table of contents outlines potential areas that can be evaluated and incorporated into the policy and guidance document.

- About “being Open”
- Open Source software
  - Introduction
- OSS Guidance and Policy Document
  - Audience
  - Document walkthrough
- Acquisition
  - Acquisition process
  - Quick assessment criteria
- Detailed assessment criteria
  - Licensing assessment
  - Introductory terms and definitions
    - Copyleft
    - Derivative works
    - Types of Open Source licenses
  - Basic license assessment
  - Licensing Matrix
  - Market presence assessment
  - Technical assessment
- Finding the right Open Source vendor or ISV
- Usage Scenarios
  - Productivity applications (desktop)
  - Integration of Open Source into CORP software
- Security and IP Check
- Support
  - Mission critical environments
  - Non production critical environments
- Community Engagement
  - Engagement Level - Definitions
  - Community engagement – Code of conduct
  - Open Source development models
- Outbound communication
  - Open Source communities
  - Real-World engagement examples
- Practical examples of applying the policy and guidance document
  - Approved Open Source component already in use at CORP
  - Open Source component - not in use within CORP

Content will be presented as a document, Web, management summary and on-site presentations

## Open Source Marketing Guidelines and Strategy

This item focuses on how Open Source can be marketed within the company or organization.

- Introduction
- Engagement Lifecycle
  - Inform
  - Evaluate
  - Consider
  - Additional information
- Key messages
  - Inform
    - Open Source Status Quo
    - Open Source at CORP
    - Advantages of Open Source
  - Evaluate
    - Open Source Best practices
    - Quick Assessment Criteria
  - Consider
    - Procurement process
    - Detail Assessment
    - Technical Assessment
  - Additional Information
    - Common Open Source Licenses
    - Support
    - Community Engagement
- Graphical and Layout suggestions

Content presented as a document, management summary and on-site presentations

## Establishing a CORP Open Source community

- Information dissemination
- Setup of an Intranet Website and content migration
- Software audit
- Creation of internal software repository
- Act as internal evangelist for Open Source (blog posts, add content etc.)
- Facilitate Open Source community over different enterprise areas

## Additional Open Source enterprise areas

- Additional material for CORP procurement department
- Additional material for CORP Legal department

## Open Source enterprise sweet spots

After the previous steps have been undertaken and sometimes in parallel based on the findings and discussions during the authoring of the Open Source strategy, Indiginox will work with both CORP and established Open Source vendors to identify potential Open Source sweet spots within the enterprise.

To do this, Indiginox facilitates meetings between CORP and Open Source vendors and ISVs to establish next steps such as a proof-of-concept. Indiginox can then work inside the resulting project to cross-pollinate the Open Source initiative.