

How Open is Eating the World (and what it means for marketing)

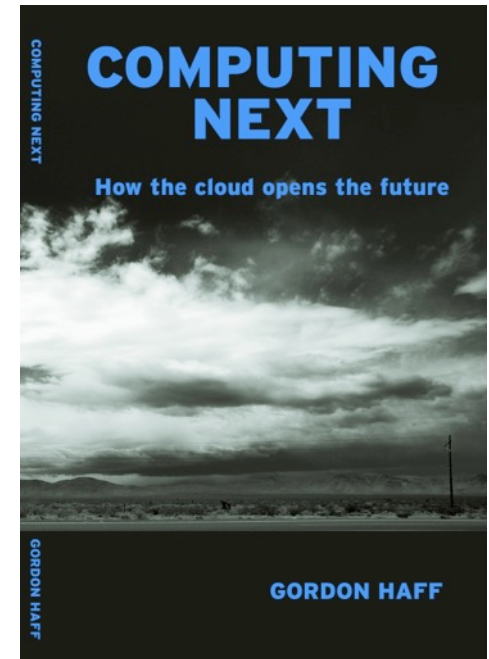
Gordon Haff

Cloud Evangelist
Red Hat

4 May 2013

About Me

- Red Hat Cloud Evangelist
- Twitter: @ghaff
- Google+: Gordon Haff
- Email: ghaff@redhat.com
- Blog: <http://bitmason.blogspot.com>
- Flickr: <http://www.flickr.com/photos/bitmason/>
- Formerly: Illuminata (industry analyst), Data General (minicomputers/Unix/NUMA/etc.), shareware developer



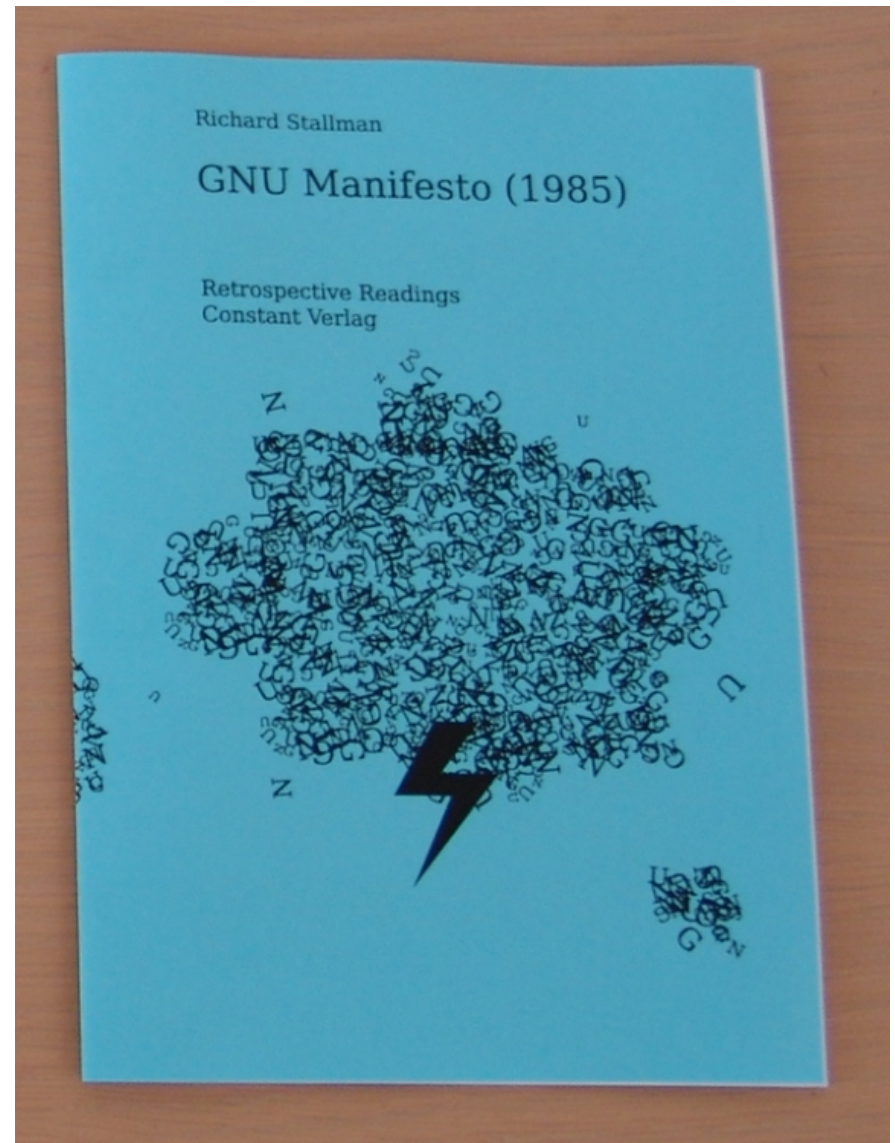
“The open-source movement is a free speech movement. Source code looks like poetry, but it’s also a machine — words that do. Unix opens up the discourse in the machinery because the words in Unix literally cause action, and those actions will cause other actions.”

John Gage



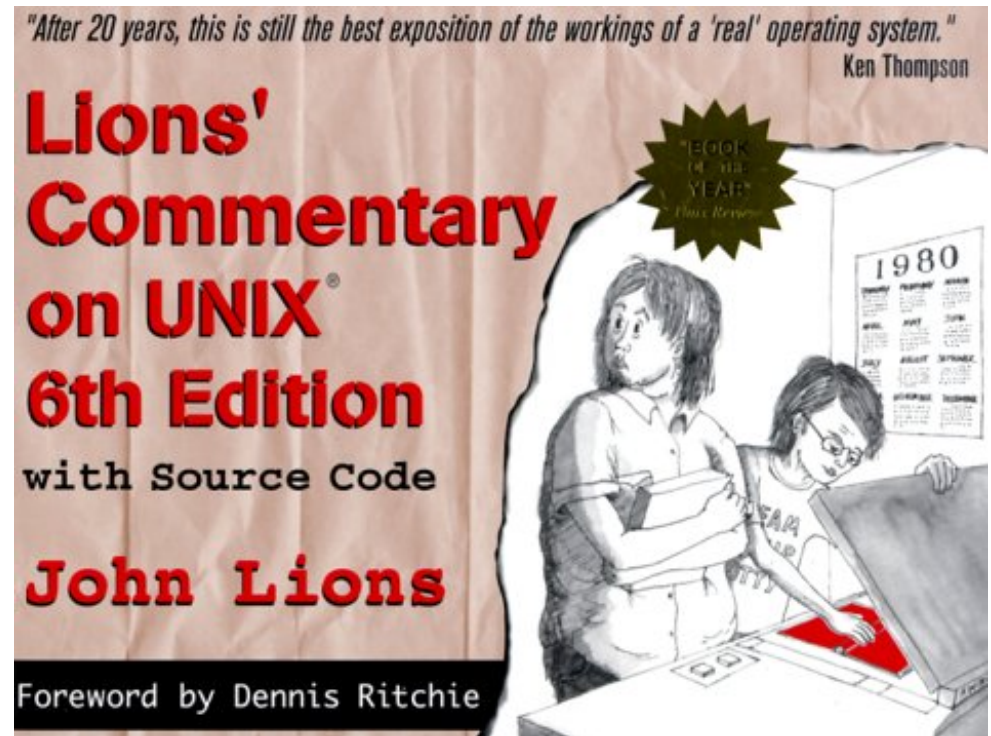
Mario Savio at Berkeley 1964

“When we call software ‘free,’ we mean that it respects the users' essential freedoms: the freedom to run it, to study and change it, and to redistribute copies with or without changes. This is a matter of freedom, not price, so think of ‘free speech, not ‘free beer.’”



Software Freedom Was ~= Open Source

- Early Unix source code was widely shared
- Mechanisms to share file and communicate electronically were available in relevant communities
- Source code was useful to port between incompatible hardware



The Old Ways Matter Less But Open Still Matter a Great Deal



- Standards
- Community
- Collaboration
- Content
- Cloud
- APIs
- Data & Decisions

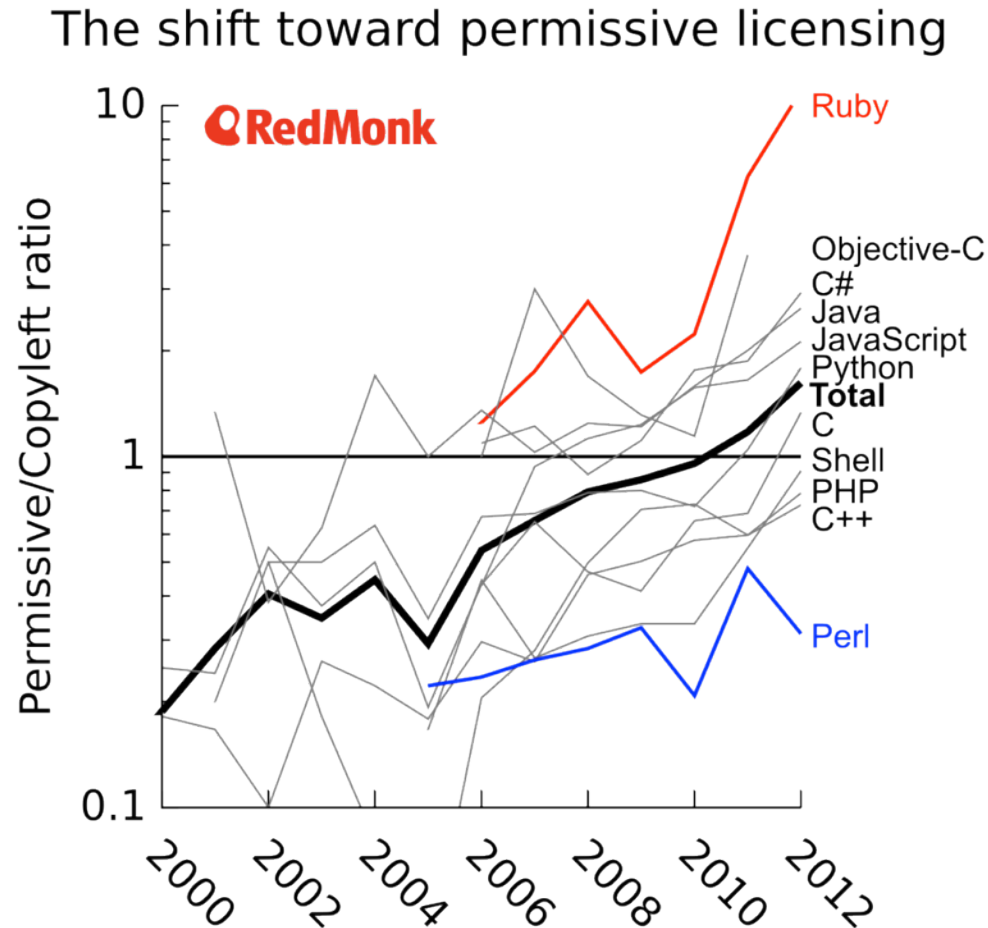
Copyright 2008 Illuminata, Inc.

Community Matters: The Open Source Development Model



Flickr/CC by Sebastiaan ter Burg <http://www.flickr.com/photos/ter-burg/5520203986/>

A Trend Towards Permissive Licensing



Source: Donnie Berkholz, RedMonk, April 2013

- Proven success of development model
- Commercialization
- Increased emphasis on communities

Standards Enable New Ways of Doing Things



Flickr/CC by http://www.flickr.com/photos/photohome_uk/1494590209/

Collaboration: The Wisdom of Crowds

A NEW YORK TIMES BUSINESS BESTSELLER

"As entertaining and thought-provoking as *The Tipping Point* by Malcolm Gladwell. . . . *The Wisdom of Crowds* ranges far and wide."

—*The Boston Globe*

THE WISDOM OF CROWDS

JAMES
SUROWIECKI

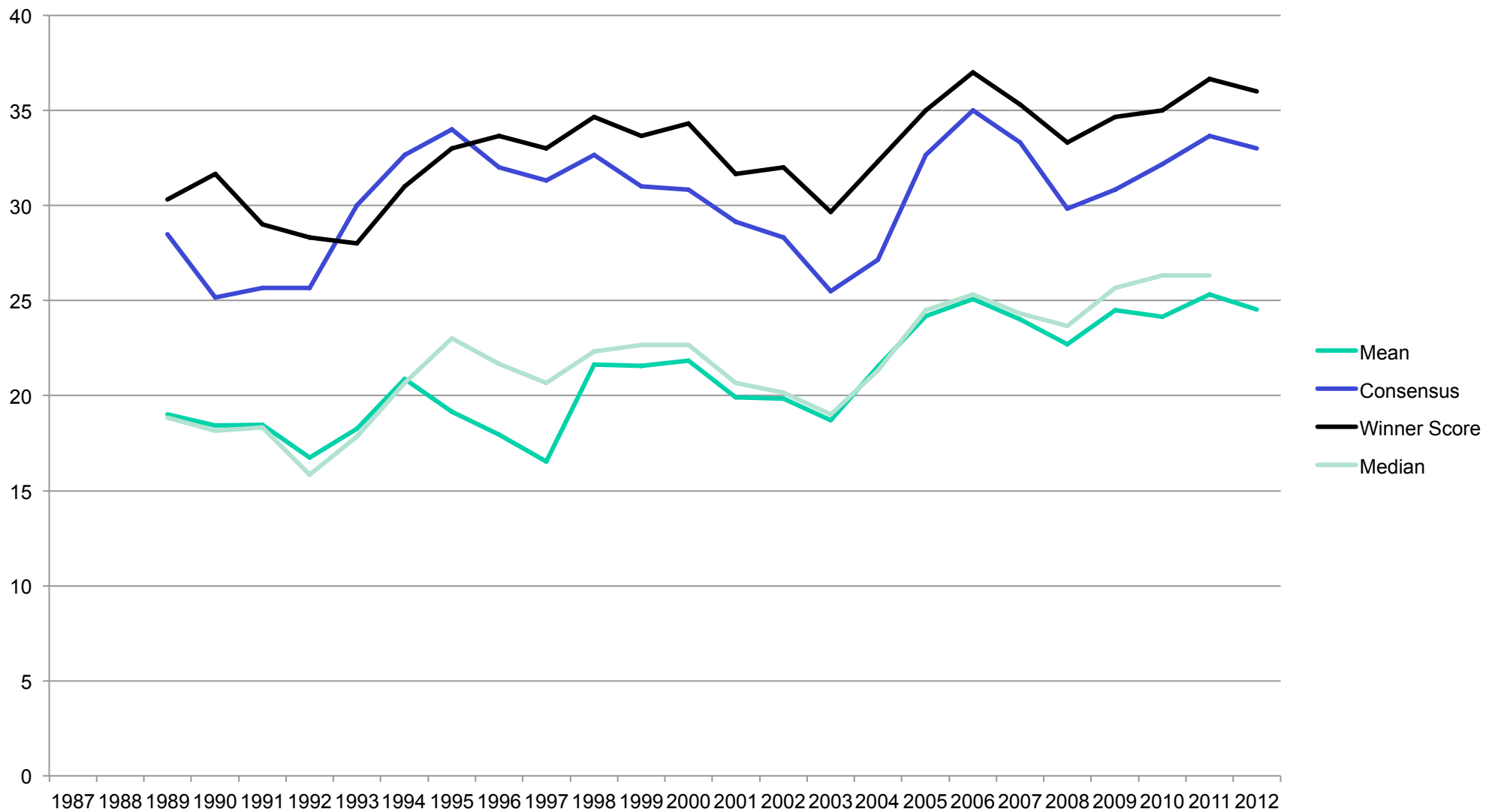
WITH A NEW AFTERWORD BY THE AUTHOR



Francis Galton: "The average competitor was probably as well fitted for a just estimate of the dressed weight of an ox, as an average voter is of judging the merits of most political issues on which he votes."

**WITHIN
ONE
POUND**

Oscar contest results: 3 year moving averages



Data courtesy Steve Meretzky

DATA

Data is the new oil?

But widespread
availability of “open
data”

Data ownership and use

Jer Thorpe: Making Data “More Human”

- People need to understand and experience data ownership
- We need to have a more open conversation about data and ethics
- We need to change the way that we collectively think about data, so that it is not a new oil, but instead a new kind of resource entirely



Google books Ngram Viewer

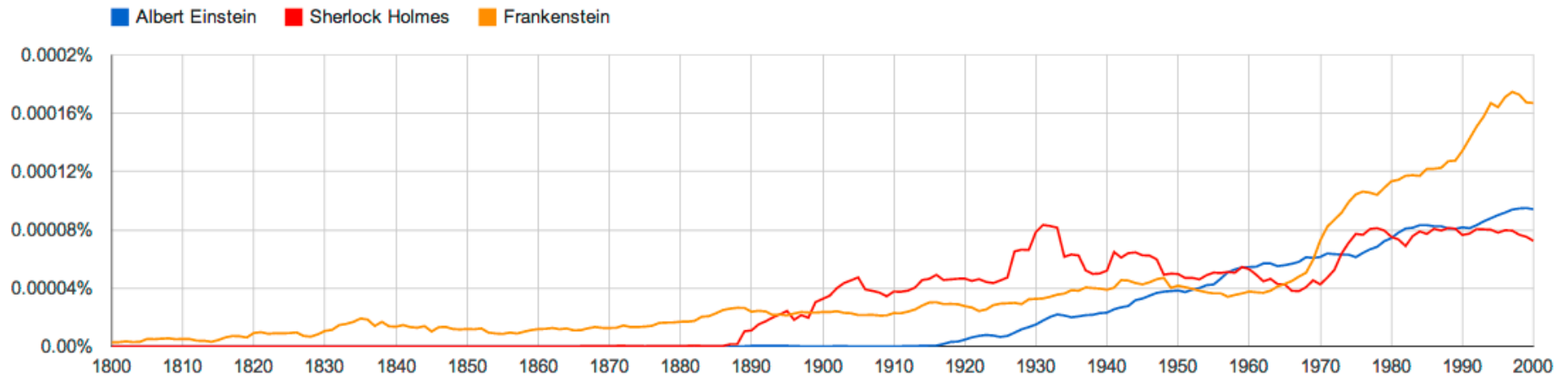
Graph these **case-sensitive** comma-separated phrases:

between and from the corpus with smoothing of

[Search lots of books](#)

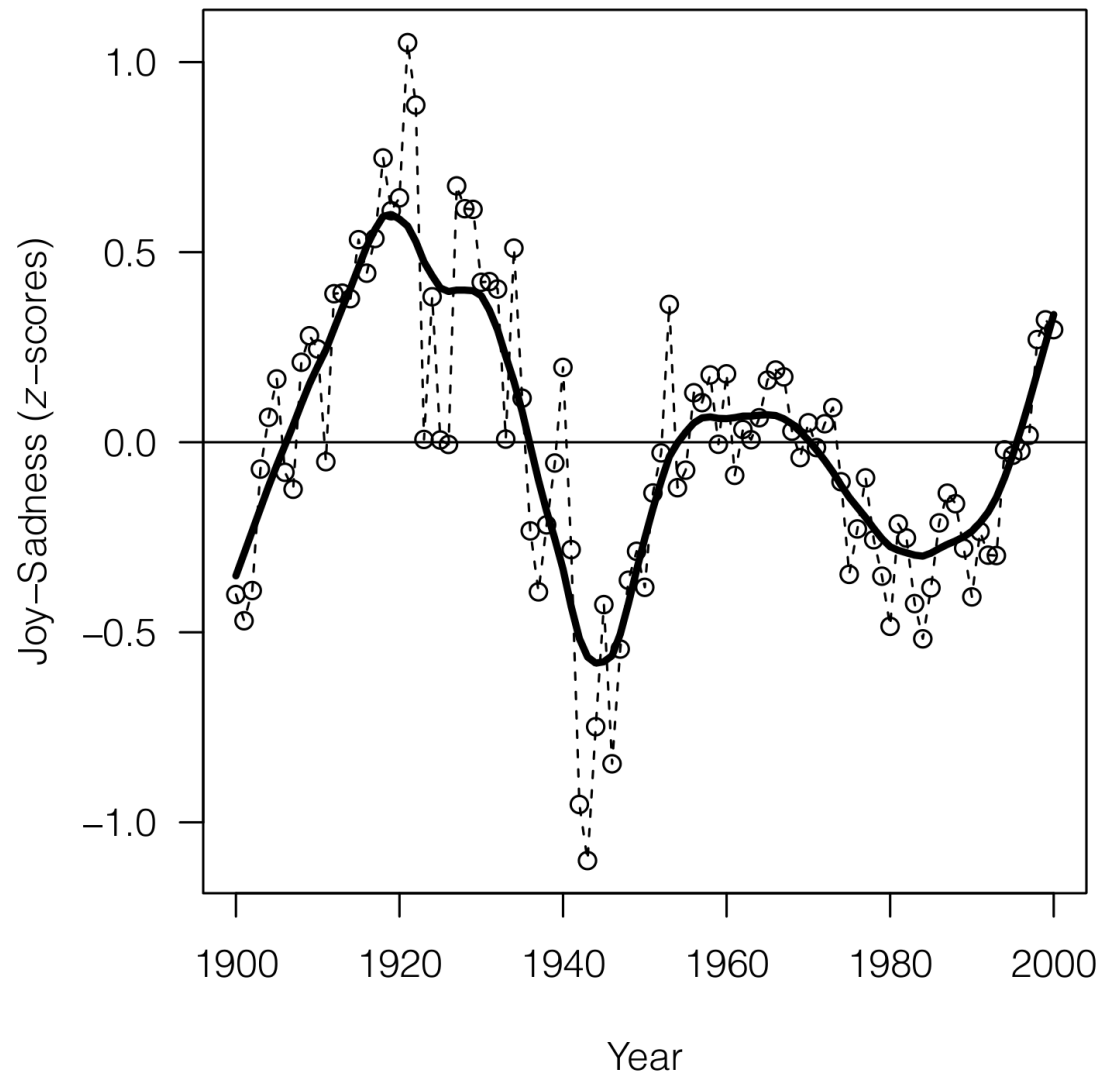
[Share](#) 1.2k

[Tweet](#) 1,435

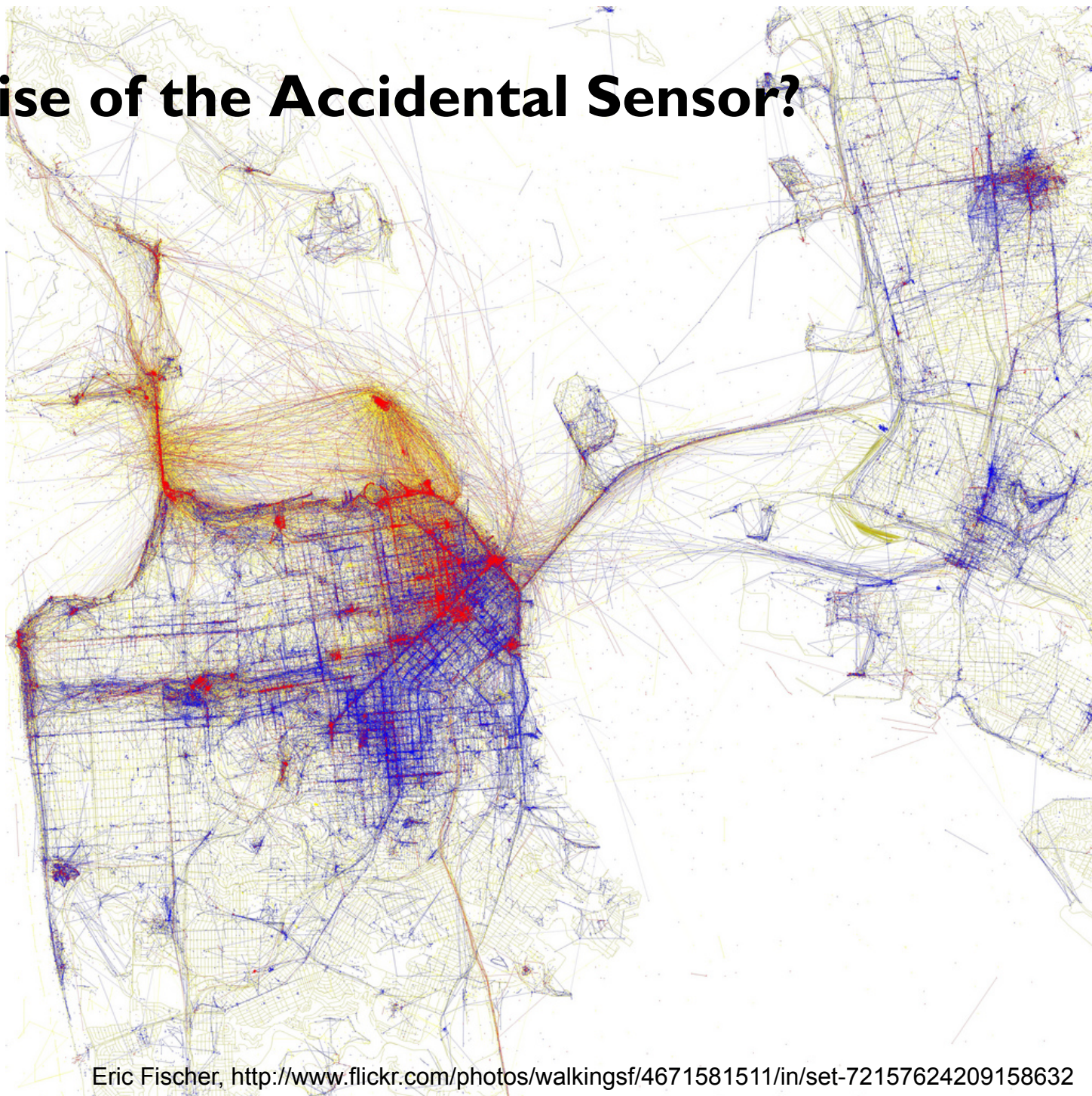


The Expression of Emotions in 20th Century Books

Acerbi, Lampos, Garnett, Bentley



The Rise of the Accidental Sensor?



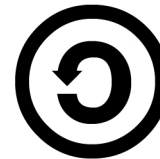
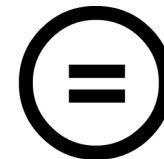
Eric Fischer, <http://www.flickr.com/photos/walkingsf/4671581511/in/set-72157624209158632>

Open Content

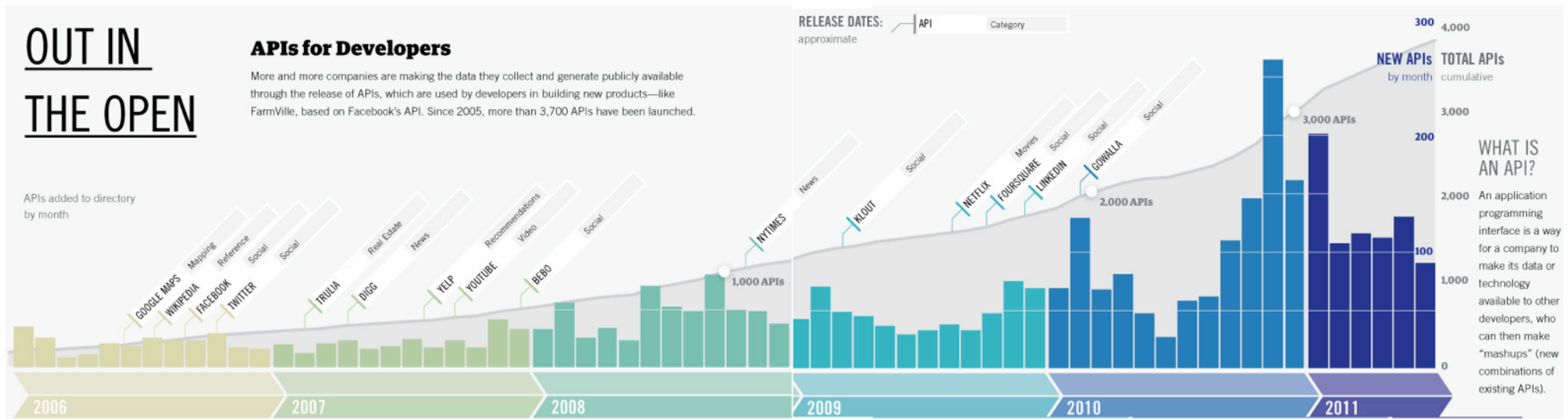


(Under GNU Free Documentation License)

 **creative
commons**



APIs Increasingly Central to App Development



Source: GOOD, <http://blog.programmableweb.com/wp-content/good-apitimeline.png>

What Does “Open” Mean?

- “Open access”
 - Anyone can use it but data in and out controlled by company offering the service (Facebook Open Graph API)
- API that leverages open standards such as XML and HTTP
 - Leverage best practices but aren’t necessarily themselves open
- Open standard APIs
 - Clear definition that can be utilized by multiple providers in an interoperable way (OpenID, AtomPub)



louisgray.com

[Silicon Valley early adopter tech blog for geeks, gadgets and startups.](http://louisgray.com)
[Introducing you to what’s new, what’s next and what’s nifty.](http://louisgray.com)

John Musser: What Makes a Great Open API?

- A valuable service
- A plan and a business model
- Simple, flexible, easily adopted
- Managed and measured
- Great developer support



<http://www.slideshare.net/jmusser/what-makes-a-great-open-api>

“Smartphone Wars”: Oracle v. Google

United States District Court
For the Northern District of California

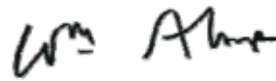
1 copyrighted only one implementation. To accept Oracle’s claim would be to allow anyone
2 to copyright one version of code to carry out a system of commands and thereby bar all others
3 from writing their own different versions to carry out all or part of the same commands.
4 No holding has ever endorsed such a sweeping proposition.

5 CONCLUSION

6 This order does not hold that Java API packages are free for all to use without license.
7 It does not hold that the structure, sequence and organization of all computer programs may be
8 stolen. Rather, it holds on the specific facts of this case, the particular elements replicated by
9 Google were free for all to use under the Copyright Act. Therefore, Oracle’s claim based on
10 Google’s copying of the 37 API packages, including their structure, sequence and organization
11 is **DISMISSED**. To the extent stated herein, Google’s Rule 50 motions regarding copyrightability
12 are **GRANTED** (Dkt. Nos. 984, 1007). Google’s motion for a new trial on copyright infringement
13 is **DENIED AS MOOT** (Dkt. No. 1105).


14
15 **IT IS SO ORDERED.**

16
17 Dated: May 31, 2012.

18
19


WILLIAM ALSUP
UNITED STATES DISTRICT JUDGE

The Mobile Web. Or are App Stores Evil? (One Aspect of “Cloud”)



Thanks a billion.

Over 1 billion downloads in just nine months.
Only on the App Store.

Are App Stores a Passing Fad?

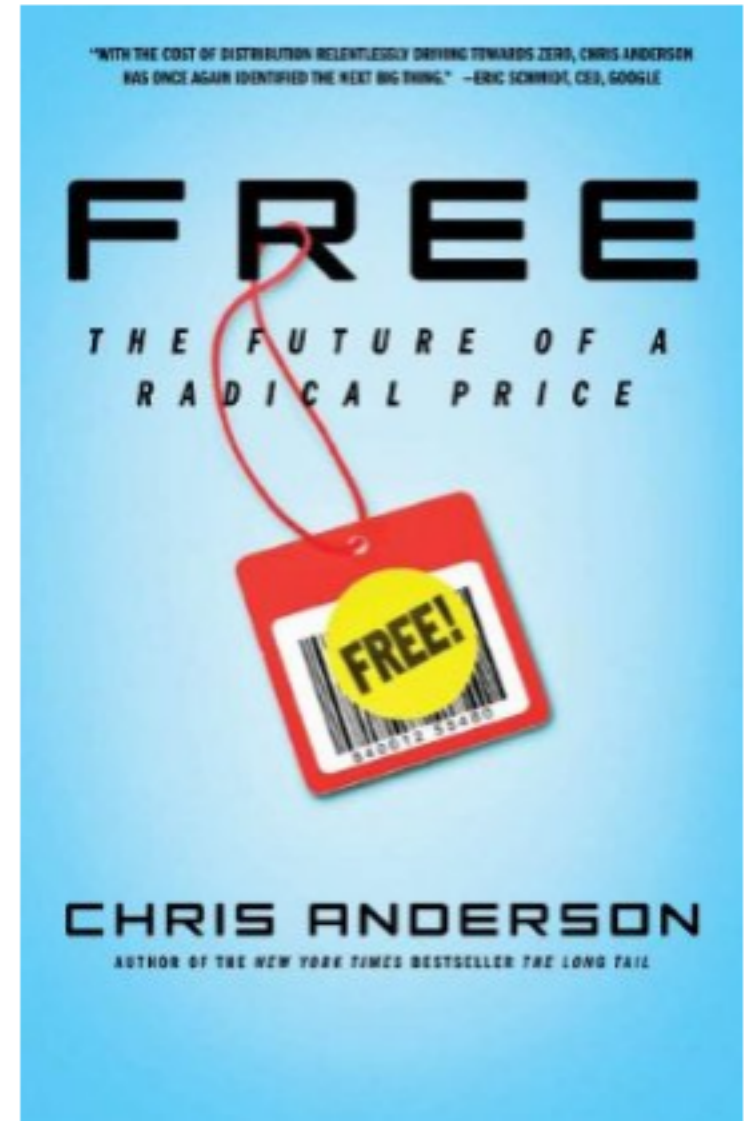


Probably not...

Monetization, distribution, retailing, functionality

TWELVE INTERSECTIONS WITH MARKETING

I. You Can Sell Open



2. You May Compete with Open Directly



<http://www.flickr.com/photos/bostontx/4461314652/>

3. You **WILL** Compete with Those Using Open



"We use nothing but the most cutting edge open source platforms and programming."



"Only open source is used in Google's infrastructure."



"Open source put us in the perfect position to grow and innovate in a safe and secure manner."

4. Your Customers are Conversing in the Open

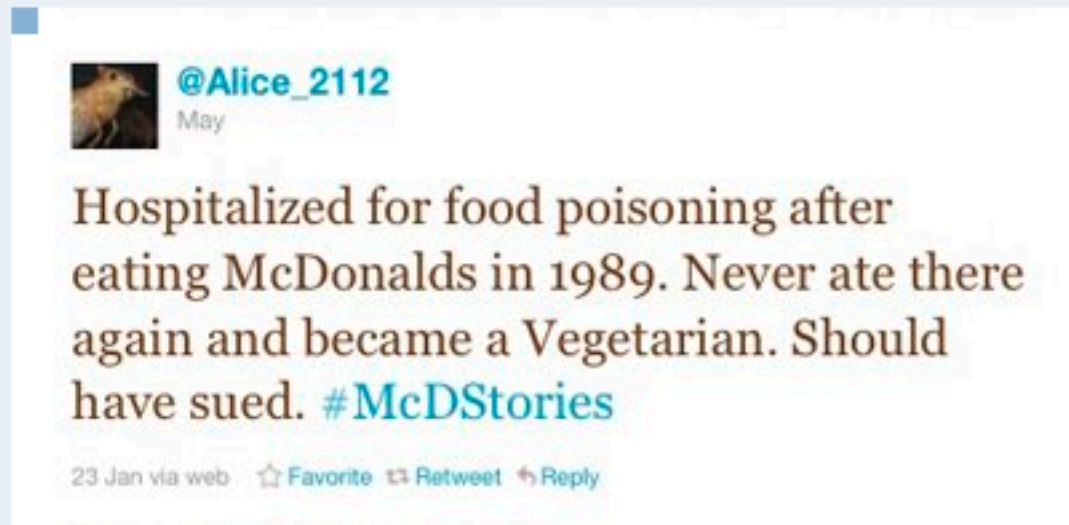
McDonald's Twitter campaign blew up in its face when its #McDStories hashtag got hijacked

McDonald's learned first hand that you can't control hashtags. If the masses choose to, they can hijack a hashtag any time they want.

That's what happened with the brand's #McDStories hashtag.

Put out there along with its #MeetTheFarmers hashtag, McDonald's meant to promote the quality of its suppliers.

Well, that didn't work at all. People used the hashtag to tell the entirely wrong types of stories that McDonald's wanted.

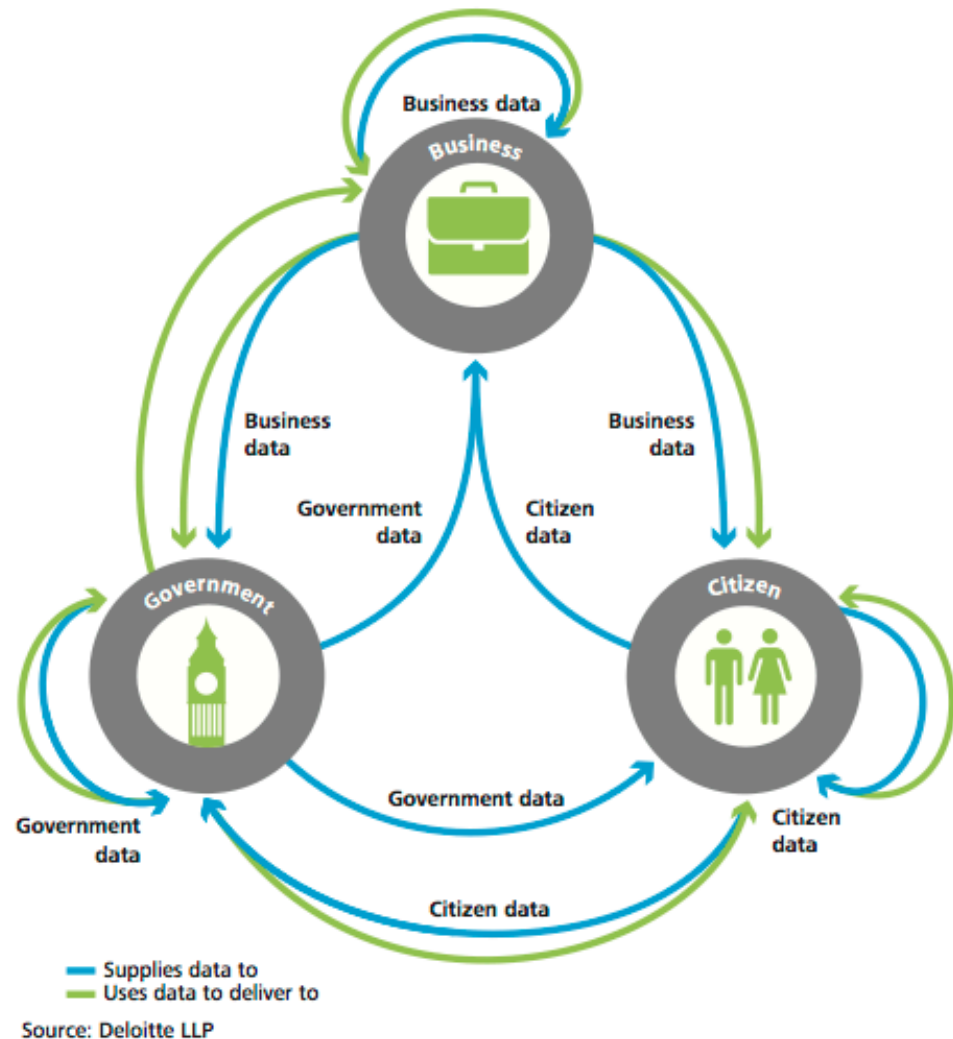


Twitter

<http://www.businessinsider.com/13-epic-twitter-fails-by-big-brands-2012-2?op=1>

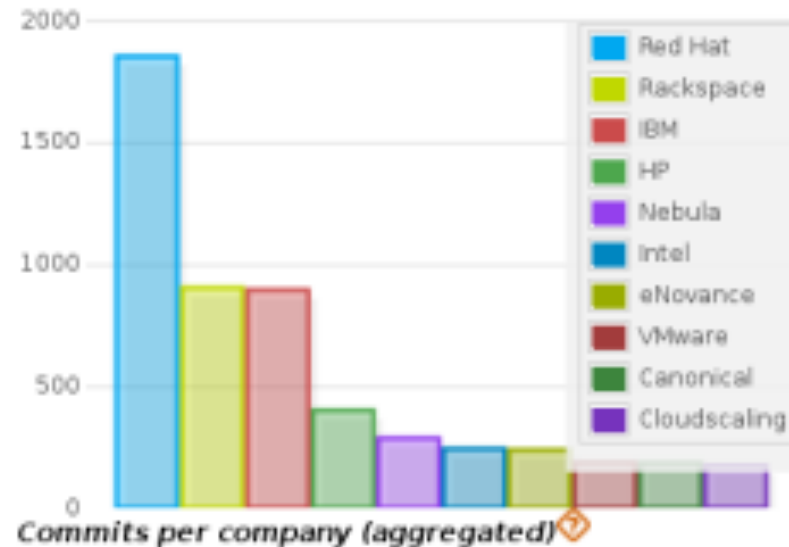
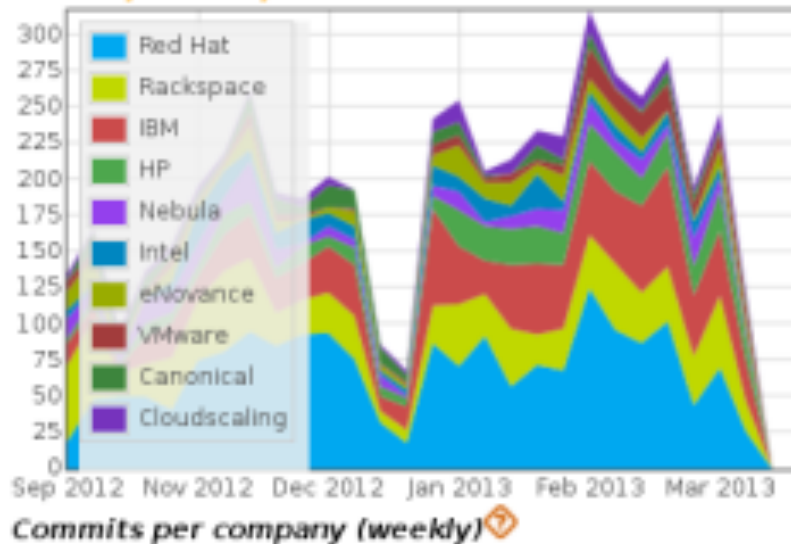
5. There are Business Opportunities to Aggregate, Curate, Share, and Augment Open Data

Figure 1. The open data ecosystem



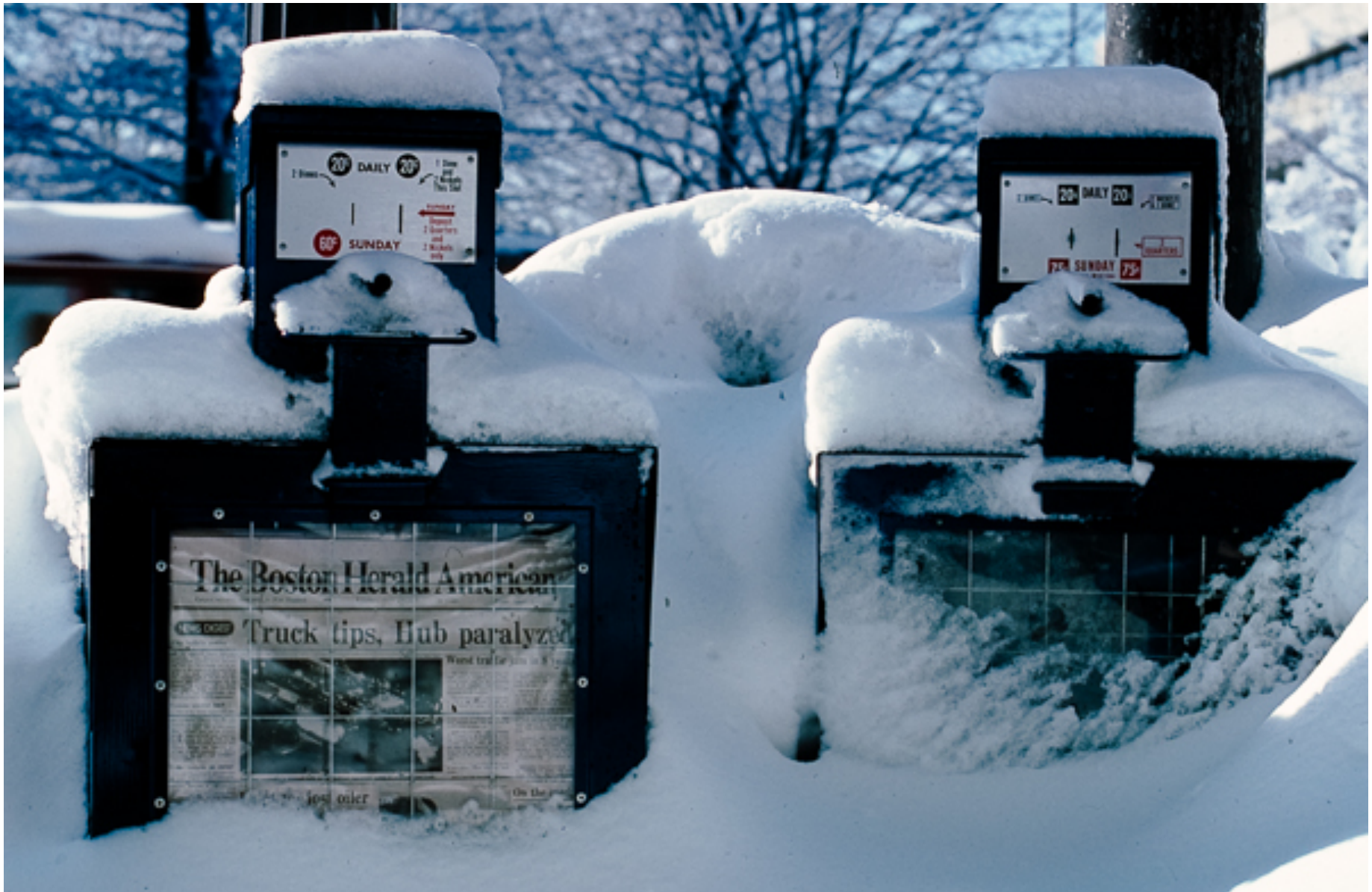
6. Open Decreases Innovation Friction

Summary of activity



OpenStack Grizzly release commits by company
Source: Bitergia, April 2013

7. Bundling is Increasingly Ineffective



8. Pull Marketing can be Much More Important

The screenshot displays the OpenShift Community website. At the top, navigation links include 'LEARN MORE', 'GET STARTED', 'OPENSHIFT' (with a logo), 'DEVELOPERS', and 'COMMUNITY'. The main heading is 'JOIN THE OPENSIFT COMMUNITY', with a subtext: 'This is the place to learn and engage with OpenShift users and developers. Sign in to participate'.

A sidebar on the left lists community sections: 'COMMUNITY' (Overview, Blog, Forum, Vote on Features, Get Involved, Open Source, Get the Bits, Developer Spotlight), 'Events', 'Videos', 'Get our Newsletter', and 'Sign In to the Community'.

The main content area features a red banner: 'Welcome to OpenShift'. Below it, a message encourages sign-in. The 'Recent Threads' section lists discussions like 'Python3.3 error?' and 'JBoss 7.1 standalone/tmp/vfs steadily growing'. The 'Recent Blog Posts' section includes 'How To Find Your Favorite Cartridges in the OpenShift Console' and '6 Tips and Tricks for Java WebSockets'. The 'Upcoming Events' table lists conferences such as OpenWest, MongoSF, and DrupalCon. The 'Popular FAQs' section addresses disk space and usage questions.

Event	Location	Dates
OpenWest Conference	Orem, UT	Thursday, May 2, 2013 - Saturday, May 4, 2013
MongoSF	San Francisco, CA	Thursday, May 9, 2013 - Friday, May 10, 2013
DrupalCon Portland	Portland, Oregon	Monday, May 20, 2013 - Friday, May 24, 2013
FOSS4G North America	Minneapolis, MN	Wednesday, May 22, 2013 - Friday, May 24, 2013
Webinar: Technical Best Practices For Building a PaaS	Online	Tuesday, June 4, 2013

9. Openness can be a Valued Feature



CHARACTERISTICS OF AN OPEN CLOUD

- Open sourced
- Viable, independent community
- Based on open standards
- Freedom to use IP



WHITEPAPER

WHY THE FUTURE OF THE CLOUD IS OPEN

Gordon Haff

EXECUTIVE SUMMARY

Choosing how to build an open hybrid cloud is perhaps the most strategic decision IT leaders will make this decade. It's a choice that will determine their organization's competitiveness, flexibility, and IT economics for the next ten years.

That's because, done right, a cloud delivers strategic advantages to the business by redirecting resources from lights-on to innovation. But only an open hybrid cloud delivers on the full strategic business value and promise of cloud computing. Only by embracing clouds that are open

10. Your Customers are in Control



AMQP

Advanced Message Queuing Protocol

OASIS

Bank of America



BARCLAYS

CREDIT SUISSE



JPMORGAN CHASE & CO.

Goldman Sachs



DEUTSCHE BÖRSE GROUP

TWIST



INFORMATICA
The Data Integration Company™

WSO₂

INETCO.



Microsoft

PROGRESS
SOFTWARE

software AG



vmware™



IIT SOFTWARE

KAazing

Solace Systems™



zenika
ARCHITECTURE INFORMATIQUE

THALES

STORMMQ

HCL

II. Data Matters: The Good

- Data makes better decisions possible
- Data as new oil?
- You can know your customer better
- Explosion of available information and data

12. Data Matters: The Bad

- You have to use data (and do so intelligently)
- Customer data can raise (real and perceived) privacy concerns
- Drowning in data

QUESTIONS & LEARN MORE

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RED HAT

www.redhat.com/solutions/cloud

Google+: [Red Hat Open Hybrid Cloud](#)