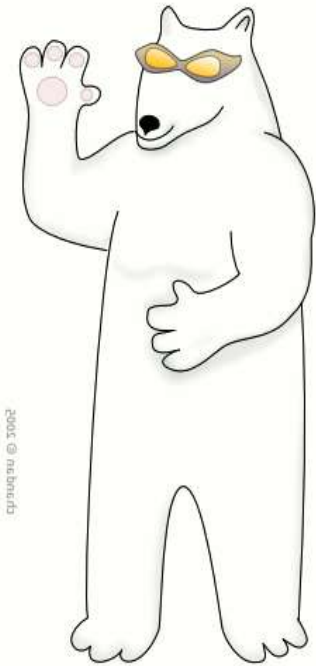


The Zen of Open

Observations of a New Bear

Simon Phipps

Chief Open Source Officer,
Sun Microsystems, Inc.



Chief OSO

The Keynoter's Dilemma

- In 7 years I've previewed many current ideas:
 - > XML
 - > Web services and SOA
 - > Open Source
- Many concepts remain constant
- Many of you have heard them from me before
- Many of you have not
- SO WHAT TO DO?

Traveller's Tales

- 1994

- > Cash & Travellers Cheques
- > Airline tickets
- > Telephone kiosks & bureaux
- > Poste restante

- 2004

- > ATMs & global credit cards
- > Paperless air travel
- > GSM mobiles & calling cards
- > E-mail & internet cafes

... welcome to the Participation Age!



A New Age Means *Change*



If we were massively connected...

Security would no longer concern only boundaries

DIGITAL IDENTITY



If we were massively connected...

Software would have nowhere
& everywhere to run

SERVICE ORIENTATION



If we were massively connected...

Software pricing could not track ephemera

VALUE-BASED PRICING



If we were massively connected...

Markets would become
conversations
(The Cluetrain Manifesto)

NARRATIVE ENGAGEMENT



Login and registration for Sun employees only

Welcome to Blogs.sun.com! This space is accessible to any Sun employee to write about anything.

Most recent posts on site |

XML

Industry News Digest Today

Free Sky ????? | Information | May 22, 2005 9:03:59 PM
????????? ??? ?????????????????? # ?????????? ?????????? IBM ?????????? ?????????? # ?????? IBM ?????????? ?????????? ...

Linux ??

Lin Gang's Weblog (??) | General | May 22, 2005 8:59:16 PM
http://blogs.sun.com/roller/resources/lirincy/Linux%20Tutorial.doc ??????linux??,????????Linux?????,shell?????????draft ver...

Star Wars - Episode 3: On sale at a DVD outlet near you?

Darren Reed's Weblog | General | May 22, 2005 8:37:42 PM
4 days ago, the last installment of the Star Wars saga was released to the public. Yesterday, walking through the str...

Sailing, Sailing, ...

Alan Hargreaves' Weblog | General | May 22, 2005 7:43:50 PM
Well, only in a sense. The weekend before last, I finished getting our shade sails up over out patio. I was going t...

(JA) zinf

Yasuhiro Fujitsuki's Weblog | JDS | May 22, 2005 7:29:05 PM
JDS R3?? gtk2, gtk ?????????????????? ?????? gtk2 ????? xmms ??????????????gtk 1.x????? gtk2??? mp3 ??????????????????zi...

Microsoft to talk .Net at Java conference

jamiefoley's sunblog | sun | May 22, 2005 7:24:16 PM
A follow-up to the announcement made during the Scott McNealy/Steve Ballmer conference two weeks ago. JavaOne Developer...

What's With Heavy Rotation?

Hal Stern: The Morning Snowman | Heavy Rotation | May 22, 2005 7:24:04 PM
Someone asked me, and I'm compelled to answer. Many radio stations work off of a "playlist", or set of song...

(EN) zinf

Yasuhiro Fujitsuki's Weblog | JDS(EN) | May 22, 2005 7:08:33 PM
Default environment of JDS R3 has gtk and gtk2 libraries. XMMS is a famous multimedia player on linux world. XMMS is g...

Yes and the Round

Hal Stern: The Morning Snowman | Heavy Rotation | May 22, 2005 7:02:05 PM
Yes-heads will immediately note that the late 70s tour was "Yes in the Round" and I've botched the title. B...

Google's SMS service is awesome...

Scott Jolly's Weblog | Software | May 22, 2005 5:28:20 PM
Next time you are out and about and need some information (weather forecast, phone number, movietimes) use the new Googl...

Sun PR on Blogging

Jim Grisanzio | Marketing | May 22, 2005 5:27:00 PM
My buddy Noel talks PR and blogs -- Survival of the Publicists -- in Naked Conversations, a book by Shel Israel and ...

Flat versus hilly - that is an easy one...

Scott Jolly's Weblog | Running | May 22, 2005 5:20:14 PM
For the past two weeks, I have run my long run (7.0 then 7.5 miles) on a relatively flat surface near a local river. It...

Search for blogs
Search [input] [button]

Hot Blogs

- Rich Burrigde's Web: 5099 hits
- Jim Grisanzio : 4649 hits
- MaryMaryQuiteContrary : 3743 hits
- The Clingan Zone : 2895 hits
- On The Margins : 2860 hits
- Jonathan Schwartz's : 2855 hits
- Dan's Blog: For What: 2379 hits
- Roumen's Weblog : 2317 hits
- Erwin's StarOffice T: 2127 hits
- The dot in ... --- ... : 1687 hits
- Paul Humphreys's Web: 1674 hits
- Predictable : 1394 hits
- GonzoMoFo : 1333 hits
- Brandon E Taylor's W: 1284 hits
- Alan Hargreaves' Web: 1232 hits
- Bistol : 1231 hits
- Hinkmond Wong's Web: 1196 hits
- /dev/hull/kevin : 1166 hits
- The Sect of Rama : 1145 hits
- Duke Listens! : 1136 hits
- Lukas Hasik's Weblog: 1131 hits
- Blogoslovi : 1030 hits
- Free Sky ?????? : 973 hits
- Geertjan's Weblog : 949 hits
- Dave Levy's Weblog : 911 hits
- Scotty's Engineering: 899 hits
- Dave Brillhart's Blo: 893 hits
- Marion's Weblog : 860 hits
- Tor Norbye's Weblog : 842 hits
- Dear Diary : 813 hits
- Sun.com Usability, Design: 740 hits
- Calum's Sunny Wee-b: 688 hits
- Claire's Alternate V: 687 hits



If we were massively connected...

Closed-room development
would be insufficient

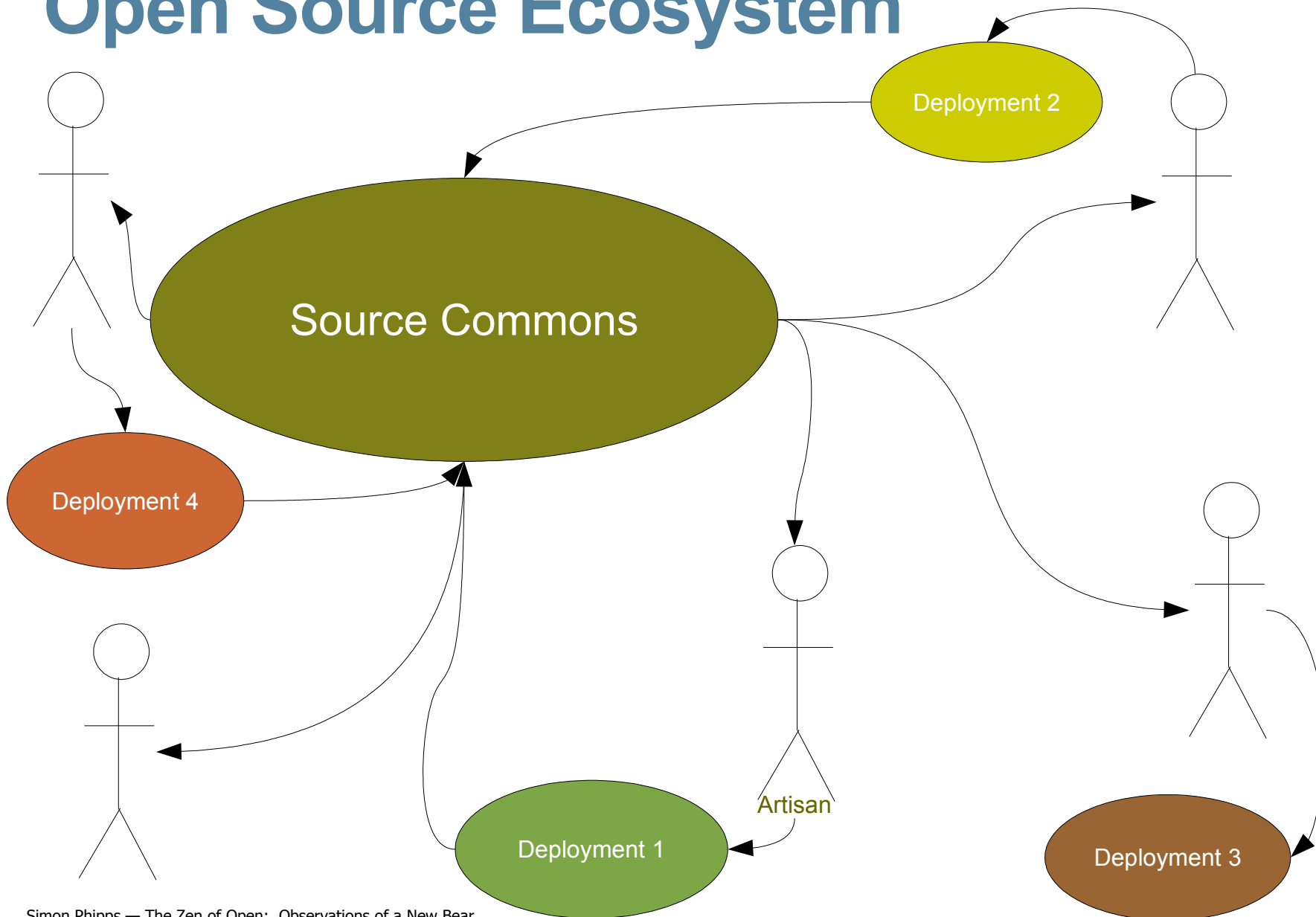
OPEN SOURCE

Open Source In A Nutshell

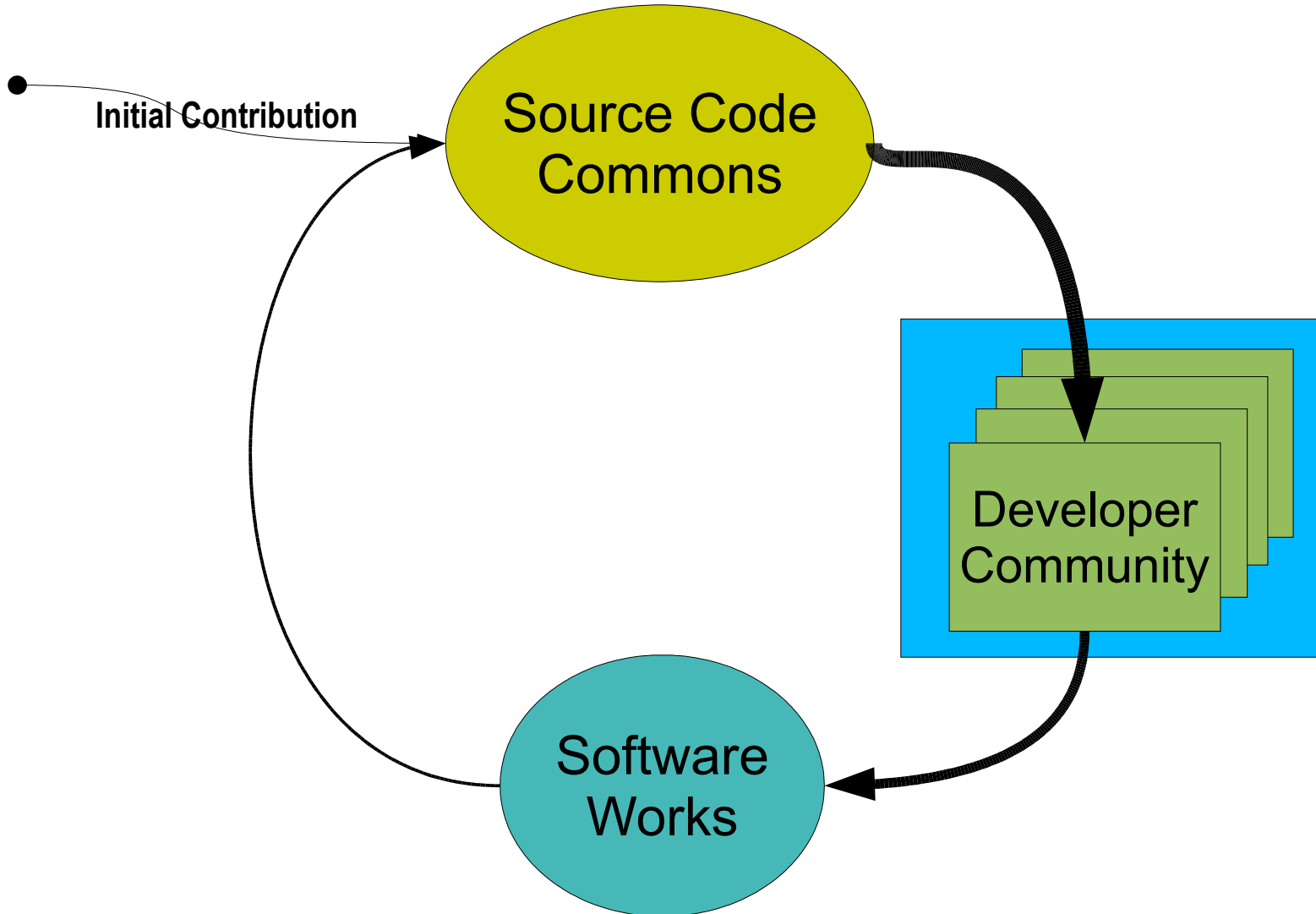
- A community of developers
- Sharing a code commons
- Creating “wealth” from the commons
- Enriching the commons in the process

- The “craft guilds” rediscovered...
- ... *Connected Capitalism*

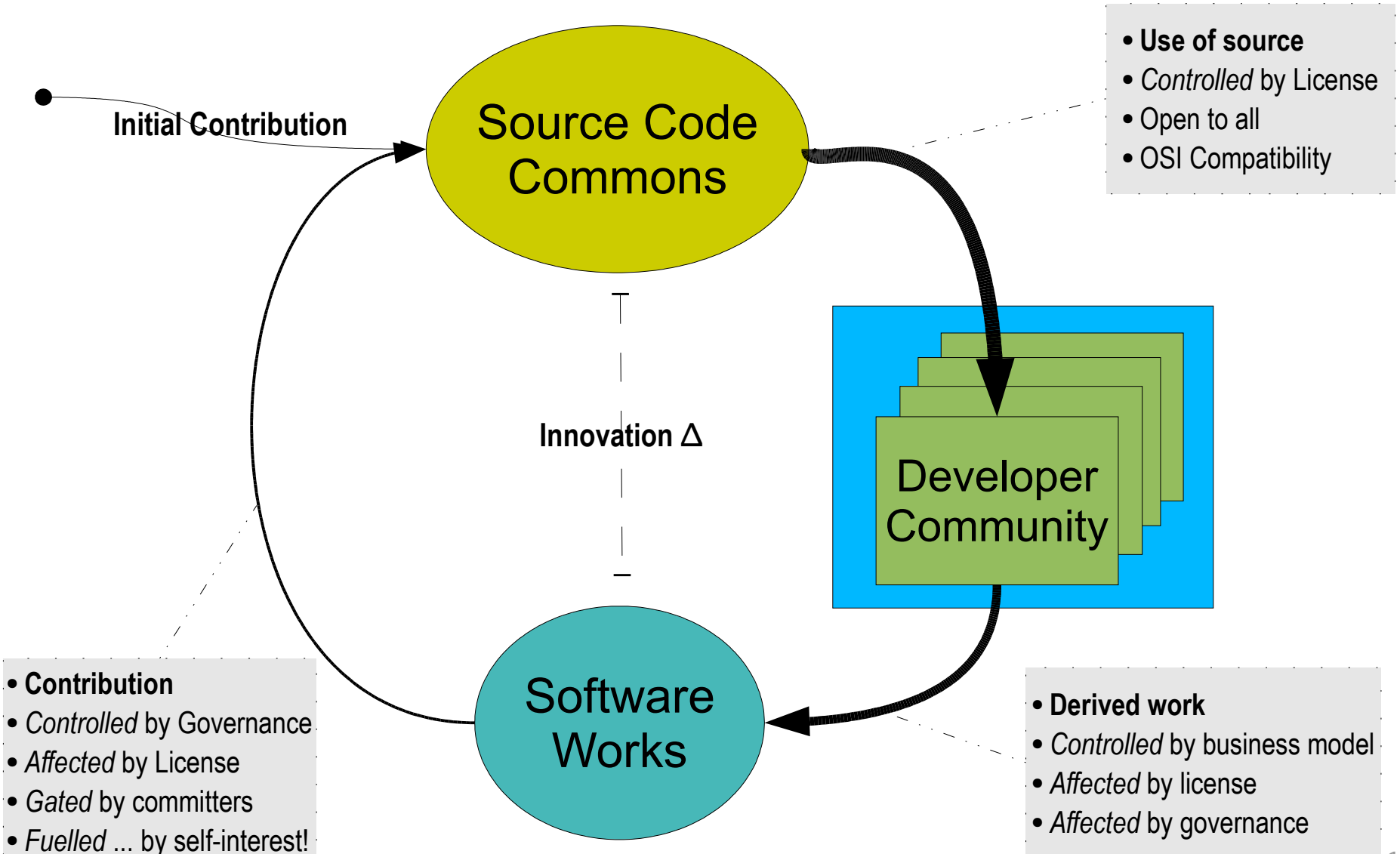
Open Source Ecosystem



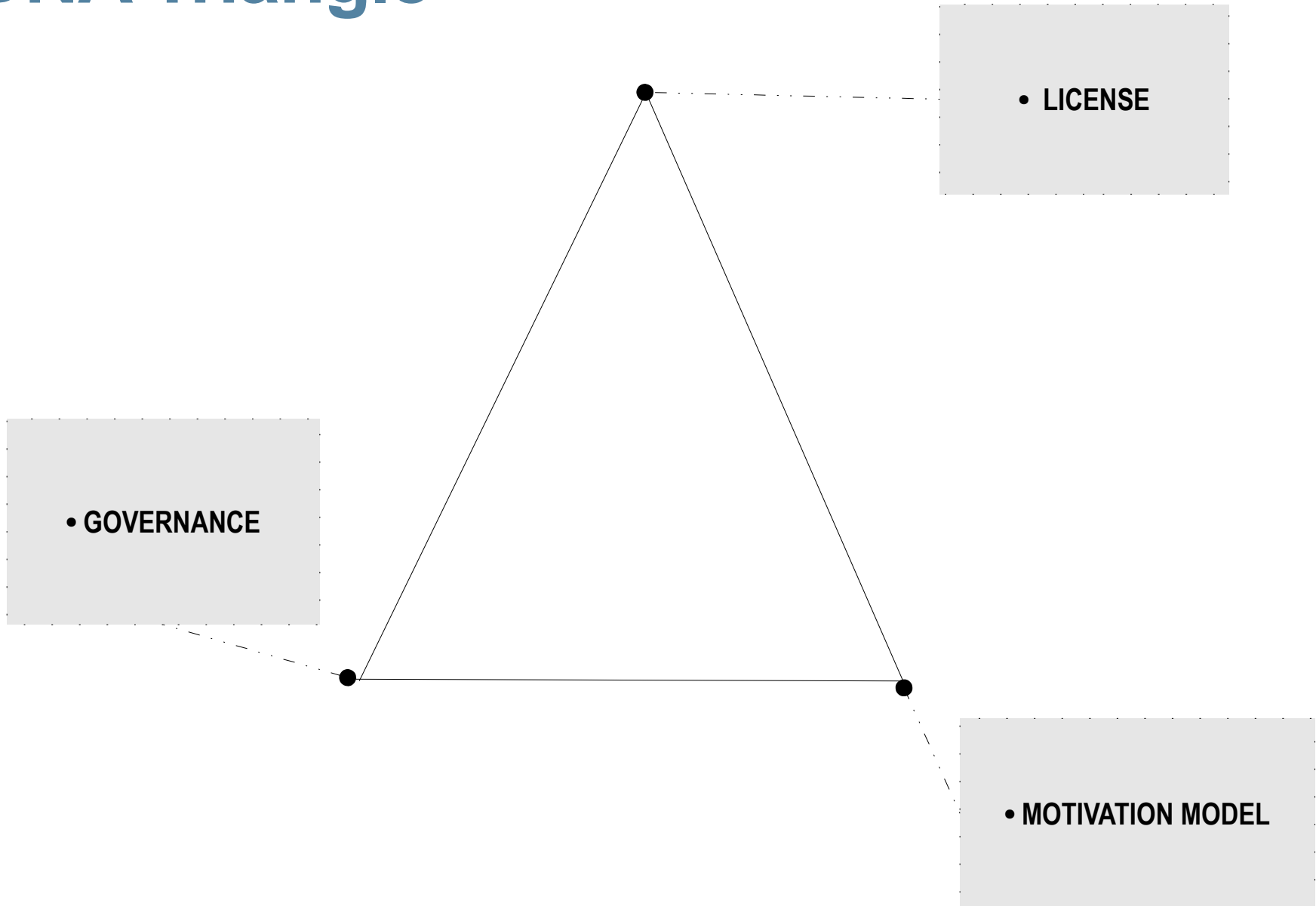
Virtuous Cycle Model of Open Source



Virtuous Cycle Model of Open Source



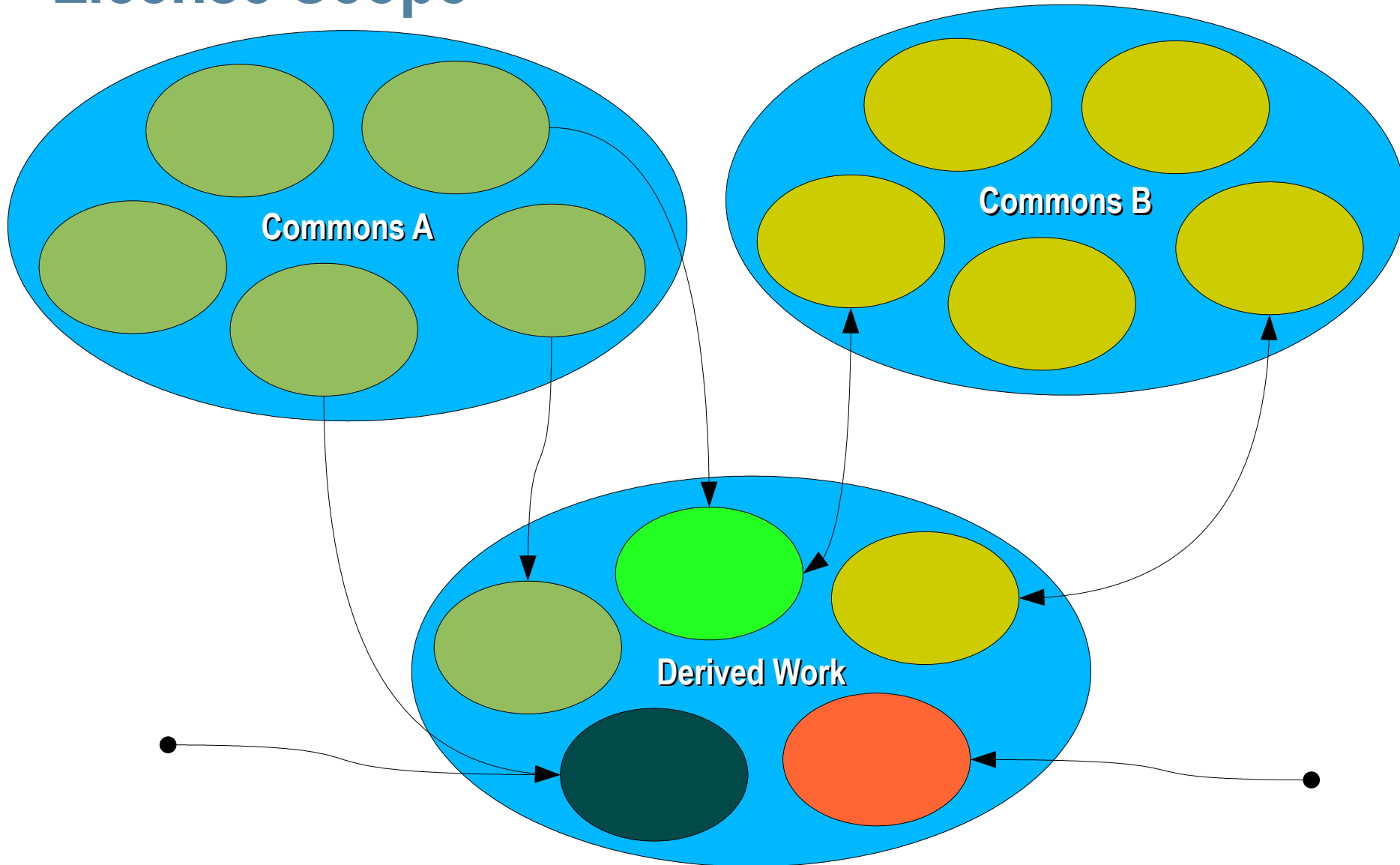
DNA Triangle





Licensing For Maximum Freedom

License Scope



License Classes

- Class A
 - > “Unrestricted”
 - > Create any work
 - > No restrictions on licensing
- BSD-style
 - > ASL v2
- Class B
 - > “File-based”
 - > Files derived from commons must use license B
 - > Files added may use any license
- Mozilla-style
 - > CDDL v1
- Class C
 - > “Project-based”
 - > All files in project must use license C if any file uses license C
- FSF-style
 - > GPL v2

The Most Freedom for The Most People

- Class A licenses promote freedom to **innovate** but do not protect the commons
- Class C licenses promote constant growth of the **commons** but limit the freedom of the developer to use their own innovation however they want
- Class B licenses **balance both freedoms**, protecting and enriching the commons but leaving innovators free to use their work in any commons
- ***The Most Freedom for The Most People***

Open Source Monetisation

- Two Golden Rules:
 - > ***Collaborate***
over what does not differentiate
 - > ***Compete***
by innovating on the commodity base



The Overlooked Corner

- LICENSES

- > ... need no more limelight
- > Should ending proliferation wisely be our priority?

- MOTIVATIONAL MODELS

- > ... come with the territory
- > How do we leave room for the motivations of diverse contributors?

- GOVERNANCE

- > ... is the overlooked corner
- > Is bad governance the primary vector for disease?



The Hidden Menace

Software Patents Happen

- “Parallel Filing” means Corporations own patents on pretty much anything they touch
- The nature of US law means all must play
- Using patents defensively is a routine element of corporation-corporation interaction
- Software patents are a zone on a continuum
- Even their detractors have to deal with them
- Until world trade is reformed, patents happen...

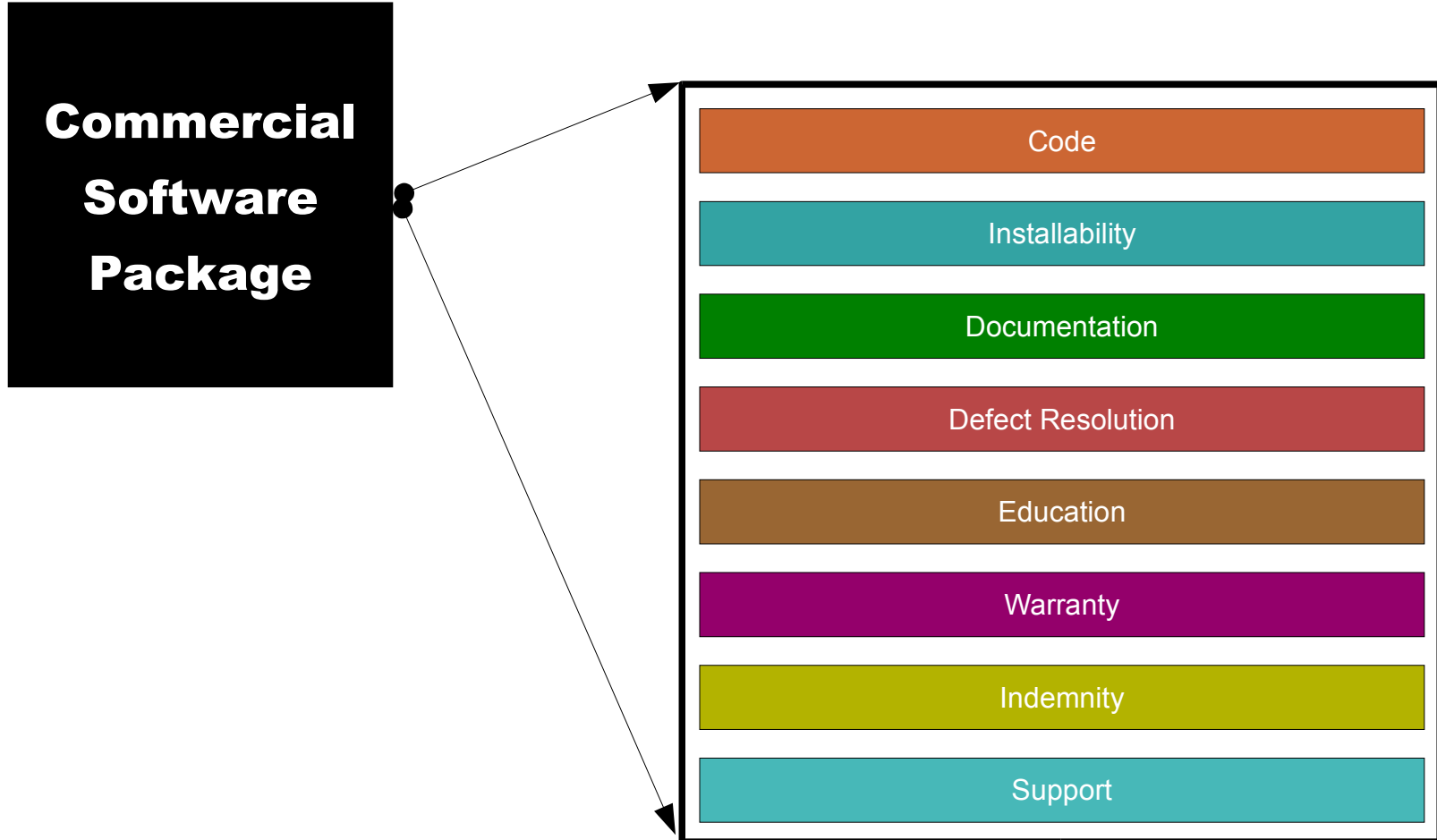
Building the Patent Commons

- 1) Patent grants
 - > Research specific patents and grant to any FLOSS use
 - 2) Compulsory licensing
 - > Blanket grant of patents, restricted to licensed code
 - 3) Non-Assert Covenants
 - > Covenant not to assert rights against *bona fides* community
- We need all three, no one is sufficient defence
 - We need mandatory application of 2 & 3

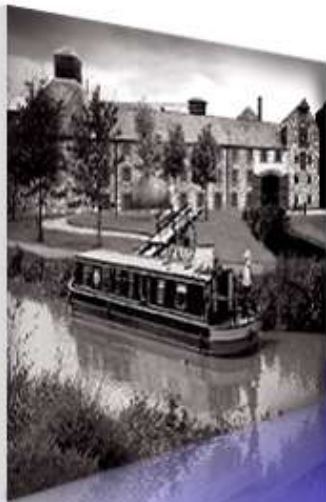
Summary Observations

- The next phase of F/L/OSS is upon us
- The Virtuous Cycle needs a health check
 - > Reduce license proliferation by dealing with its causes
 - > Leave room for the motivations of all contributors
 - > Governance best practice needs an advocate
- F/L/OSS Alone is Not Enough For Freedom
 - > Development \neq Deployment
 - > Standard Formats + Open Source = Freedom
- Software Patents Demand Multiple Defences

Unweaving the Software Bundle



Standards Mean Substitutability





Thank-you!

Simon Phipps

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<http://www.webmink.net/>

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