



Enterprise 2.0 with Open Source Software.

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- Today's Web Platform
- Towards Enterprise 2.0

What is Web 2.0?

According to O'Reilly Media:

“second generation of Internet-based services—such as social networking sites, wikis, communication tools, and folksonomies—that emphasize online collaboration and sharing among users. “

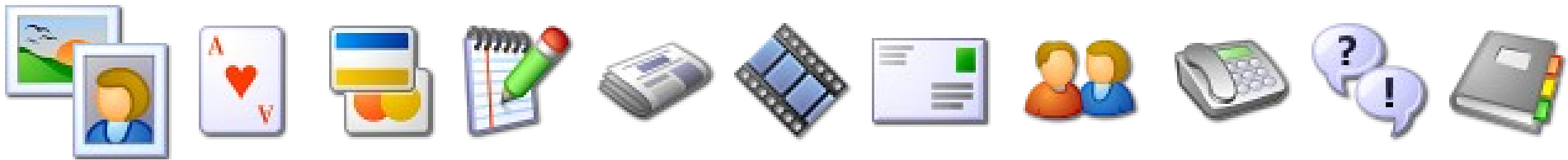
According to Tim Berners Lee

“a needless and poorly defined buzzword”

Web 2.0: “The Web is the Platform”

- Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.

(wikipedia = true.)



Feeds

Blogs

Social Networking

Wikis

Mashups

Tags...

- Web is becoming the principle programming platform
- Also synonymous with openness and collaborative (i.e a philosophy)

Web 2.0 sites

1. Yahoo
2. Google
3. Youtube
4. Windows Live
5. MSN
6. MySpace
7. Wikipedia
8. Facebook
9. Blogger.com
10. Yahoo.jp
11. Orkut
12. Rapidshare
13. Baidu.com
14. Microsoft.com
15. Google.in
16. Google.de
17. QQ.com
18. Ebay
19. Hi5
20. Google.fr

The standard Web 2.0 Platform

- LAMP
- Low cost & fast to implement
- Easy to maintain
- Open Source and Standards Based
- In constant beta
- user data driven
- Uses COTS Servers



Web 2.0 Apps

- Most are Open Source
- Some are home brewed.
- Most sit on top of Open Source infrastructure (LAMP)
- Most are modular and rapidly developing

Applications

Wikis, Blogs

Social Bookmarking

Mashups, Feeds Tags...

.....Social publishing frameworks that combine all of the above

Enterprise 2.0

“ Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.”

Don't Enterprises need enhanced creativity, shared information and improved collaboration amongst users?

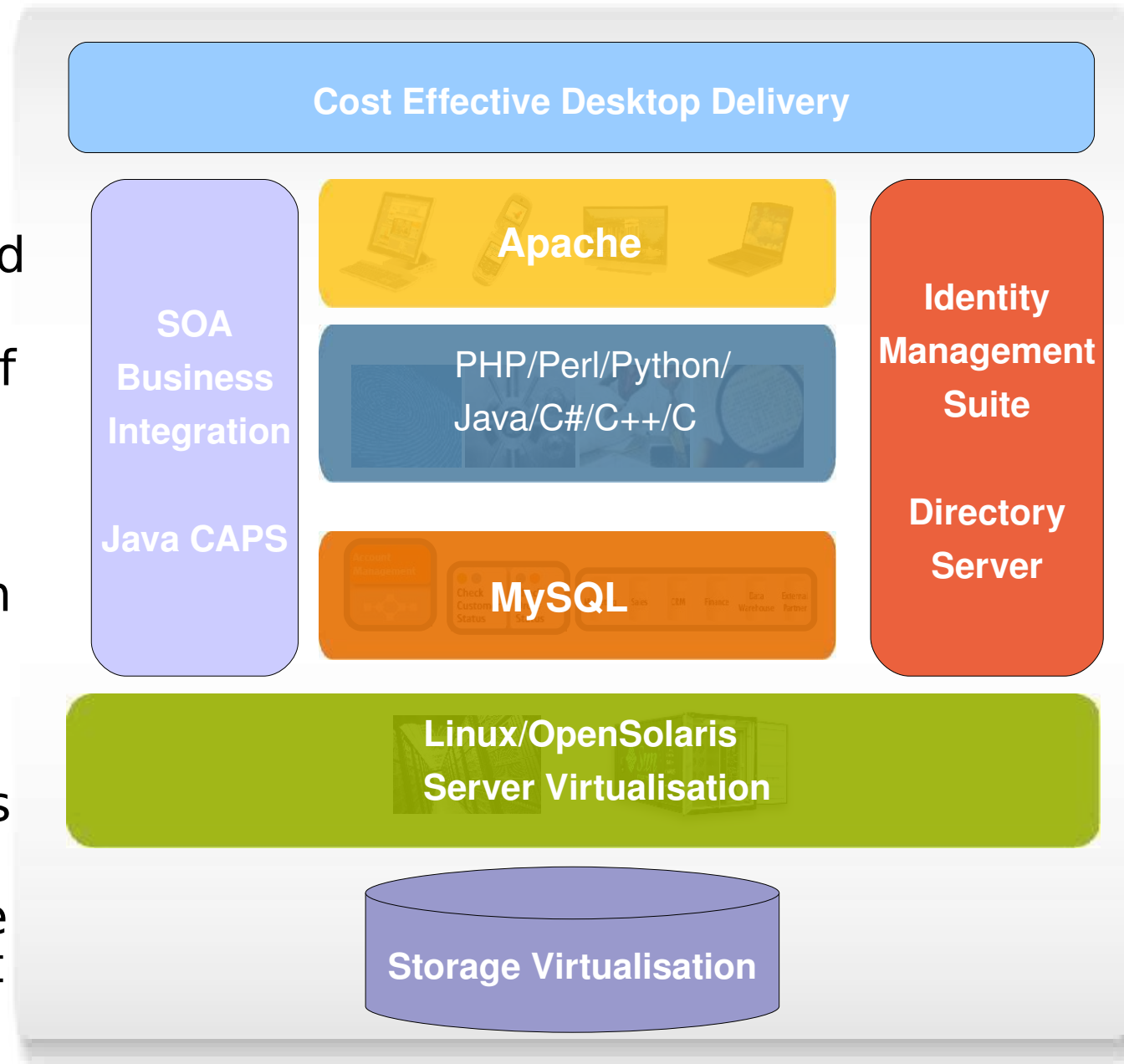
- Making use of Web 2.0 technologies and online architectures enables businesses to deliver the benefits of Software as a Service to their users
- Can enable information access across the enterprise regardless of how or where the data is stored, through a network of tightly *and* loosely integrated applications, services and devices
- Major challenge is enabling applications who need structured data to make use of unstructured data

Enterprise 2.0 Challenges

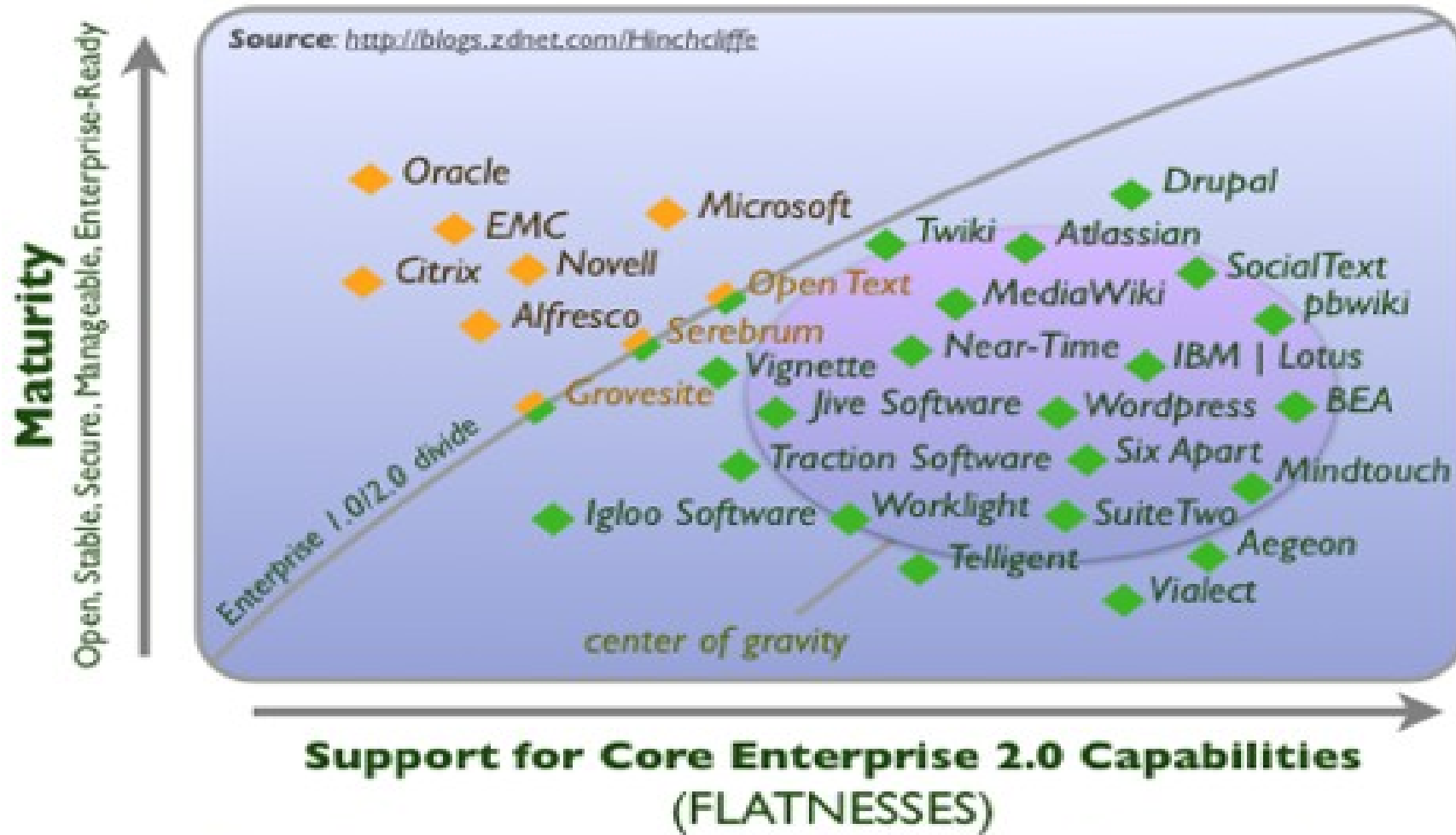
- Delivering on SLA's with corporate end-users
- Uptime & availability
- Application performance & responsiveness
- On-demand scalability
- Integration with other systems
- Releasing control to end-users
- Keeping infrastructure costs low
- Proactive monitoring

Enterprise 2.0 needs more.....

- As per web 2.0 but with:
 - > Defined Security and patching policies
 - > Cross certification of components
 - > Identity Management
 - > Business Integration capability
 - > Highly available, scalable and manageable servers and storage
 - > Support and Service for each component



Map of the Enterprise 2.0 Marketplace, 2008



Note: Open source products are listed by product name. Commercial products and product suites are listed by company name. Companies without substantial intrinsic collaboration and knowledge management functionality have been omitted.

Commercial Open Source

- Many Open Source Software companies have business models that are variations on a theme:
 - > Sell add ons
 - > Sell Support/Maintenance
 - > Sell consulting/training
 - > Sell a subscription that might combine many things
- i.e MySQL, Red Hat, Acquia, SugarCRM, Zend, Sun, SpringSource, Alfresco, Digium etc..

So what do they do then?

- **From an engineering standpoint:**
 - Works with the community, partners, and customers
 - Develop/incorporate new features
 - Integrate packages modules, new features, drivers, bug fixes, & security updates
 - Tests, certifies, productises, and supports the result

- **From a business standpoint:**
 - Engineer and sustain the platform
 - Provide services—training, consulting, support
 - But make the most the open source development model

Value to Customers

- Provide a convenient, accountable entity to realise the benefits of Open Source & Enterprise 2.0
- Provides a way to make a managed investment
- Minimises customer risks associated with:
 - Technology Obsolescence
 - Recovery from unplanned outages
 - Technology integration and optimisation
 - Staff turnover through a standardised approach & platform

Subscriptions, Not Products!

Solutions are typically delivered as **Annual Subscriptions**

One price covers many things:

- **Technology**
 - Product & Documentation
- **Value Added Tools**
 - Monitoring, cloning, connectors etc..
- **Maintenance**
 - Updates, security patches, bug fixes etc..
- **Upgrades**
 - Often customers get new releases included
- **Technical Support**
 - SLA based on price

MySQL Enterprise

Server

- MySQL Enterprise Server
- Monthly Rapid Updates
- Quarterly Service Packs
- Hot Fix Program
- Extended End-of-Life



Monitor

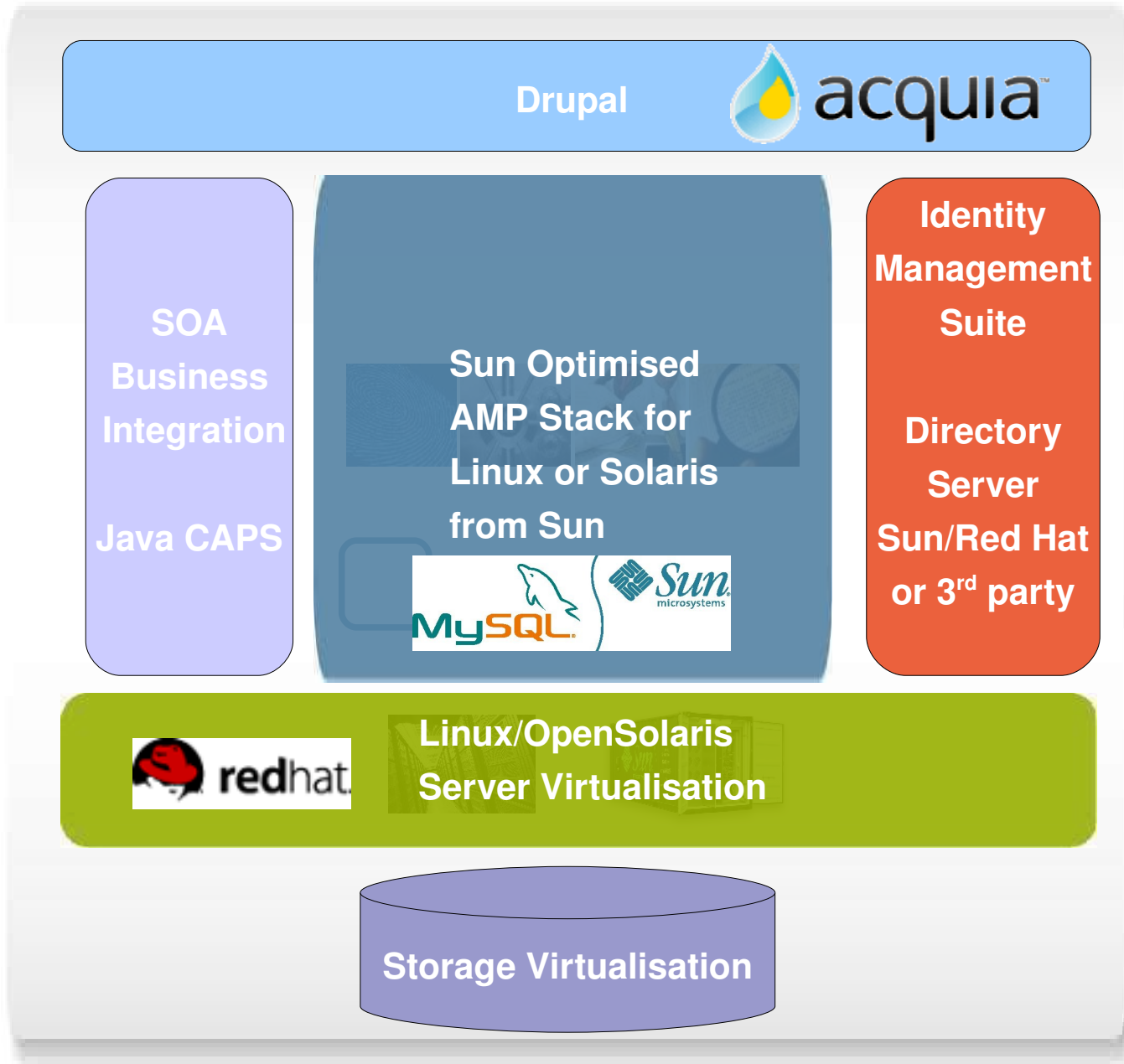
- Global Monitoring of All Servers
- Web-Based Central Console
- Built-in Advisors
- Expert Advice
- Specialized Scale-Out Help



Support

- 24 x 7 x 365 Production Support
- Web-Based Knowledge Base
- Consultative Help
- Bug Escalation Program





The Alexa Top 20

- 1.Yahoo
- 2.Google
- 3.Youtube
- 4.Windows Live
- 5.MSN
- 6.MySpace
- 7.Wikipedia
- 8.Facebook
- 9.Blogger.com
- 10.Yahoo.jp
- 11.Orkut
- 12.Rapidshare
- 13.Baidu.com
- 14.Microsoft.com
- 15.Google.in
- 16.Google.de
- 17.QQ.com
- 18.Ebay
- 19.Hi5
- 20.Google.fr

Running on MySQL?

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14. Microsoft.com
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