

WSO2con2025

Understanding Open Source: A Primer for the Modern Era

Jonathan Marsh

Vice President, Strategy



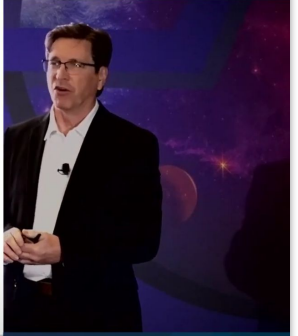
WHAT & WHY



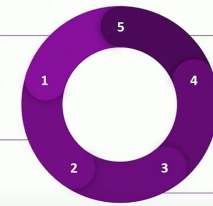
WSO2Con 2017 USA

Is it time to update my open source strategy?

Jonathan Marsh
VP Strategy
WSO2



WSO2's extraordinary Open Source commitment



- 1. All enterprise features
No dual licensing
- 2. Permissive license
Apache 2.0
- 3. Open process
Apache Way governance model
- 4. Critical security updates
On latest release only
- 5. All downloadable products
SaaS offerings may differ

WSO2CON2024



My Bio

- Formerly of Microsoft (1997-2006)
- Worked on Open Standards (XML, SOAP...)
- Joined WSO2 in 2006
 - NO prior experience with Open Source
 - NO understanding of open source business potential
 - NO clue whether OS was a fad or a paradigm shift
- What have I learned?
 - Open Source is having a profound affect on the IT industry

Jonathan Marsh
Vice President - Strategy
WSO2

WSO2Con 2015 USA

About me

- 1975: Introduced to personal computers
- 1986: Graduated UNR with undergrad math degree
- 1987: Startup founder (music technology)
- 1990: Apple (programmer)
- 1994: Graduated Stanford with product design degree
- 1996: Startup founder (web browser technology)
- 1997: Microsoft: XML/XSLT/Web Services standards
- 2006: WSO2





WHO

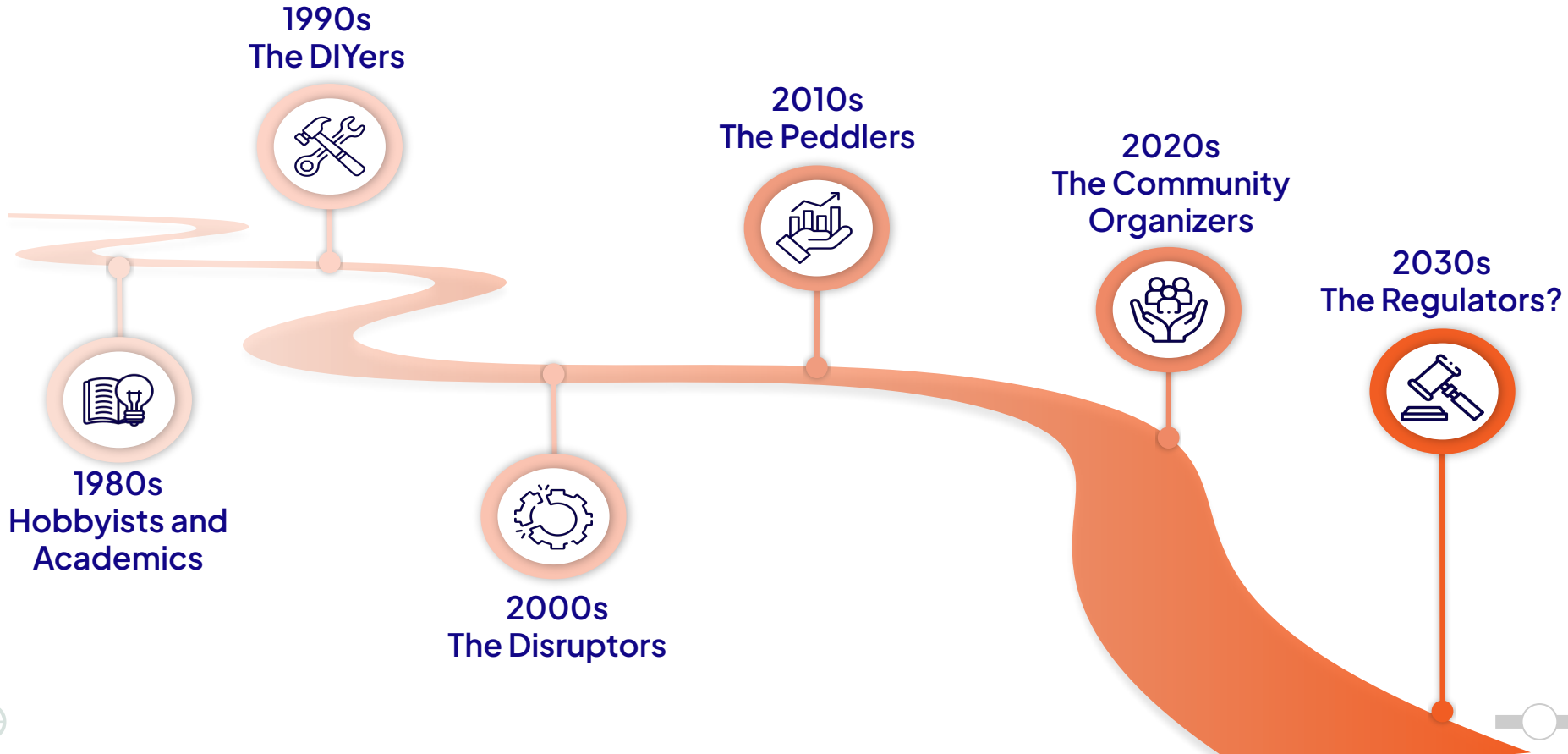
adopts open source determines...

WHY

WHAT



Historical Timeline





1980s

Hobbyists and Academics





National
Semiconductor

GLOBOUT

National
Semiconductor

WAVEMATE

COMPLEXION

SATELITE KURATO

ST. MICHAEL'S

NEW YORK

WAVEMATE

EAL

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SUNRISE ELECTRONICS

907

PROGRAM

6502

EXCHANGE

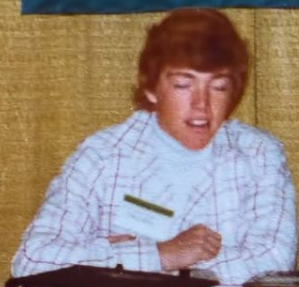
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6502 PROGRAM EXCHANGE

905

PROGRAM

6502

EXCHANGE

ASK ABOUT
OUR DISK
OPERATING
SYSTEM FOR
APPLE II

AIM
APPLE II

SYM

KIM
TIM

FOCAL-65
XPLO

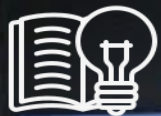
MICROBOT

Real Grabbers at the Faire



FAIRE SPECIAL
CATALOG 50¢
(Purchase)





1980s

Hobbyists and Academics



INSTITUTE OF INFORMATION TECHNOLOGY





1980s

Hobbyists and Academics

WHY?

- Personal satisfaction
- Mutual benefits from sharing
- Community enjoyment
- Career advancement through publishing
- Advance human knowledge

WHAT?

- Copy-left licenses
- GPL





1990s

The DIYers



APACHE

Over 300 manufacturers sell their microcomputers with Microsoft software.

There's a reason.

Powerful simplicity. That's the concept behind every software program we write. Powerful programs that let you spend more time thinking about the problem... and less time thinking about the computer. That concept has earned us the confidence of over 300 microcomputer manufacturers. Starting with the very first microcomputer you could buy. And today, Microsoft® languages, operating systems and applications software are running on well over a million microcomputers. Worldwide.

Made for each other. Manufacturers literally build their computers around Microsoft software. That's no exaggeration. In fact, Microsoft frequently participates in the initial design and development of microcomputers. That's a major reason why Microsoft software runs so well on the majority of the world's 8- and 16-bit systems.

User-oriented. Microsoft is the only software supplier to offer a full range of compatible operating systems, languages, utilities and applications programs. If you're not a computer expert, here's what that means to you: Better programs. Programs that are not only more powerful, but easier to learn and use.

Better tools. We can't buy your trust. We have to earn it. With better products. Tools you can easily use to solve complex problems. We started with the first BASIC for the first microcomputer. Today, we offer a broad range of proven tools for microcomputers. Including SoftCard™ and IBM® RAMCard™

products that materially increase the capabilities of Apple® and IBM PC computers. Plus, business and management software such as Multiplan™ the powerful electronic worksheet you can learn to use in just a few hours. Better tools. Because they're designed specifically for your computer.

Ask your Microsoft dealer. Most microcomputer manufacturers offer their systems with some Microsoft software, but you'll undoubtedly want more. Programs and languages that solve your specific problems. Programs for your industry, business or home. Programs that do more, yet ask less. Ask your computer software dealer for a demonstration. You'll see why more than 300 microcomputer manufacturers offer their systems with Microsoft software. The reason is powerful simplicity.

BETTER TOOLS FOR MICROCOMPUTERS

MICROSOFT™

MICROSOFT CORPORATION
30700 NORTHUP WAY
BELLEVUE, WASHINGTON 98004





1990s

The DIYers





1990s

The DIYers

WHY?

- Noticed lots of useful software in the open source communities
- Solved business problems
- Save costs
- Increased flexibility

WHAT?

- Standardized licenses
- Permissive terms
- Apache 2.0





2000s

The Disruptors





2000s

The Disruptors

WHY?

- Opportunity support commercial users
- Differentiation through open source
- Instant “brand” strength
- Better faster software development
- Adjacent commercial opportunities:
 - Maintenance and support services
 - Training and documentation
 - Operational services
 - Consulting services

WHAT?

- Permissive licenses
- Adjacent commercial licenses
- Dual licensing





2010s

The Peddlers

- Acquisition



- Open core



- Available source



- SaaS



MuleSoft



- Consolidation



Red Hat





2010s

The Peddlers

WHY?

- Seeking sustainable business models
- Carved out “closed” commercial opportunities
 - Enterprise features (scaling, teamwork, security)
 - Tooling and analytics
 - SaaS deployment
 - Limits against unfair competition
- Open source relegated to supporting roles
 - free trials, skills building, competitive displacement, academic penetration

WHAT?

- SaaS options
- Open core models
- Available source licensing





2020s

The Community Organizers

WHY?

- Established companies pooling investment in foundational infrastructure
- Open source software not directly monetized
 - Powering SaaS
- Join well-organized “third space” to:
 - Spread out development and maintenance costs
 - Benefit from others contributions
 - Build network effects

WHAT?

- Permissive license
- Shared governance through stewardship





2030s

The Regulators?





2030s

The Regulators?

WHY?

- Open source is entrenched
- Security exploits are increasingly sophisticated
- Tension between centralized security control and distributed governance and development
- Tendency towards regulation as a solution:
 - EU CRA - publishers must take responsibility for product security
 - US Cyber Trust Mark - publishers may opt to earn a seal of approval

WHAT?

- Certification
- Stewardship orgs?
- Public funding?
- Workaround licenses?
 - Proprietary
 - “As-is”
 - “Paid open source”



The background features a dark, space-like environment with a nebula in shades of red and orange. Scattered throughout are various 3D geometric shapes, including cubes and rectangular prisms, rendered in a blue-to-purple gradient. Some shapes have a red or orange face, creating a vibrant, multi-colored effect. The overall aesthetic is futuristic and digital.

Thank you!

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