

FOSS in Business:

Tips and tricks for growing the pie

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The Opportunities

- ➔ Rapid, scalable and low-cost for start ups
- ➔ Clients approach: Ad hoc -> Strategic
- ➔ World class reputation for development
- ➔ Significant lack of skills locally
- ➔ Equalising/reducing the trade deficit



A maturing industry

- FOSS isn't new... but business?
- Rapidly growing market
- Challenges: influence, finding skills, perceptions
- Confusion about revenue models



Messaging & Marketing

- Mission -> Goals -> Messages
- Messages for business, FOSS, products
- Message continuity & professionalism
- Strategic vs reactive
- Communicate value



Finding opportunities

Your client can also be:

your advocate

a link to leads

a way to help you specialise

your best critic



Growing the pie

- respond to tenders!
- translating messages cross industry
- building the market expectation
- building the industry for mutual benefit

Take the FOSS industry to a mainstream market



Biggest Challenges?

- Perceived maturity of FOSS?
- FUD? Customer expectations? Politics?
- Finding capacity & skills?
- Understanding government and meeting their requirements?



Industry & Community

- Strong participation grows skills and resources
- Strong relationships grow opportunities
 - linux.conf.au for your geeks
 - Open CeBIT for your customers and business
- Strong messaging builds market confidence



Waugh Partners

- Industry Development
 - Open CeBIT
- Strategic Consulting
 - The Open Source Potential Assessment
- Research & Analysis
 - The FOSS Industry and Community Census 2007



Questions?
Thank you

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Waugh Partners
<http://waughpartners.com.au>

Australian Service for Knowledge of OSS
<http://ask-oss.mq.edu.au>

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