



Registration and how OpenOffice.org benefits

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Agenda

- Registration what's that?
 - > Where to trigger
 - > Service Tags how they work
 - > How does it look like
- Benefits / What we can read from it
 - > One way communication vs. two way
 - > Promote OpenOffice.org special offerings
 - > Become more data driven for future development
- Summary
- Q&A

Product Registration whats that?

Product Registration whats that?

- It's not the OOo user Survey I'm going to talk about
(This was mentioned in the UX track on Thursday)
- Starting with OpenOffice.org 2.3.1, product registration was introduced
- Triggered
 - > at the end of the First Start Wizard
 - > or from the corresponding icon of the backing window
 - > or via menu entry “Help->Registration...”

Registration at First Start Wizard

Welcome to OpenOffice.org 3.0

Steps

1. Welcome
2. User name
3. Online Update
- 4. Registration**

OpenOffice.org Registration

You now have the opportunity to support and contribute to the fastest growing open source community in the world.

Help us prove that OpenOffice.org has already gained significant market share by registering.

Registering is voluntary and without obligation.

I want to register now

I want to register later

I do not want to register

We hope you enjoy working with OpenOffice.org.

To exit the wizard, click 'Finish'.

<< Back Next >> Finish Cancel

Registration in the Start Center



Welcome to OpenOffice.org

Create a new document



Text Document



Spreadsheet



Presentation



Drawing



Database



Formula



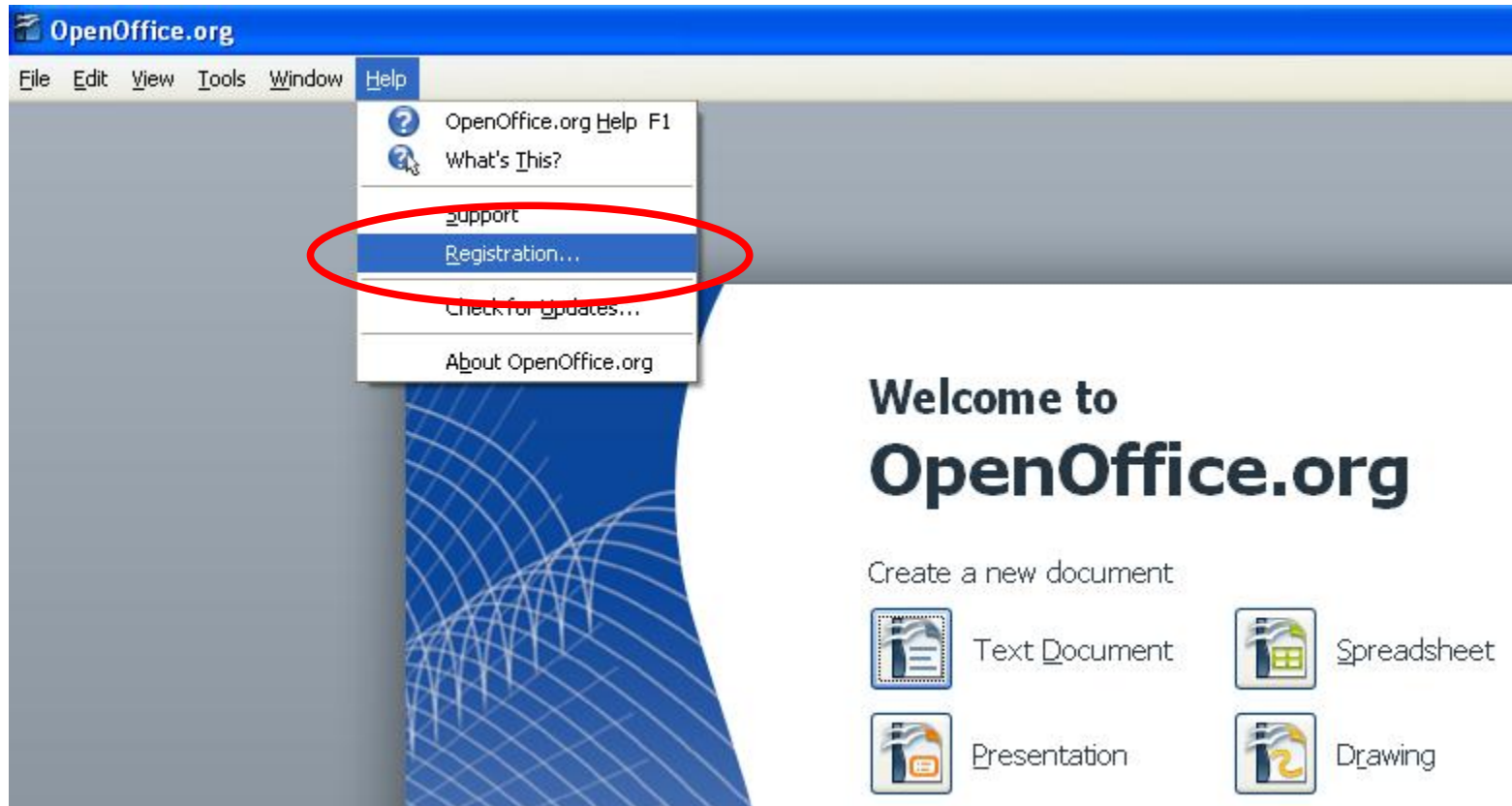
Templates...



Open a document...



At the menu “Help->Registration...”



Product Registration whats that?

- It's optional
- The OOO User Survey is still there
- The mechanism behind product registration we call

Service Tag

What Service Tags are

Service Tag

- Service Tag – basically a small unique product ID stored in the OOO configuration files
 - > urn:uuid:00c01e7f-36f9-11dd-9b49-080020a9ed93
- Different product use different ID's
- This product ID is being put into an xml file together with additional informations like product name, product version, an instance id, platform information and a time stamp
- Together this looks like the following...

Service Tag (2)

- Whats included in the product registration
 - > Example of a Service Tag xml file – part 1

```
<?xml version="1.0" encoding="UTF-8" standalone="no"?>
  <registration_data version="1.0">
    <environment>
      <hostname>md-vaio</hostname>
      <hostId/>
      <osName>Windows XP</osName>
      <osVersion>5.1</osVersion>
      <osArchitecture>x86</osArchitecture>
      <systemModel>PCG-V505BP(DE)</systemModel>
      <systemManufacturer>Sony Corporation</systemManufacturer>
      <cpuManufacturer>GenuineIntel</cpuManufacturer>
      <serialNumber>28108251-5320307</serialNumber>
    </environment>
```

Service Tag (3)

> Example of a Service Tag xml file – part 2 of 2

```

<registry urn="urn:st:61275b18-d72b-4876-8c6d-a4de02f0aca2" version="1.0">
  <service_tag>
    <instance_urn>urn:st:7002e77e-af3b-43ad-a996-b9e22bebc7a3</instance_urn>
    <product_name>OpenOffice.org 3.0</product_name>
    <product_version>3.0</product_version>
    <product_urn>urn:uuid:00c01e7f-36f9-11dd-9b49-080020a9ed93</product_urn>
    <product_parent_urn/>
    <product_parent>OpenOffice.org 3.0</product_parent>
    <product_defined_inst_id/>
    <product_vendor>Sun Microsystems, Inc.</product_vendor>
    <platform_arch>x86</platform_arch>
    <timestamp>2008-10-29 15:03:22 GMT</timestamp>
    <container>global</container>
    <source>OOO300m9(Build:9358)</source>
    <installer_uid>-1</installer_uid>
  </service_tag>
</registry>
</registration_data>

```

Service Tag (4)

- Informations are being send via POST request
- Temporary stored
- Without registration stored informations will be deleted within an hour
- After registration product informations are stored in the database and can be viewed within your personal account.

How does it look like




➔ Register at Sun.

Please help Sun estimate the global OpenOffice.org market share by registering with Sun. Registered users will benefit from frequent news and tips around OpenOffice.org as well as special Sun discounts.

Create An Account

I do not have a Sun Developer Network (SDN) or other Sun Online account.

An SDN account is like a Backstage Pass inside Sun and gives you access to special deals like **40% off** SMI Press books!

Why Join?

Sign Up Now

Use My Account

User Name

Hint: Your user name may be your e-mail address.

Password

[Forgot User Name or Password](#)

I accept the terms of use for registering Sun programs.
[View terms of use](#)

Register Now

Please help the OpenOffice.org community to improve OpenOffice.org by providing feedback via the OpenOffice.org user survey! Your feedback helps us to

- ~ Add and improve the features you care about
- ~ Enhance the OpenOffice.org website
- ~ Better promote OpenOffice.org
- ~ Make it easier to join the project

Filling out the survey takes about 10 minutes.
The survey can be filled out completely anonymously.

Your feedback helps.

➔ Go to the OpenOffice.org survey now!




Benefits / What we can read from it

One way vs. two way communication

Users who register are willing to receive additional informations related to the product they register.

This is our chance!

Get in touch with users

Make people aware of items they might don't know yet

Remember, they are willing to receive additional product related items. They are willing to get in touch. This is an excellent opportunity to get more informations about their needs.

Some examples...

Get in touch with users

For example to promote the **new** OpenOffice.org Community Forum



OpenOffice.org Community Forum

User community support forum for OpenOffice.org, StarOffice and NeoOffice

Search... Search
Advanced search

Board index

FAQ Register Login

It is currently Thu Oct 30, 2008 9:46 am



View unanswered posts • View active topics

GETTING STARTED		TOPICS	POSTS	LAST POST
	Survival guide Please read these few guidelines to help us help you.	Total redirects: 15443		
	Beginners Not sure where to post? Post here!	444	1475	Re: losing CALC row and colum... by acknak on Thu Oct 30, 2008 12:12 am
	Setup and Troubleshooting Discuss setup / installation issues - Add a spell checker, Language pack? Subforums: MS Windows, Linux, Mac OS X	2569	11717	Re: Problem Intalling OOo 2.4... by Hagar de l'Est on Thu Oct 30, 2008 9:14 am
	Tutorials Home made tutorials, by users, for users Subforums: Writer, Calc, Base	34	126	Re: [Tutorial] Work-around fo... by acknak on Tue Oct 28, 2008 5:41 pm

APPLICATIONS		TOPICS	POSTS	LAST POST
	Writer Discuss the word processor Subforums: Templates, Advanced Uses	2994	15776	Re: Inserting more than one p... by wahuwa on Thu Oct 30, 2008 9:42 am
	Calc Discuss the spreadsheet application	1848	9129	Columns locks on read onl... by caffreys on Thu Oct 30, 2008 8:02 am
	Impress Discuss the presentation application	486	2084	Vista blocking when I ope... by cayenne07 on Thu Oct 30, 2008 8:49 am
	Draw Discuss the drawing application	139	637	Re: Marks and Bleeds by JohnG on Thu Oct 30, 2008 7:21 am
	Math Discuss the formula editor	69	345	Re: Export as .eps by acknak on Thu Oct 23, 2008 5:20 pm

<http://user.services.openoffice.org/en/forum/listforums.php>

Extension Repository



Extensions

User: Password: | [Register](#)

Publish your extensions and discover their popularity. Experience new functionality. Adjust your OpenOffice.org to your needs. Maximize your productivity...
 ...with the help of extensions, which add functionality or slight tweaks to the user interface or entirely new features to the OpenOffice.org product.

Please note that some extensions hosted on this site are not free.


Extensions

- All
- ▶ By Application
- By Operating System
- Highest Rated
- Most Popular
- Most Recent

- Tags**
- calc dictionaries
 - dictionary
 - documents eurooffice
 - free french
 - hyphenation
 - impress language
 - opendocument


Three random extensions:

Modern Impress Templates
 by Marcin Miłkowski




Modern Impress presentation templates based on open-source art. You can review licenses in template properties and during the install.


Nowoczesne szablony prezentacji do programu Impress. Licencje podano we właściwościach szablonów oraz podczas instalacji.

Version:  1.0.1 **Date:** 2008-Oct-18 **License:** opensource

[Click here](#) for more information 2734 downloads this week


 (6 votes)

Sun Report Builder
 by Sun Microsystems, Inc.



Create with the Sun Report Builder stylish, smart-looking database reports. The flexible report editor can define group and page headers as well as group and page footers and even calculation fields are available to accomplish complex database reports.

<http://extensions.services.openoffice.org/>

New Template Repository

Other languages: English

Templates

- Business
- Education
- Private
- Highest Rated
- Most Popular
- Most Recent

Upload your Template

Username: *

Password: *

Tags

correspondence letter marketing
miscellaneous private

[more tags](#)

Formal Letter - Capricornus

Template created by Sun Microsystems

Date: Wed, 10/29/2008 - 17:04
Application type: Writer Language: en

Use it!

Downloads: 1 [Click here for more information](#)

Average:

Your rating:

Tags: [correspondence](#) | [letter](#) | [Personal Correspondence and Documents](#) | [private](#)

Event Poster 3

Template created by Sun Microsystems

Date: Wed, 10/29/2008 - 16:56
Application type: Draw Language: en

Use it!

Downloads: [Click here for more information](#)

Average:

Your rating:

Tags: [marketing](#) | [Miscellaneous](#) | [miscellaneous](#)

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OPEN SOURCE LAB

http://templates.services.openoffice.org/

New OOo User Feedback Extension



- An Extension that collects data about how OpenOffice.org is used
- Very simple way to provide feedback
- The information is used to better understand how people use OpenOffice.org

Detailed presentation today at 14:00 to 14:45 Numbers, Numbers, Numbers

http://wiki.services.openoffice.org/wiki/User_Experience/OpenOffice.org_User_Feedback_Extension

More we can think of...

- Notification of new versions, patches and updates
 - > Promote the latest release in detail e.g. the latest features or even for the newest security fixes which are part of the release
- Access to early releases and documentation
 - > Invite former Beta users to the upcoming release
- Get in touch with MacOS X users who registered their product and do a survey about missing Mac specific features they hardley miss.

And sure you guess it already...

Become more data driven for future development

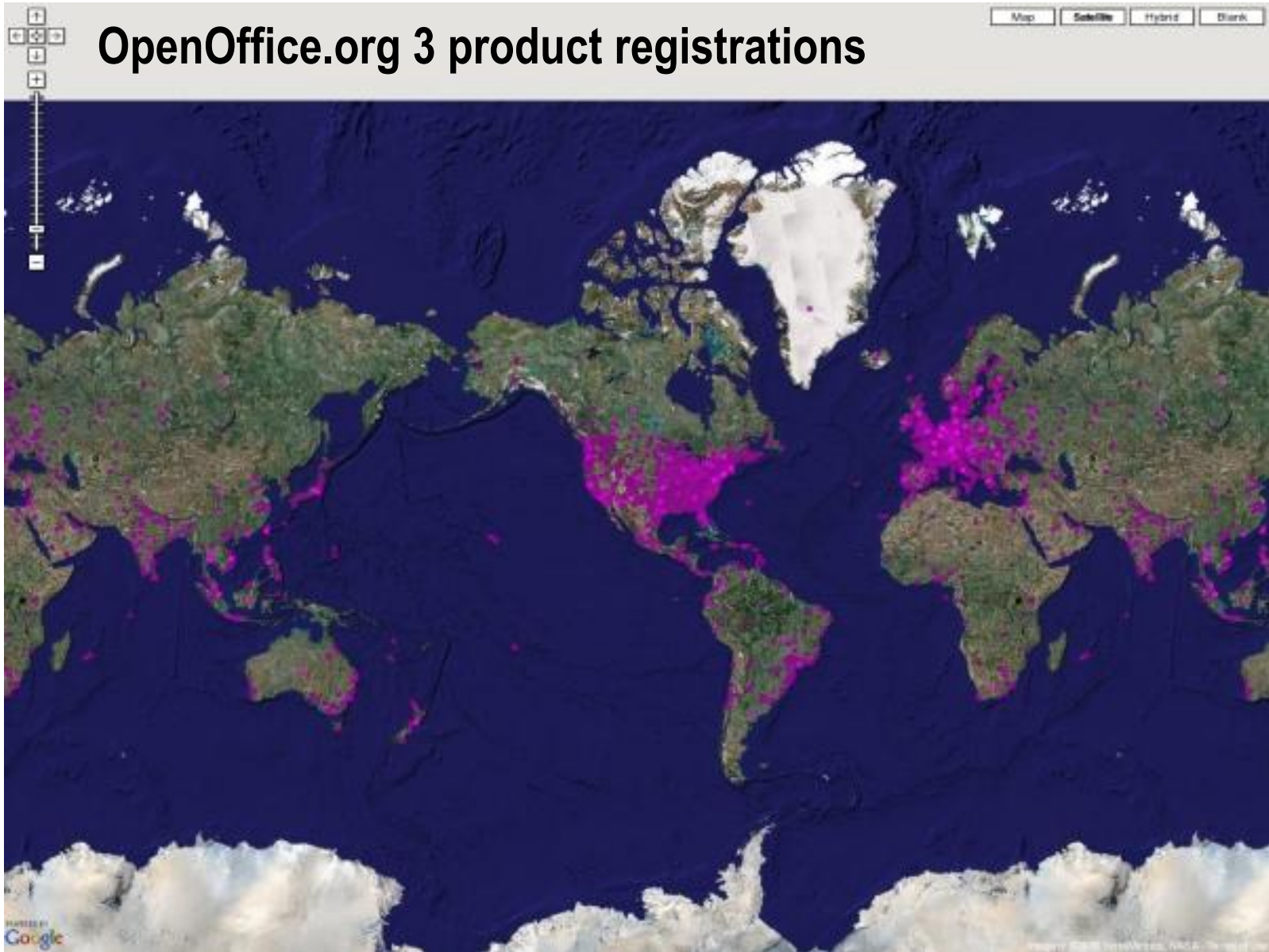
Find out details from product registrations which can help to make development decisions.

- > Did you know that nearly **30 %** of all OOo product registrations are being done on **Vista**?
- > The native **MacOS X** version of OOo 3.0 seem to appear from nowhere right to nearly **13 %** of all?
- > Older platforms like Win2k we can see dropping from **1.2 %** to **0.9 %** comparing OOo 2.4 vs. OOo 3.0

Summary

- Registration identifies those that may want to more actively participate.
- Receive numbers which can help to nail down decisions for future development.
- Registration also shows market share which can show the adoption of OpenOffice.org by the world and convince others to adopt it as well.
- If people register the product, they likely want to interact with us. And registering allows us to interact more with you. Nothing subversive. Nothing to hide. And it's optional :)

Last but not least something really cool...



Q&A

Meet the Sun Experts at the Exhibition



Thank you!

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