

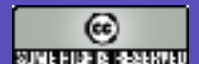


# Waves and Rivers

## Massively Connected Society & Open Source

**Simon Phipps**

**Chief Technology Evangelist,  
Sun Microsystems**



# 1: Massively Connected

# Traveller's Tales

- 1994

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

- 2004

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

# The Massively-Connected Era

- Rapid Evolution
  - In just one decade the world has become massively connected
- Technology Promotes Connection
  - Device proliferation, growing bandwidth, service oriented architectures  $\Rightarrow$  many dimensions/layers of relationship
- Fractal Architectures
  - We are moving to networks of networks

# Waves of Change

# Technology Waves are Nothing New...



**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

**SUBSCRIPTIONS**

# If we were massively connected...

## Markets would become conversations

*(The Cluetrain Manifesto)*

# **NARRATIVE ENGAGEMENT**

blogs.sun.com


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

Search



## Most recent weblog posts

User	Title	Category	Time
jclinger	<a href="#">Page ones</a>	General	2004-12-08 13:07:43.0
ashier	<a href="#">chickens - the first descendant of...</a>	Light moments ...	2004-12-08 12:54:06.0
romand	<a href="#">Vanity is the Spice of Bristleweave ...</a>	Open Source	2004-12-08 11:20:42.0
shudson310	<a href="#">dbdoc 0.62.0 released</a>	DocBook	2004-12-08 11:16:46.0
marchamilton	<a href="#">Class Systems, Compadres, Sun...</a>	General	2004-12-08 10:54:55.0
bubba	<a href="#">Status</a>	General	2004-12-08 10:51:37.0
michaeljordan	<a href="#">Farting and Other Things Bad Manage...</a>	Management	2004-12-08 10:44:55.0
lorrey	<a href="#">Digging for Fire</a>	Music	2004-12-08 10:39:49.0
hinkmore	<a href="#">Making Sense Using Sensors</a>	General	2004-12-08 10:35:40.0
plan9	<a href="#">analag sound...</a>	music	2004-12-08 10:12:13.0
isa	<a href="#">AN INVITATION FROM ISA</a>	General	2004-12-08 09:41:03.0
MortazaviBlog	<a href="#">Person Localization for Firefox ...</a>	Web	2004-12-08 09:28:17.0
ThinGuy	<a href="#">Dear Santa</a>	Kewl Stuff	2004-12-08 09:14:31.0
martin	<a href="#">Why can't I hit my osteopath? ...</a>	Lolsure	2004-12-08 08:42:14.0
ComSmyth	<a href="#">Halo 2 is a network hog</a>	Technology	2004-12-08 08:28:35.0
lew	<a href="#">I wanted to rent about the state of...</a>	General	2004-12-08 08:22:47.0
lew	<a href="#">A new course record</a>	Running	2004-12-08 08:17:37.0
dlaecher	<a href="#">Looking to grow a fat christmas...</a>	General	2004-12-08 07:43:18.0
jclinger	<a href="#">Ultra 10 can't eat another...</a>	Solaris	2004-12-08 07:24:21.0
ComSmyth	<a href="#">The True Value of OpenOffice.org ...</a>	Open Source	2004-12-08 06:04:24.0
kyuka	<a href="#">新年会/新年会 (Project Looking ...</a>	Project Looking Cross ...	2004-12-08 05:52:00.0
ComSmyth	<a href="#">Solaris on Dell ... or Lenovo</a>	Technology	2004-12-08 03:30:15.0
kyuka	<a href="#">Send Holiday Pictures</a>	Java	2004-12-08 02:06:36.0
kyuka	<a href="#">犬山先生のクッキー作り...</a>	Project Looking Ess ...	2004-12-08 01:10:34.0
richh	<a href="#">Christmas Letter</a>	Family	2004-12-08 01:06:50.0
kyuka	<a href="#">Happy thought</a>	Personal matters	2004-12-08 01:00:17.0

**If we were massively connected...**

Closed-room development  
would be insufficient

**OPEN SOURCE**

# Waves of change...



# 2: Open Source Aspects

History  
Developers  
Deployers

# Historical Break

**“History repeats itself. Has to. No-one listens”  
- Steve Turner**

# The New Means of Production

- With acknowledgement to the work of Prof. Yochai Benkler
  - <http://www.benkler.org/CoasesPenguin.html>



# Pre-industrial revolution

- Individual artisans
- Craft guilds
- Community standards
- Shared methods



# Industrial Revolution

- Mass production
- Unskilled labour
- Repetitive mass action
- Low cost mitigated so-so quality
- Socially costly



# The Demise of Guilds

- Became rich from control instead of benefit
- Rejected new innovations
- Became too socially elite & technically complex



# Massively Connected Society

- ‘Commons-Based Peer Production’
- Community
- Reputation-based
- Shared materials
- Open Source communities - the new Guilds



# And the new industrial revolution?

- Will exploit blind spots
- May repurpose strengths
- Left as an exercise for the reader...

# Open Source & Developers

“Open source is  
about **liberty**,  
not economy”

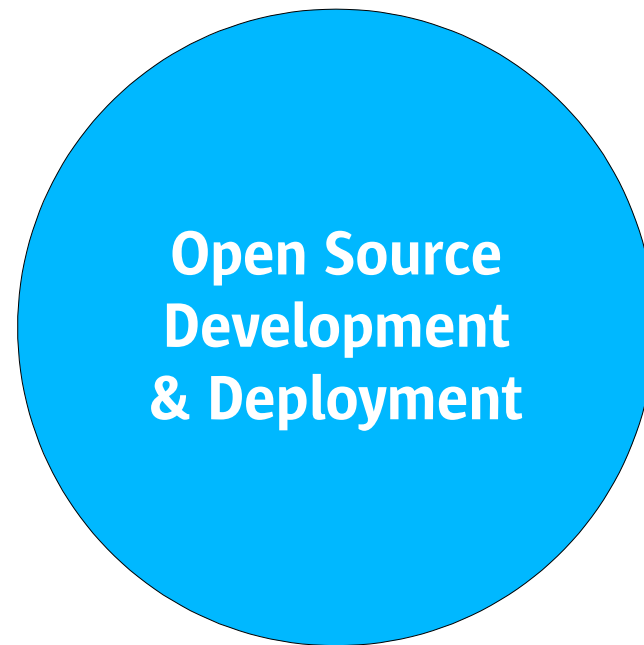
# Open Source Methodology

- ‘Commons-Based Peer Production’
  - Yochai Benkler, <http://www.benkler.org/CoasesPenguin.html>
- Commons Based
  - Facilitated by Commons-creating licenses
- Peer community
  - Facilitated by community governance
- Production
  - Focus on code not specification
- Governance + Code + License

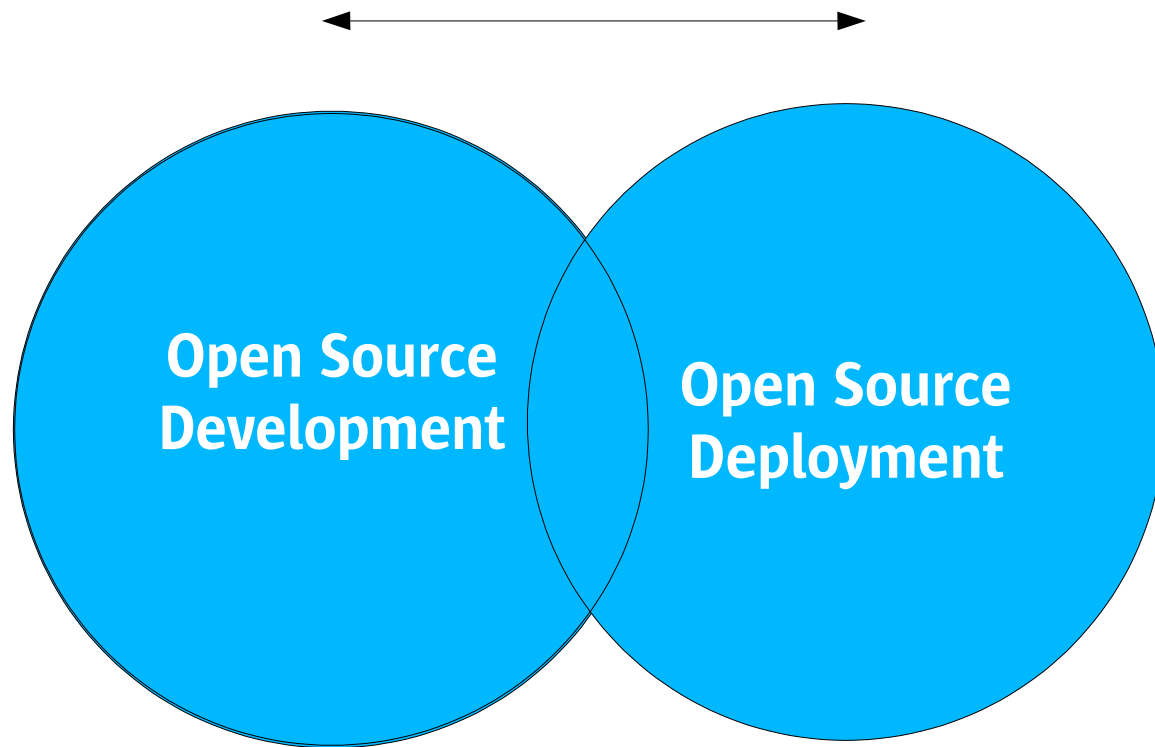


# Open Source & Deployers

“Open source is  
about **liberty**,  
not <sup>just</sup> **economy**”

A large, solid blue circle with a thin black outline, centered on the page. Inside the circle, the text "Open Source Development & Deployment" is written in white, bold, sans-serif font, arranged in three lines.

**Open Source  
Development  
& Deployment**



# Why Open Source?

- Research suggests the #1 factor is...
- Choice and Freedom
  - Software features, Support provider, Platform
  - “The freedom to choose again”
- + 1 of quality, security & cost

# Open Source – Sun's Experience

# “It's In The Genes”

- Sun is a 23-year pioneer of community-based business models
  - Market-creating pioneer with BSD
  - Public release of NFS
  - ... and much more, [www.sunsource.net](http://www.sunsource.net)
- Sun Continues to Pioneer Freedom
  - Java release - with source - in 1995
  - Open Office.org, 2000
  - Sun Java Desktop System with Linux, 2003
  - OpenSolaris, 2005

# Sun and Open Source

- Using several business models
  - Sun Java Desktop “aggregate & support”
  - StarOffice based on OpenOffice.org, which Sun sponsors - “productise & support”
  - Sun Java Studio based on NetBeans, which Sun sponsors - “customise into product”
- Participating in Linux community in support of extensive server range
- Active in many many more contexts - see [www.sunsource.net](http://www.sunsource.net) for details





This Computer



Documents



Network Places



Trash



Learn About The Java™ Desktop

- Email and Calendar
- StarOffice 7
- Web Browser
- Applications
- Run Application
- Open Recent
- This Computer
- Find Files...
- Preferences
- Help
- Lock Screen
- Log Out surdt2

- Accessories
- Games
- Graphics
- Internet
- Multimedia
- Office
- Other
- System Tools

- Diagram Editor
- Image Editor
- Image Organizer
- Image Viewer
- PDF Document Viewer
- PostScript Viewer

Sun Java™ Desktop System

Launch

1:13 PM



# Sun Java Desktop System

- Complete desktop for the average user
- Mail, Documents, Browser, IM & more
- Easy to own, cheap to subscribe
- A place to use Java applications
- Ready-configured for today's world (Multimedia, Security etc.) – Solaris and GNU/Linux made easy

# ... and OpenOffice.org?

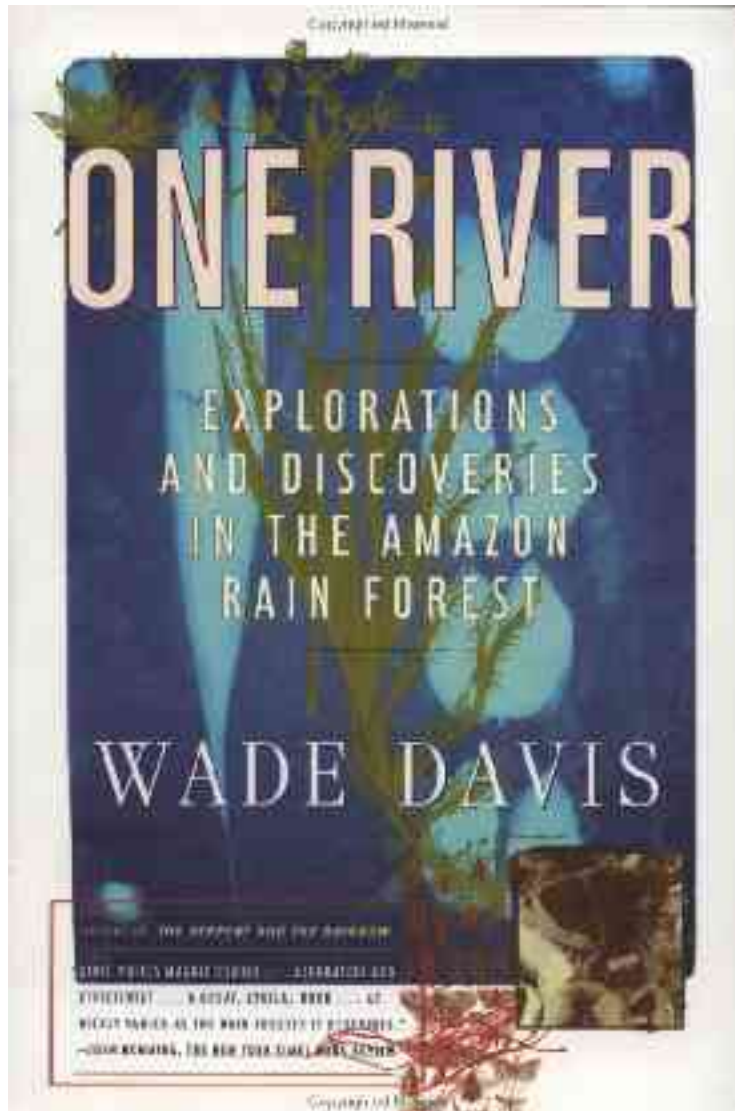
- Vital
  - Central
  - Pivotal
  - Crucial
  - Key
- (get the picture?)

# This week's issues...

- “Has Sun sold out to Microsoft?”
  - “Sun and Microsoft shaking hands is a little like two boxers tapping gloves just before they beat the living daylights out of each other.” - *Scott McNealy*
  - “Just think, next to J2ME, OpenOffice.org is the single highest volume product we've ever delivered. In the history of our company. Dorking that up is not in our strategic plan.” - *Jonathan Schwartz*
  - **Keep your friends close, your enemies closer**
- **Big companies use the code but don't give back**
  - **Do we need to change the licensing?**

# 3: ... and then rivers

# One River?



- Rhetorically, the Amazon is one river.

## ... or many?

- Practically, it is many.

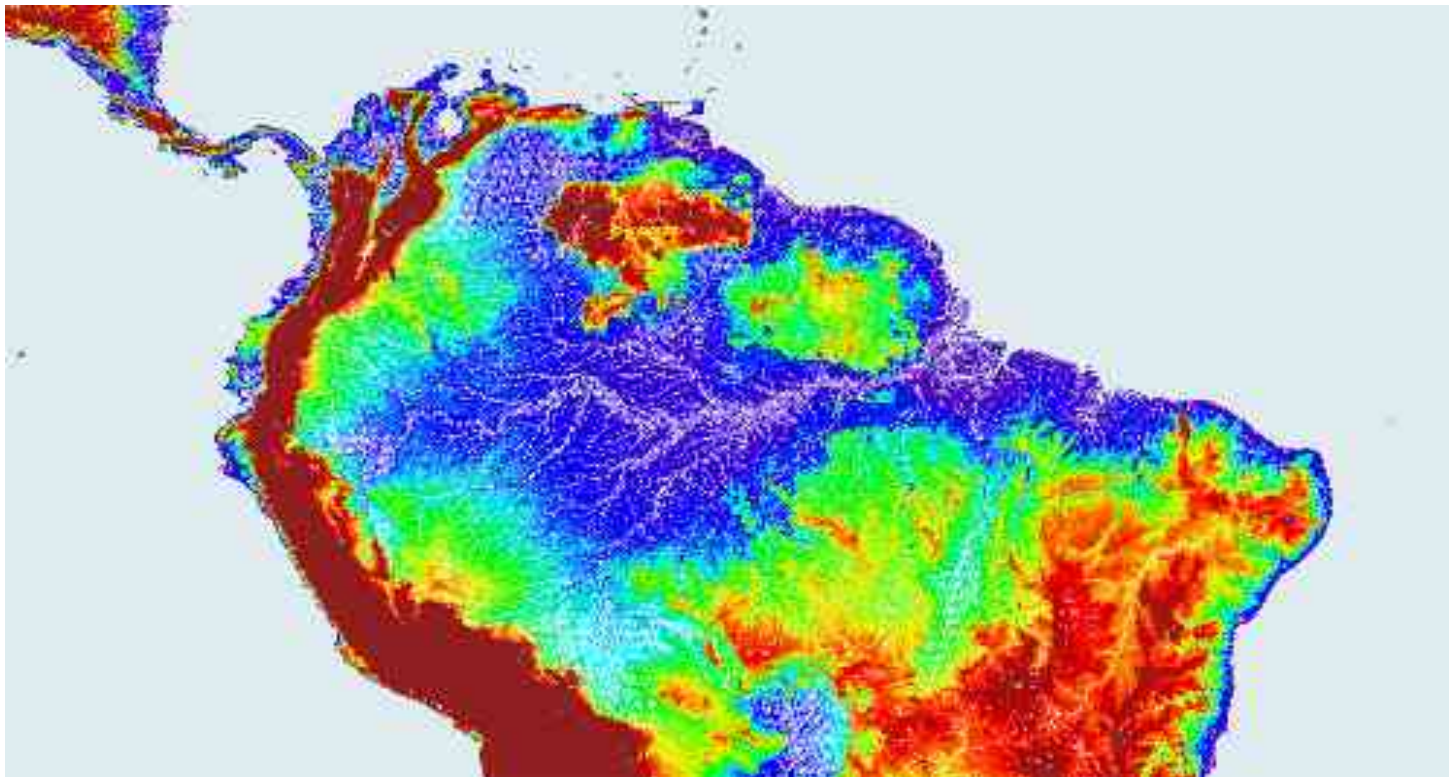


Photo credit: European Space Agency,  
[http://esamultimedia.esa.int/images/EarthObservation/amazon\\_river.jpg](http://esamultimedia.esa.int/images/EarthObservation/amazon_river.jpg)

# Communities as Rivers

- “Freedom Is Flowing Like A River”
- Open Source is *part* of the historic community of software freedoms
- Open Source is a *Community* of Communities
- Each community is a community of communities – *Developers & Deployers*
- *Each* community deserves freedom
  
- *There is no single “perfect course”*



# Are Standards Enough?



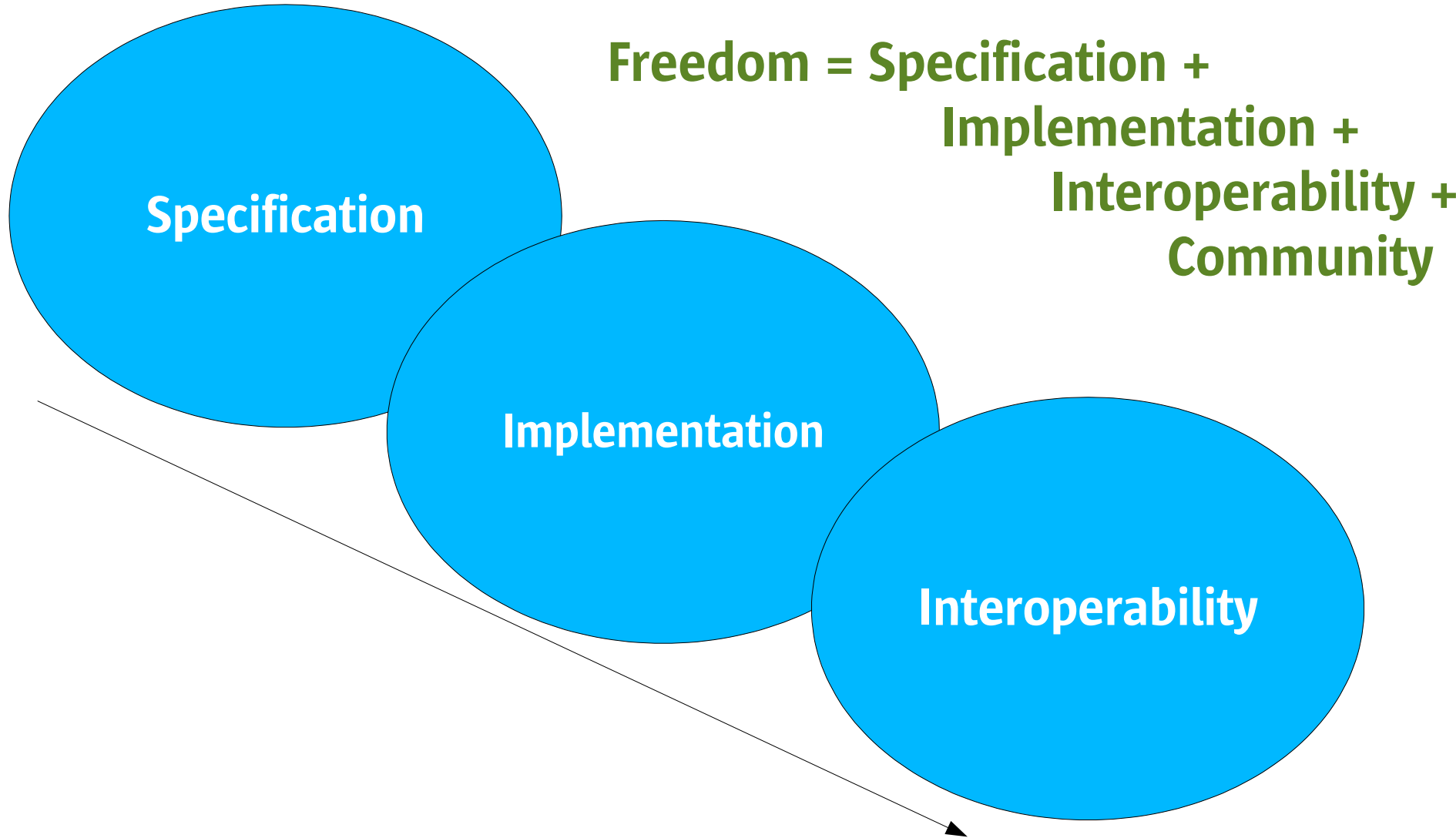
# Is Free/Open Source Enough?



# No Guarantee of Freedom Alone

- Open Source makes developers free
- End-user Freedom is not inevitable
- Freedom for all is a product of:
  - Open standards
    - Software portability
    - Interoperability
    - Process Transparency
    - IP Freedom
  - Open Source
    - Strong community
    - Open licensing
    - Sound governance

# Each is Part of the Flow



# OpenOffice.org Protects *Both* Freedom Groups

- Open Source protects developers
- Open formats protect deployers - OpenDocument
- Interoperability protects investments
- Globally United Diversity

# It's a battle out there

- First they ignore you, then they laugh at you, then they fight you, then you win. (*M.K. Gandhi*)
- **We are at the “fighting” stage**
- **Issues will arise. Guaranteed.**
- **Work through them with trust.**
  
- They are all happening because **THIS TIME FREEDOM WILL WIN!**



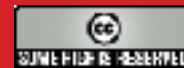
# Summary

- Massively Connected Waves Breaking
  - The changes we see are inevitable and ongoing
- The river of freedom is many rivers
  - Development  $\neq$  Deployment
  - Standards + Open Source + Interop = Freedom
- Open Source - the methodology of the massively-connected era
  - Diversity is our strength
  - OpenOffice.org is an exemplar – be proud!

# Thank-you!

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