

Open Source Software Forum

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(pronounce “R ¥”)

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Bridging the Divide

*between Bright Developers
and Users in the Real World*

- The Software Marketplace
- Bright Developers
- How MySQL “Does It”
MySQL's Business Model



The Software Marketplace



Software Industry Growing Up

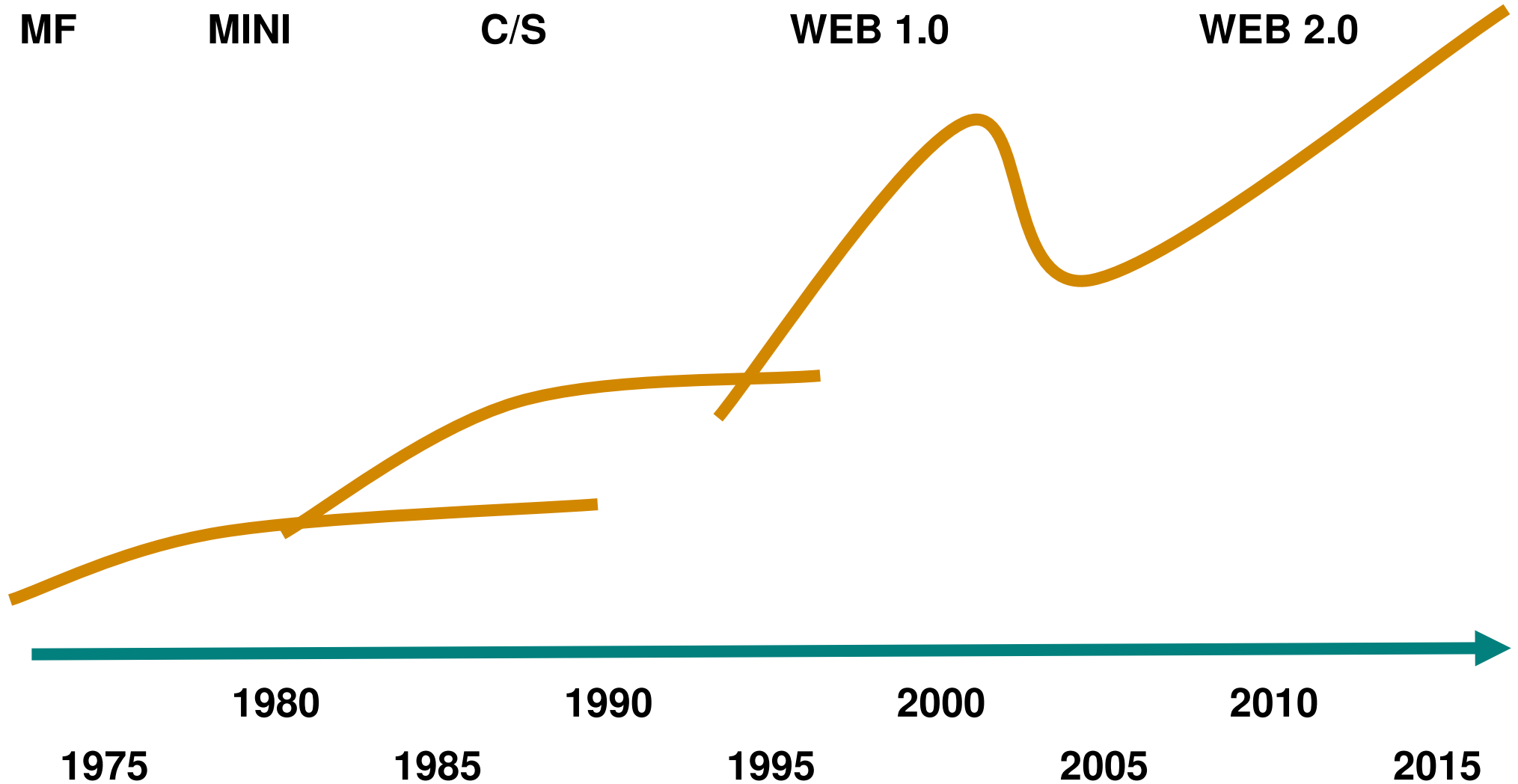
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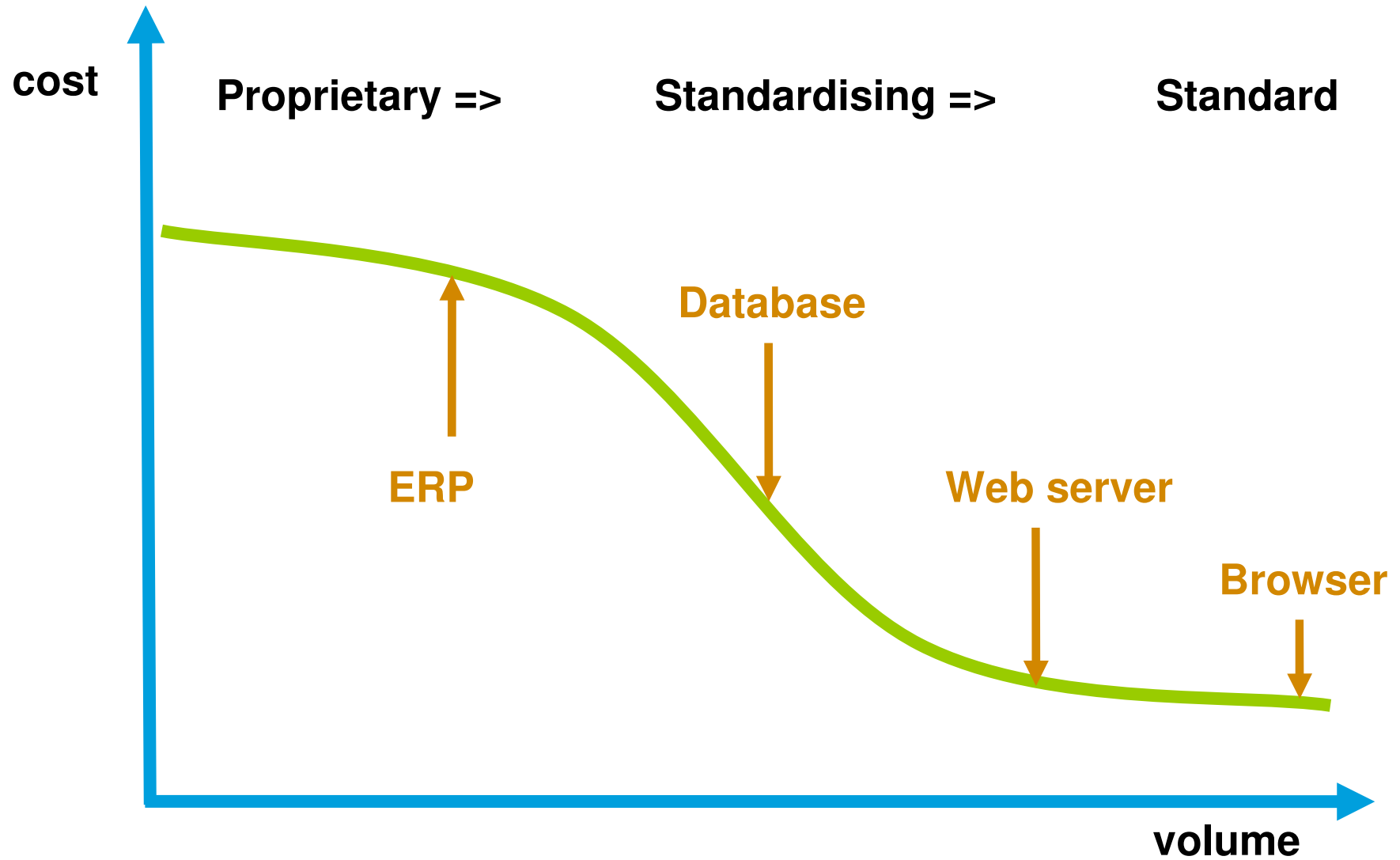
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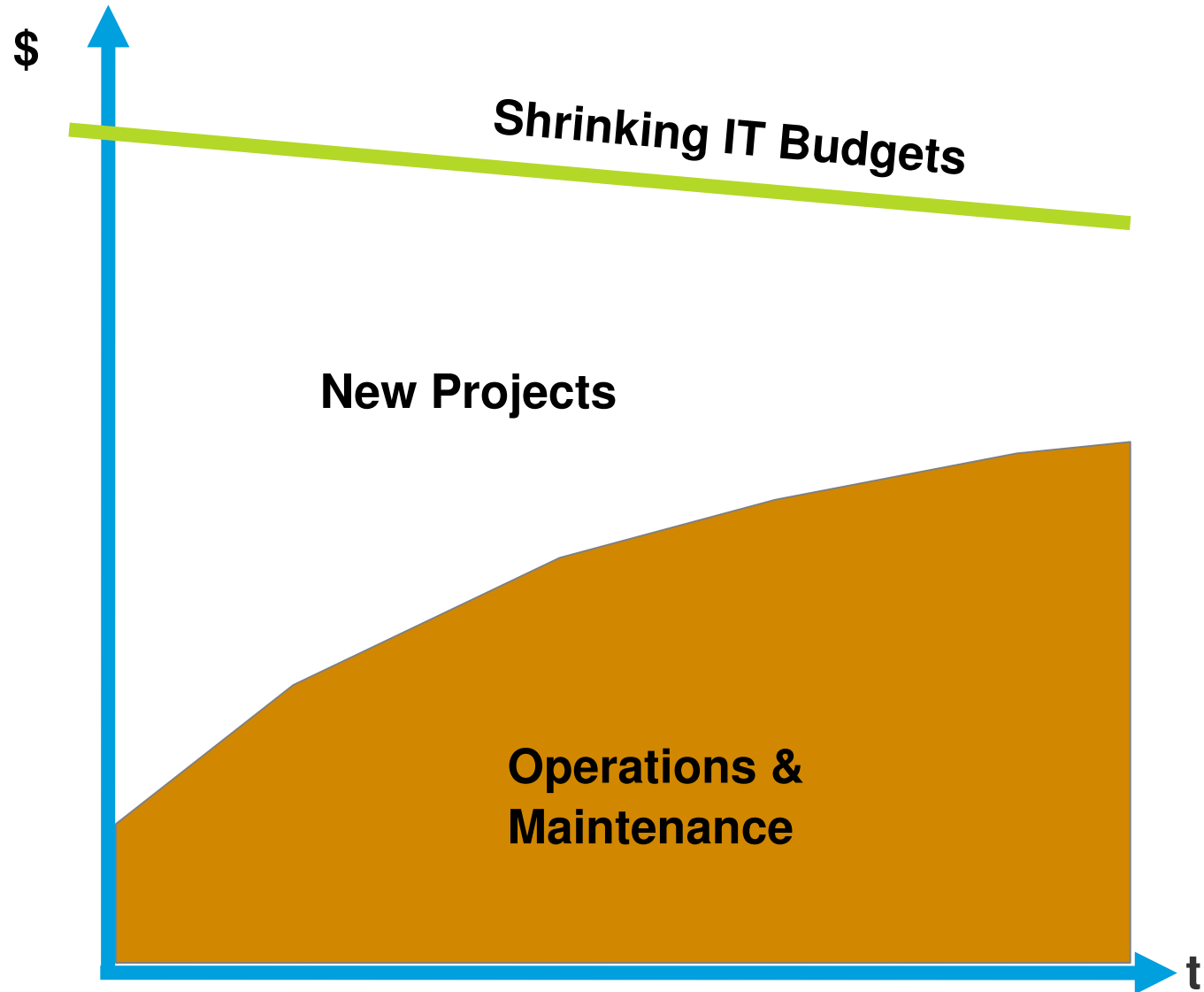
WEB 2.0



Standardisation



Economic Realities



Bright Developers





The Geek



The Official ARGON ZARK Computer Geek Food Pyramid & Nutrition Guide



Good right out of the deep-fry basket loaded with extra grease! Insist on real Cheese-Whiz.

Cheese Fries
1-2 Servings Daily

Even better the next day when the grease has had a chance to soak through!

All forms of candy are good, but butter-flavored items sometimes have the added value of extra fat calories. Chocolate with caffeine in it packs an unbeatable one-two nutritional punch to liven up your day, plus there's some speculation that chocolate may actually be addictive!

Candy, cupcakes, pies, and chocolate-covered stuff group
8-9 servings daily

Fried, spiced, grilled, salted and cheese-covered meat group
6-8 servings daily

Fast-food double-bacon cheeseburgers are the ideal here, but acceptable substitutes can be found in batter-dipped fried chicken, and chili cheese dogs with high levels of MSG, BHTA and other yummy chemical preservatives.

Preferrably with fried, spicy, grilled, salted and cheese-covered meat. Extra cheese and double meat a plus. Avoid vegetables, "white gourmet pizza" and other pizza-like items of questionable value.

Pizza
10-12 servings daily

Chinese take-out
8-10 servings daily

Look for the House Special items with lots of rich sauces, extra-salty won-ton soup, batter covered stuff and fried dumplings. Avoid rice.

Try to get a variety. Good choices include pretzels, extra-salty bar-b-q potato chips, corn nuts, pork rinds, cheese-flavored styrofoam packing peanuts, spicy corn chips, various other sort-of-cheese-flavored things, and spicy tortilla chips.

Salty, greasy and/or spicy convenience snack foods group
20-40 servings daily

Or improvise your own snack foods! Did you remember you had a jar of bacon bits? What about that can of parmesan cheese? Don't forget that tin of yummy cake frosting, all you need is a spoon!

Highly-caffeinated soft drinks are particularly good because they help with your minimum daily requirement of salt, preservatives, and carbon-dioxide!

Caffeinated beverages
300-600 servings daily

Throw a couple of English Breakfast tea bags in with the coffee grounds for an extra boost. Don't overlook the possibilities of making coffee with pre-caffeinated water!

The Customer

(from the geek perspective)

Quick quiz!

“Customers” are the ones that:

- a) spoil the party
- b) have lots of money to spend
- c) are a nuisance – all kinds of weird demands
- d) don't really exist (except in nightmares)

Customer Value Proposition

- A component (library)
- An application
- Bundling
- Services (support, custom modifications)
- Warranty/indemnification for IP/operation

Developing a viable business model ...
... best chance of success with open source?

Development Model and Licensing

		Profit	
		<i>No</i>	<i>Yes</i>
Source	<i>Closed</i>	A	B
	<i>Open</i>	C	D

If Open Source: What Type of License?

- BSD
 - Services
 - Code can be used in closed source products
- GPL
 - Potential for “dual licensing”
 - Require different license for closed source linking

GPL is about distribution – not own use!

Is it Ready Yet?

- Good basic design: interoperability, security
- Focus & Diversity
- Release early: limited functionality
- Listen carefully to feedback

A product is finished
when there is
nothing left to
remove

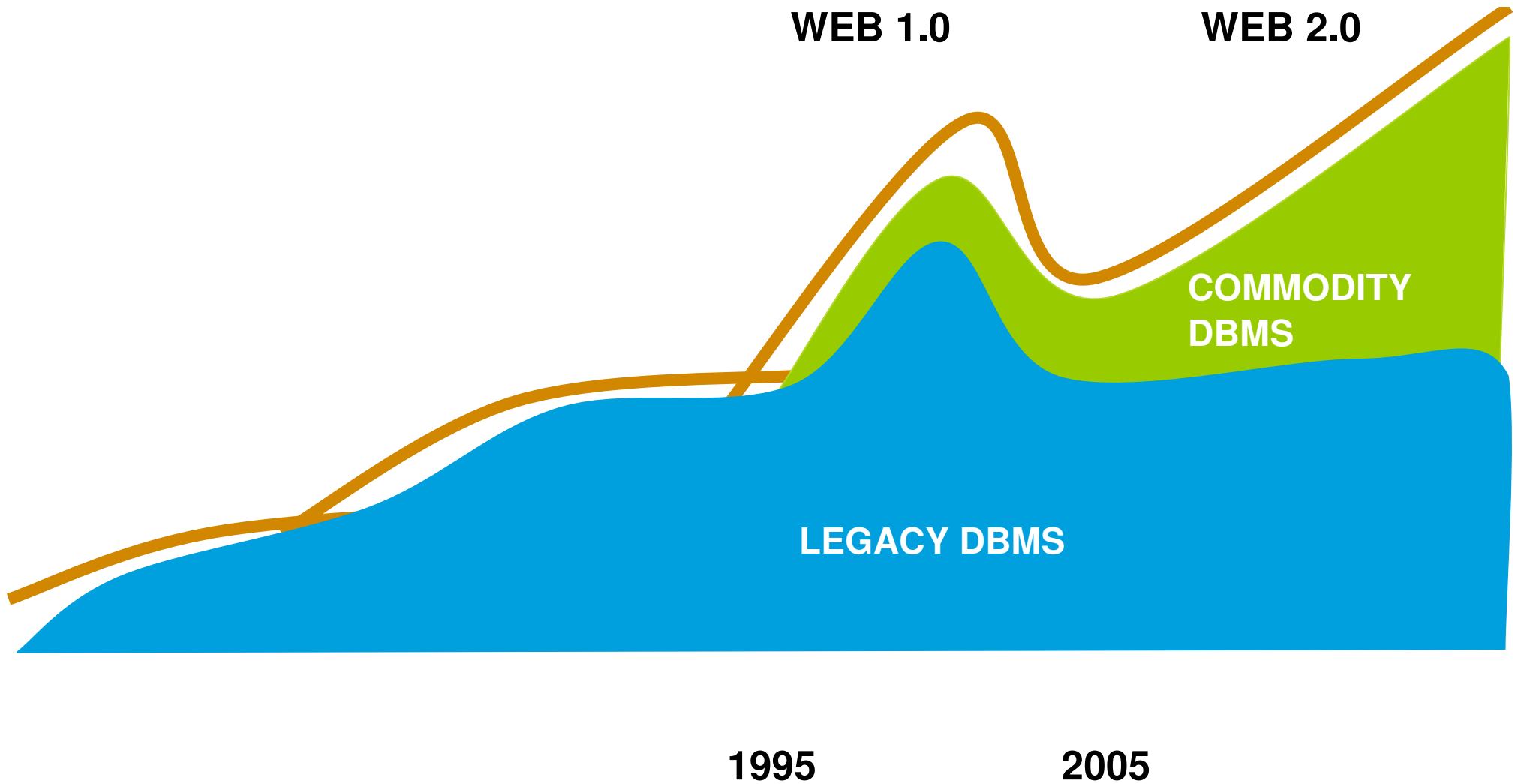
How MySQL “Does It”

The MySQL Business Model

how and where we thrive



Database Need



MySQL: Three Software Priorities

▶ PERFORMANCE



▶ RELIABILITY



▶ EASE OF USE

15 Minute Rule

Dual Licensing

(our “old” revenue model)

GPL Licensed

- Server
- Client libraries
- Tools

Non-GPL Licenses (50%)

- Non-OSS linking, embedded
- Pricing per server installation
- Commercial warranty

Professional Services (50%)

- Support (25%)
- Training (25%)
- Consulting

Other Activities

- Certification
- Partnerships
- MySQL Press



Subscription Offering

(since February 2005)

MySQL Community Edition

- release early & often
- bleeding edge
- do it yourself

MySQL Network

- certified binaries
- maintenance updates
- update advisor
- technical alert advisor
- knowledge base
- production support
- consultative support
- warranties & indemnification
- multi-vendor support (TSAnet)
- optional non-GPL license
- certified partners

Community & Customer

1. **First Community**

Those who *spend* 🕒 to *save* 💰

2. **Then Customers**

Those who *spend* 💰 to *save* 🕒

You may want to do some of each!