



Open Standards & Technologies

OPEN *for Business*

Open computing for an on demand world



Douglas Heintzman
Director, Technical Strategy IBM SWG
dgheintz@us.ibm.com

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Conclusion: IT business models must change

The OPEN Proposition

Letting Go of Control

Change From “Control”

- Own standard
- Own customer relationship
- Control pace of development
- Control price



To “Sustained Value Add”

- Leverage network effects
- Leverage economy of scale
- Increase availability of skills
- Speed of innovation

OPEN Computing Goal

- **S** Ensure flexibility
- Ensure interoperability
- Promote innovation
- Avoid vendor lock-in
- Drive cost effectiveness
- Ensure future access to information
- Ensure a level playing field for competition
- Maximize freedom of action



Open Standards



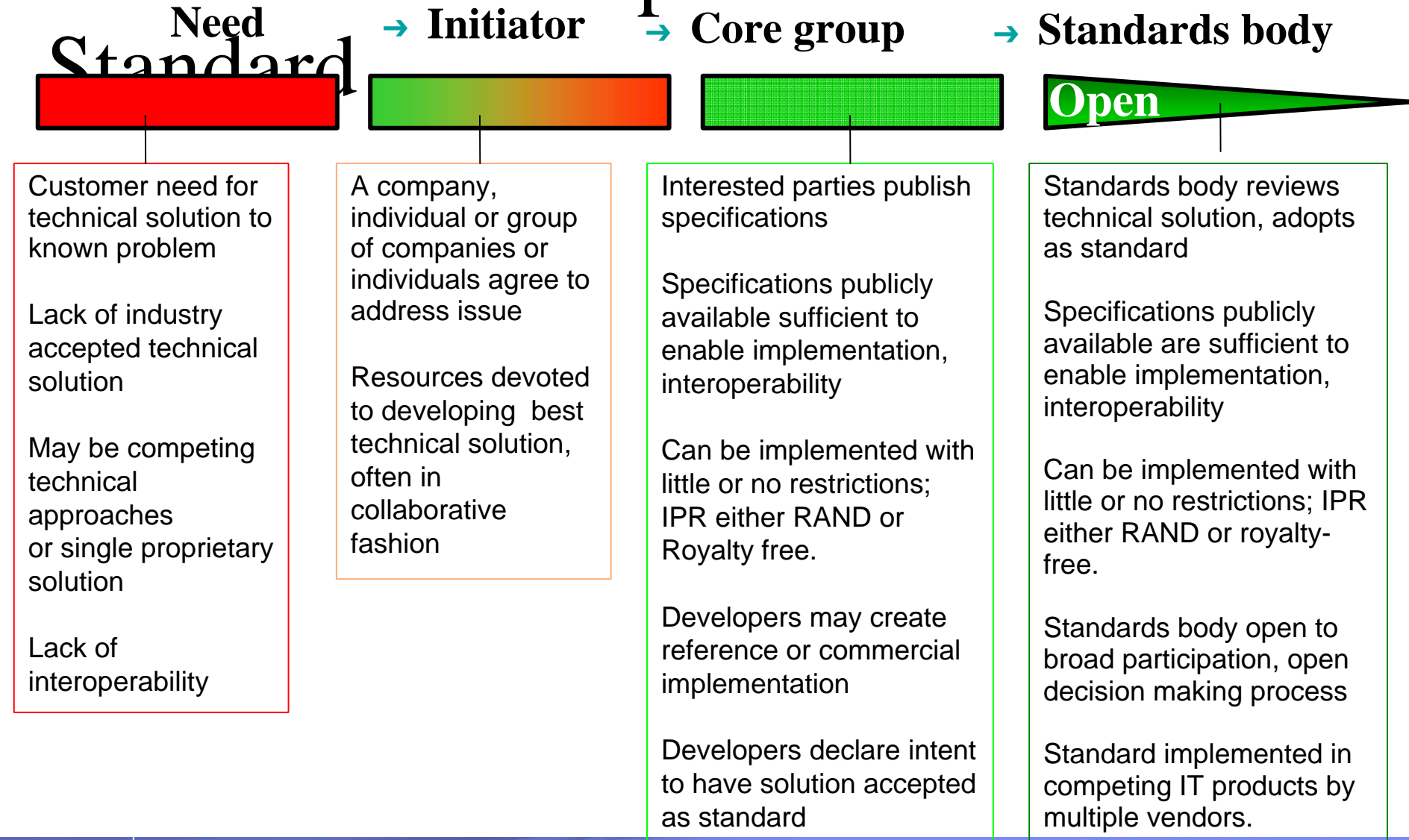
- Published without restriction*
- Freely available for adoption by the industry
- Control by an open industry organization
- Implemented by offerings available in the market

Standards evolution

→ **Initiator** → **Core group** → **Standards body**

*As a rule. In some situations there may be reasonable royalties for essential patents

Evolution to an Open Standard



Open source can...

- **Drive standards**
- **Provide cost effective access to base componentry**
- **Be a mechanism to allow companies to cooperate in the development of common infrastructure technology as a platform for innovation**
- **Be a mechanism to drive multi-vendor consistency to enhance value to customers**
- **Provide a common and flexible base to support multiple HW platforms and drive and foster the development of a critical mass to SW development**

Open Computing Roadmap

1. Insist on open standards as a matter of policy... be pragmatic about it.
2. Focus on interoperable ICT systems.
3. Avoid procurement of proprietary, non-open standards based solutions.
4. Evaluate open source solutions on equal footing with commercial solutions.
5. Reject mandates or preferences based on development model.
6. Insist on open file formats
7. Investigate SOA based open architectures
8. Adopt open computing as an underlying philosophy.

Insist on openness, but make pragmatic business oriented decisions based on features, training cost, availability of skill, interoperability and value for money.



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