

VisionMobile 360° training course



The Open Source Chessboard

business impacts of mobile open source, the competitive landscape and how to design your company strategy



...your guide to winning the open source endgame

360°
training
course

Making your moves in the mobile

Open Source Chessboard

The “Open Source Chessboard” is a full-day training course on the economics and competitive landscape of mobile open source.

This course, led by two seasoned analysts, will guide you through the maze of mobile open source: business models, licenses & patents, governance models & control points, community cultures, operating systems & application environments, standards initiatives and more.



Overview of Topics



Session 1

The economics of open source: licensing fundamentals, cultural roots, open source communities, governance models, control points, organizational models, econometrics & more



Session 2

The competitive landscape of mobile open source: key players & projects, including Symbian, Qt, WebKit, Android, LiMo, MeeGo, WAC



Session 3

Formulating a strategy in an open source world: company roles, supply chain, strategic alliances, how to choose a licensing scheme & do's and don'ts of open source projects

Format & Pricing

Our training courses are delivered in the form of on-site workshops.



Course Duration:

4-8 hours (depending on tailored agenda)



Course fees:

999 USD or 749 Euros per attendee
(minimum 10 attendees)

*| We can also tailor the workshop to your specific needs. Course tailoring fee: 2,000 Euros

**| Please note that travel costs to/from client premises are additional

Course Leads



Andreas Constantinou, Ph.D.

As Research Director, Andreas oversees the research, strategy and industry mapping projects at VisionMobile. He has ten years experience in mobile, having delivered several product and marketing strategy projects for clients including Sony Ericsson,

RIM, France Telecom, T-Mobile, Telenor, Telefonica, Microsoft, Qualcomm, ST-Ericsson, Gemalto, Tieto, Teleca and TAT, and authored numerous research reports for analyst firms Informa, Ovum and ARCchart.



Åse Stiller, BS (BA), BS (CS), MSc

Åse has more than 10 years' experience working in the telecom industry including UIQ, Symbian, Teleca and Ericsson. Åse's expertise lies in software sourcing and licensing, including risk analysis and policy development, legal assessment,

process assessment, corporate training, planning and intellectual property management for both proprietary and open source software.



It was a very good training course, well organised and very informative.

JT, Manager, Telstra



In 2007, Vision Mobile created and led the training course 'A Crash Course in Mobile Open Source'. VisionMobile's thorough, yet accessible, analysis and communication of ideas meant that this received glowing evaluations from delegates.

Jane Backhouse, Conference Producer, Informa T&



The training course in [open source] exceeded my expectations..

MC, Qualcomm

Complete Agenda

Session One. The Economics of open source

- Why open source causes F.U.D
- Licensing fundamentals: Copyleft, Copyright and Copycenter
- The cultural roots of open source: FSF, Debian and OSI
- What on earth is open source (and what it's not)?
- The many facets of open source economics: licenses, governance models, community cultures, company cultures, development models and econometrics
- Differences between open source and proprietary software
- Benefits and challenges of open source
- Why open source is not a strategy
- 8 business models for making money from open source
- Open source vs. the value line

- Introducing the 5 most-commonly used open source licenses
- Dual licensing models and their evolution
- Mapping license provisions to company needs and risks
- What do we need to understand about derivatives
- How can software patents and open source licensing co-exist?
- Legal precedents and some relevant court cases

- Understanding open source communities: autonomous vs. sponsored communities
- Mapping licenses vs. governance models in popular OSS products.
- Governance as the antithesis of licensing freedoms
- Control points in open source: trademarks, private lines, communities, maintainers, volume of contributions and contributor agreements
- Organisational models: upstream vs. downstream companies, their culture and business models
- Open source econometrics
- What's next? Predictions on how open source will change the mobile industry

Session Two. The competitive landscape of mobile open source

- Who's who in mobile open source; mapping players and projects
- Commercial successes - and the long tail of open source
- Google's Android: the commercial model behind Android and the control points
- The commercial reality behind LiMo Foundation
- MeeGo: a marriage of convenience between Intel and Nokia and what's behind it
- Symbian: the rise, death and rebirth of an OS
- Understanding Nokia's acquisition of Trolltech
- WebKit: from the disruptions of 2007 to the de facto standard of 2010
- Adobe's Open Screen Project and what it really means
- Sun's Java: the blueprints of a failed open source Java
- Mozilla: open source as a tool, not a strategy
- Eclipse: a model hybrid commercial open source community
- Netflix: the power of crowd sourcing vs. traditional RFI processes
- Funambol: learning open source licensing the hard way

Session Three: Formulating a strategy in an open source world

- The 4 roles a company can play with open source
- When to use and when not to use open source in the supply chain
- Open source as a strategic alliance (Impact on customers and partners)
- Incorporating open source into your business: how to choose a licensing scheme and what to avoid
- OSS communities as software suppliers – a new set of KPIs
- Corporate culture and mindset in the open source world
- Engaging in open source projects: Do's and Don'ts

Want to learn more?

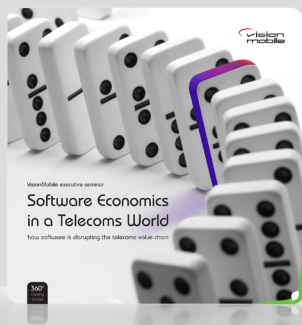
Send us an email to hello@visionmobile.com and set up your seminar

Also in these series



The Android Game Plan

the commercial mechanics behind Android and how Google runs the show



Software Economics in a Telecoms World

The impact of software on the telecoms value chain, changes in the mobile handset market, strategies of mobile operator & key Internet players



Industry analysis and strategy

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