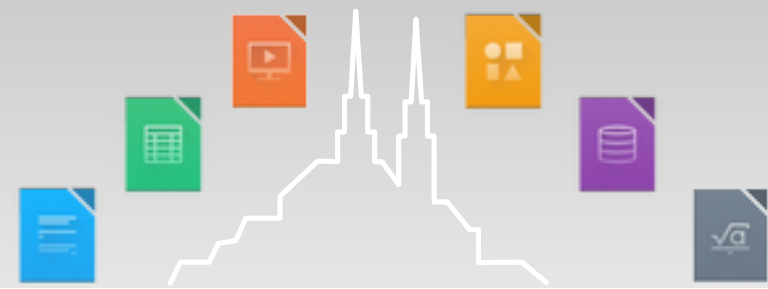


Competitive Marketing Strategies

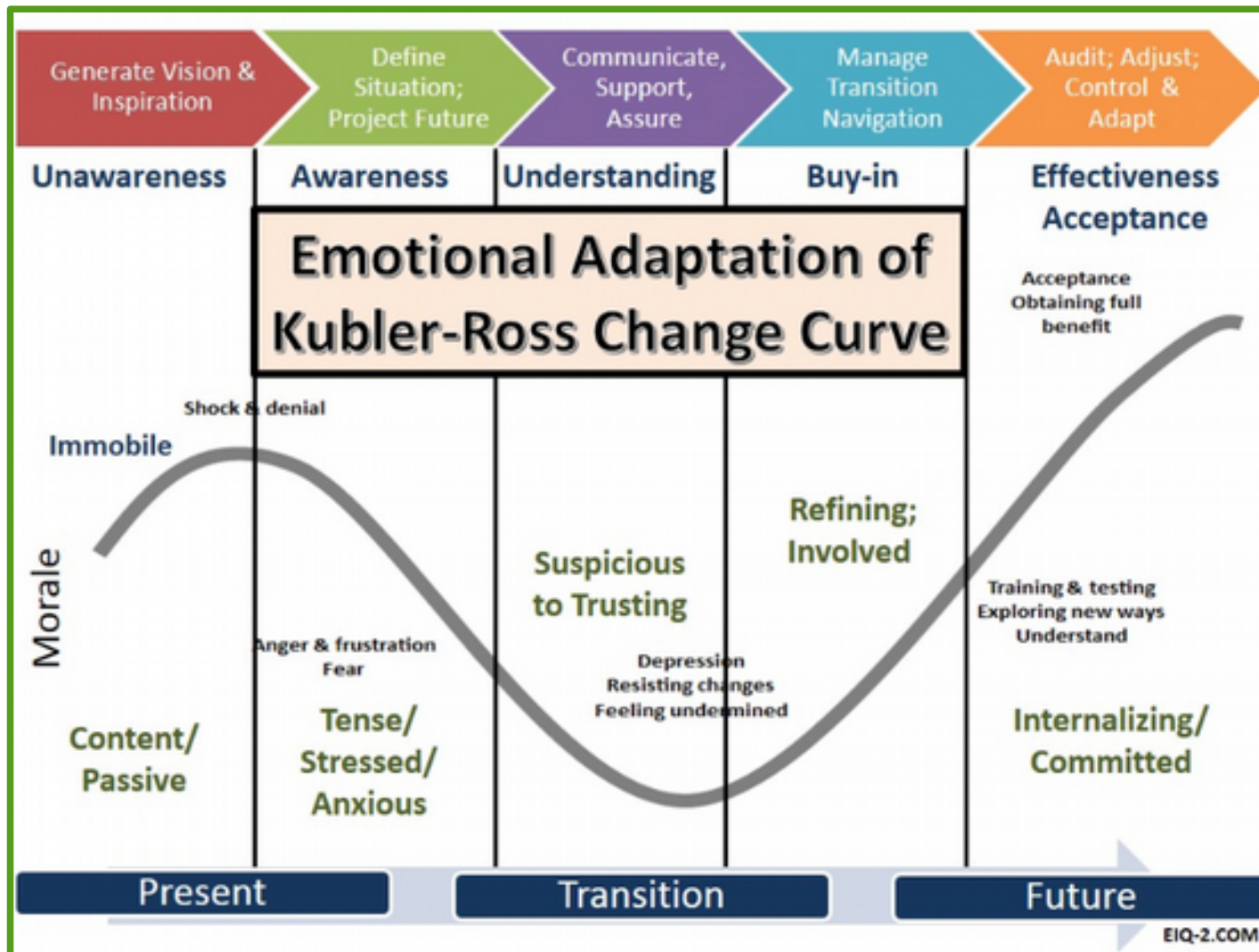
- ▾ Italo Vignoli

Typical Questions



- ▼ What about Excel Macros?
- ▼ What about third party applications?
- ▼ When should I remove Microsoft Office?
- ▼ What about resistance to change?
- ▼ What about LibreOffice quality and security?
- ▼ Where are LibreOffice headquarters?
- ▼ Why Microsoft is not complaining about FOSS?
- ▼ Why should people work for free?
- ▼ ???
- ▼ ***How the hell can I save my butt?***
- ▼ ***How the hell should I trust you vs Mister X?***

Manage Resistance to Change



Future of OSS



SECTION 7
CORPORATE USE

@FUTUREFOSS
#FUTUREOSS

**78% OF COMPANIES
RUN ON OPEN SOURCE**

**LESS THAN 3%
DON'T USE OSS IN ANY WAY**



Future of OSS



OPEN SOURCE ADOPTION
PACE CONTINUES

@FUTUREFOSS
#FUTUREOSS

Use of OSS increased in
65%
of companies surveyed v.
60% in 2015

SECTION 1
STRATEGY

An infographic with a background image of a person's legs in dark pants and orange sneakers climbing a set of green, 3D-rendered stairs. The stairs lead up towards a sunset over a body of water. In the background, there are faint, semi-transparent icons of a globe and a gear. The text is overlaid on the image in white and yellow.

Future of OSS



SECTION 3
OPEN SOURCE
ADVANTAGE

AND THE GAP WILL
WIDEN IN THE FUTURE

#FUTUREOFOSS
#FUTUREOSS

IN THE NEXT 2-3 YEARS
OPEN SOURCE ADVANTAGES OVER PROPRIETARY
OPTIONS EXPECTED TO WIDEN

57%
ANTICIPATE INCREASED
QUALITY OF OSS

52%
EXPECT
EASE OF USE
TO INCREASE

61%
SEE OPEN SOURCE
SECURITY ON THE RISE

59%
BELIEVE OSS WILL BE
EASIER TO DEPLOY



Future of OSS



SECTION 4
TECHNOLOGY

@FUTUREFOSS
#FUTUREOSS

MOST VALUABLE OPEN SOURCE PROJECT?

openstack
docker
Drupal
LibreOffice
Linux
ubuntu
PostgreSQL

A central graphic with a blue background showing a hand typing on a keyboard. A world map is overlaid on the keyboard. A row of logos for various open-source projects is displayed in the center. The logos are: OpenStack, Docker, Drupal, LibreOffice, Linux, Ubuntu, and PostgreSQL. The text 'SECTION 4 TECHNOLOGY' is on the left, and '@FUTUREFOSS #FUTUREOSS' with a Twitter icon is on the right.

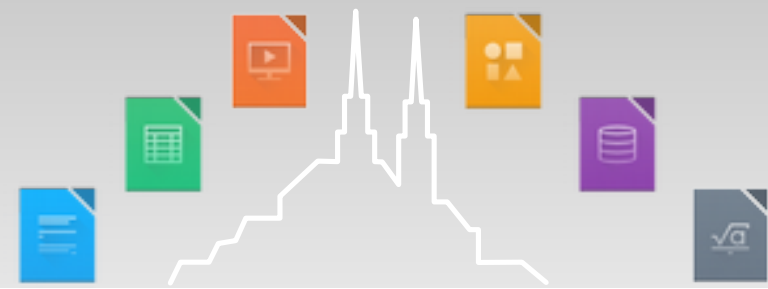
The Document Foundation



- ▼ German Charitable Foundation
- ▼ Board of Directors > coordinates all activities
- ▼ Membership Committee > coordinates membership
- ▼ Engineering Steering Committee > oversees development
- ▼ Staff > administration, general secretary, software releases, infrastructure, quality assurance, marketing, community
- ▼ Budget: one million Euro (excluding development)



LibreOffice Quality Assurance



- ▼ Quality
 - ▼ Gerrit for Commit management
 - ▼ Tinderboxes for Daily Code Compilation
 - ▼ Automated Tests based on 10K Documents
- ▼ Security
 - ▼ Security Tests from Independent R&D Labs
 - ▼ Weekly Source Code Scan by Coverity



TDF Migration Protocol



Project Management

Communications

Analysis

- Documents
- VBA Macros
- Integration

Impact Test

- Bug Fixes
- Compatibility
- Interoperab.

Training

- Trainers
- End Users
- Third Parties

Support

- Bug Fixes
- Compatibility
- Interoperab.

Deployment

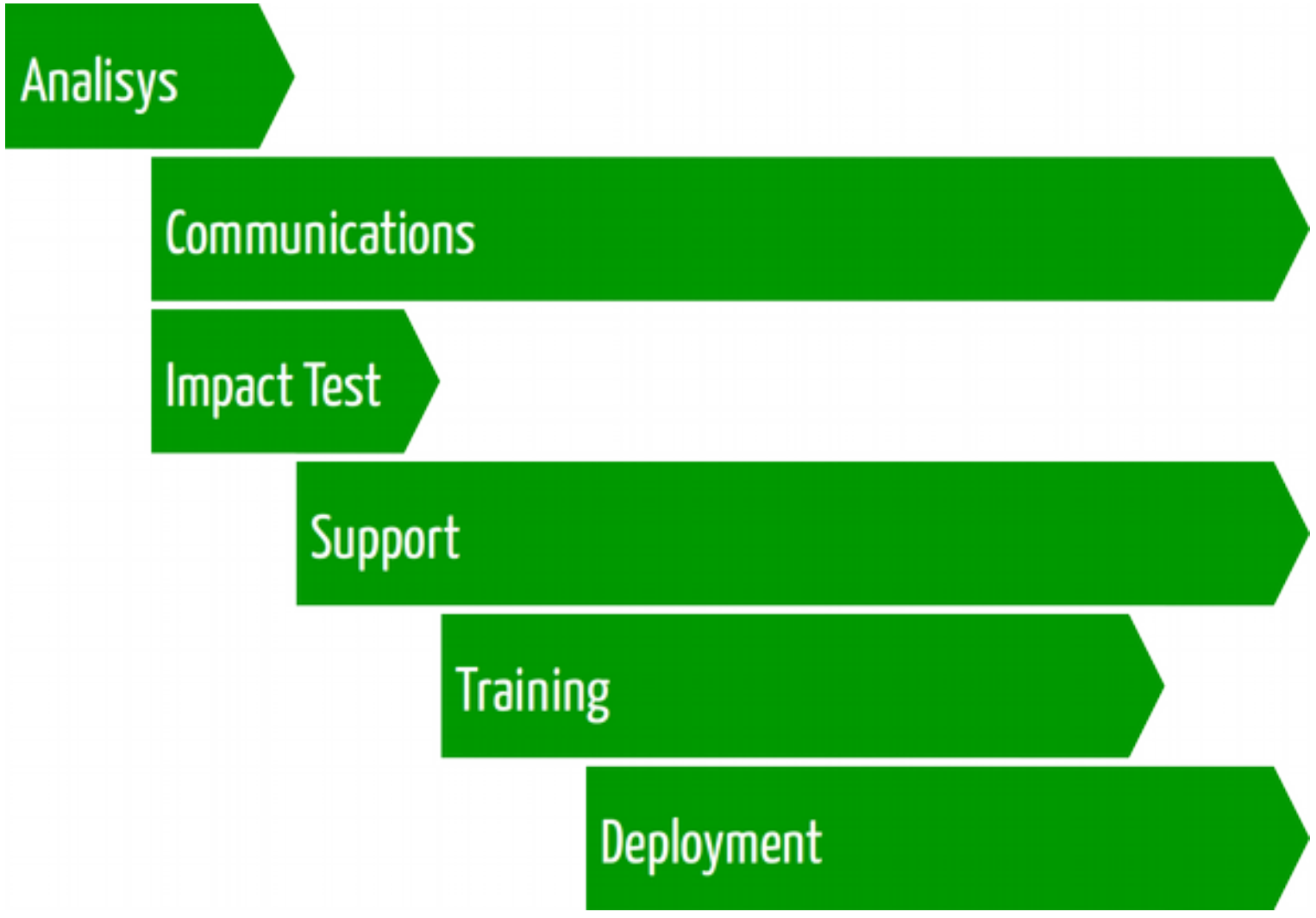
Long Term
Supported
Software

Evolution

- New Feature
Development
- Integration



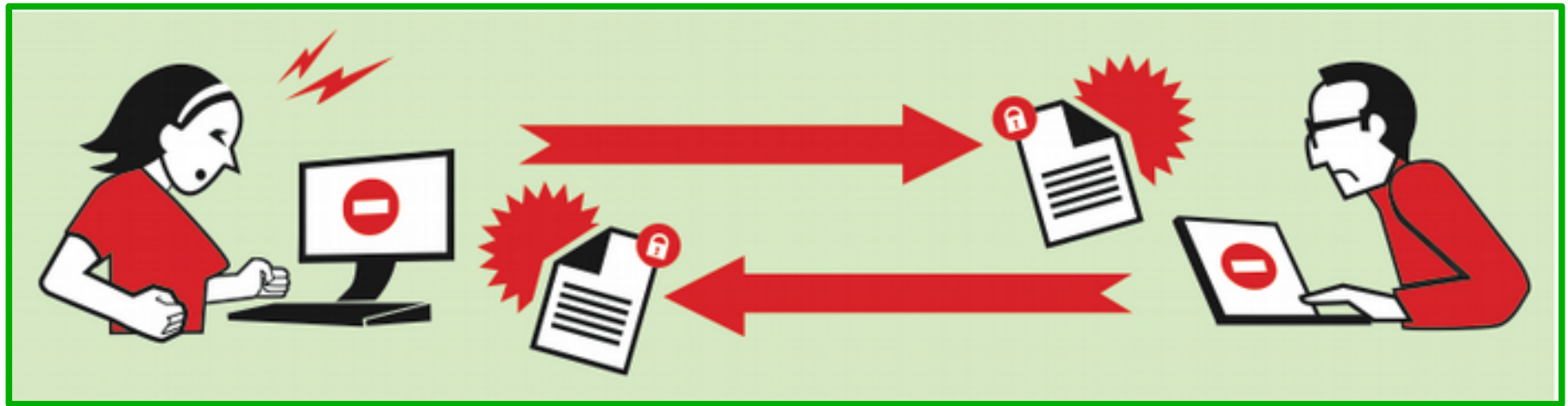
TDF Migration Timeline



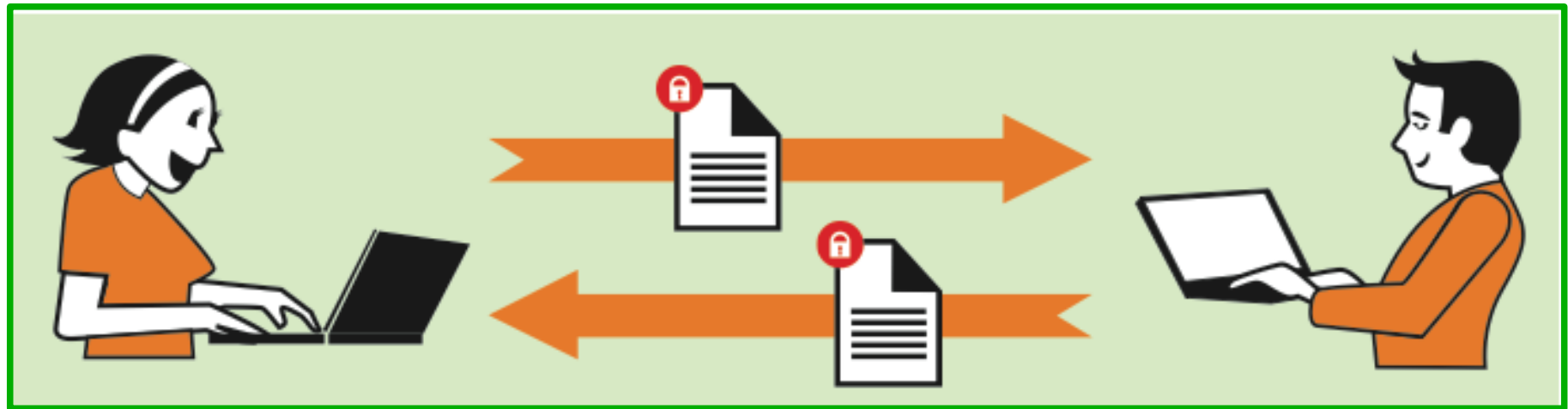
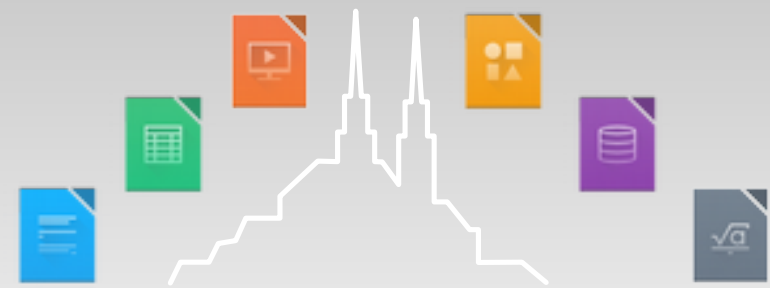
Non Standard: Circa 2000 AC



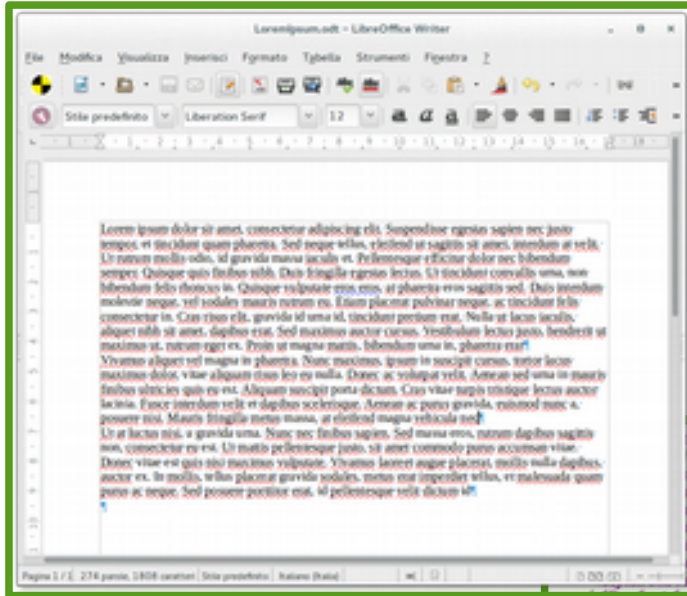
No Interoperability



False Interoperability



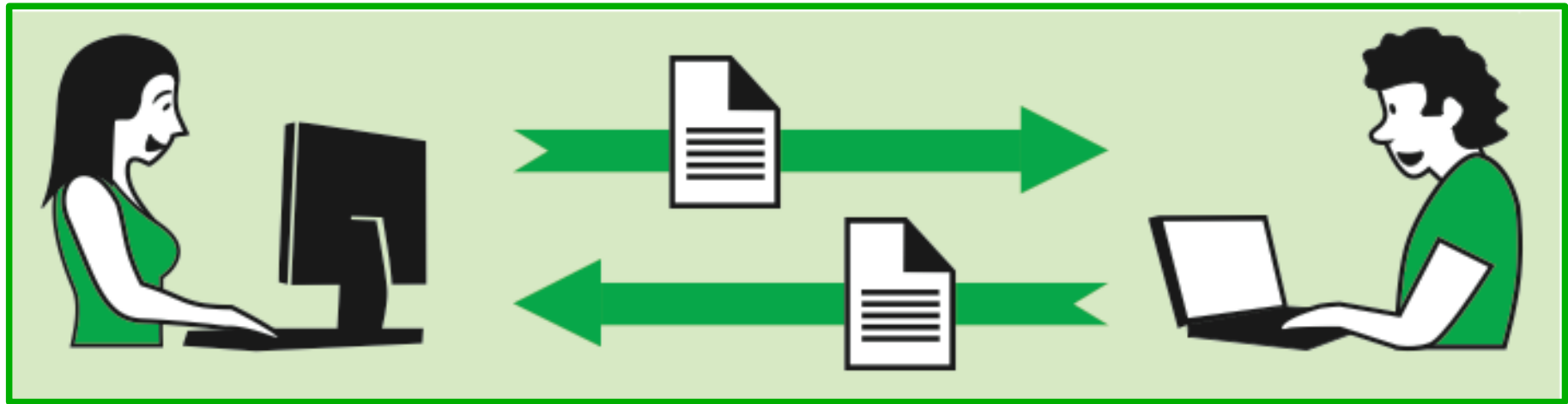
Standard: Circa 2000 DC



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- <style:font-family="Liberation Sans" svg:font-family="Liberation Sans" style:font-family-generic="swiss" style:font-pitch="variable"/>
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- </text:sequence-decls>
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- </text:p>
- <text:p text:style-name="Standard">
- Ut at luctus nisi, a gravida urna. Nunc nec finibus sapien. Sed massa eros, rutrum dapibus sagittis non, consectetur eu est. Ut mattis pellentesque justo, sit amet commodo purus accumsan vitae. Donec vitae est quis nisi maximus vulputate. Vivamus laoreet augue placerat, mollis nulla dapibus, auctor ex. In mollis, tellus placerat gravida sodales, metus erat imperdiet tellus, et malesuada quam purus ac neque. Sed posuere porttitor erat, id pellentesque velit dictum id
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- </office:document-content>
```



True Interoperability



Coverity Scan



DEFECTS WE FIND INCLUDE



Crashes



Security
Vulnerabilities



Concurrency



Memory
Corruption



Uninitialized
memory



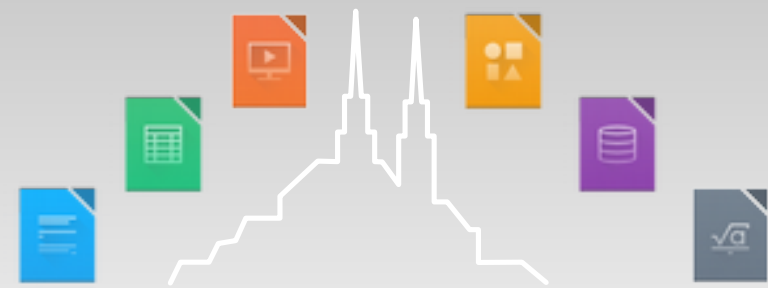
Error handling



Resource leaks

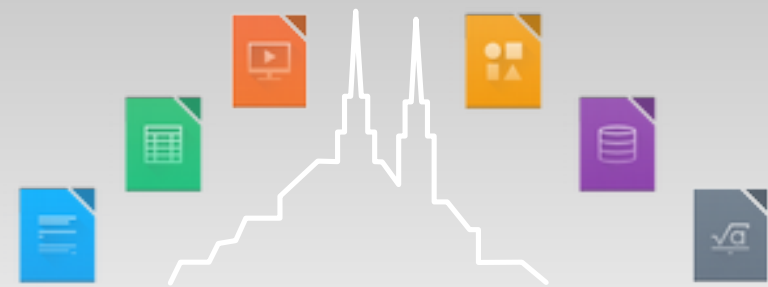


What is Coverity Scan?



- ▼ Coverity Scan is a service by which Coverity provides the results of analysis on open source coding projects to open source code developers
- ▼ Coverity Scan is powered by Coverity Quality Advisor, which surfaces defects identified by the Coverity Static Analysis Verification Engine (Coverity SAVE) for fast and easy remediation
- ▼ Coverity offers the results of the analysis completed by Coverity Quality Advisor on registered projects at no charge to registered open source developers





Coverity finds open source software quality better than proprietary code

Summary: Coverity, a company specializing in software quality and security testing solutions, finds that open source programs tend to have fewer errors than proprietary programs.



By [Steven J. Vaughan-Nichols](#) for [Linux and Open Source](#) | April 16, 2014 -- 18:01 GMT (19:01 BST)

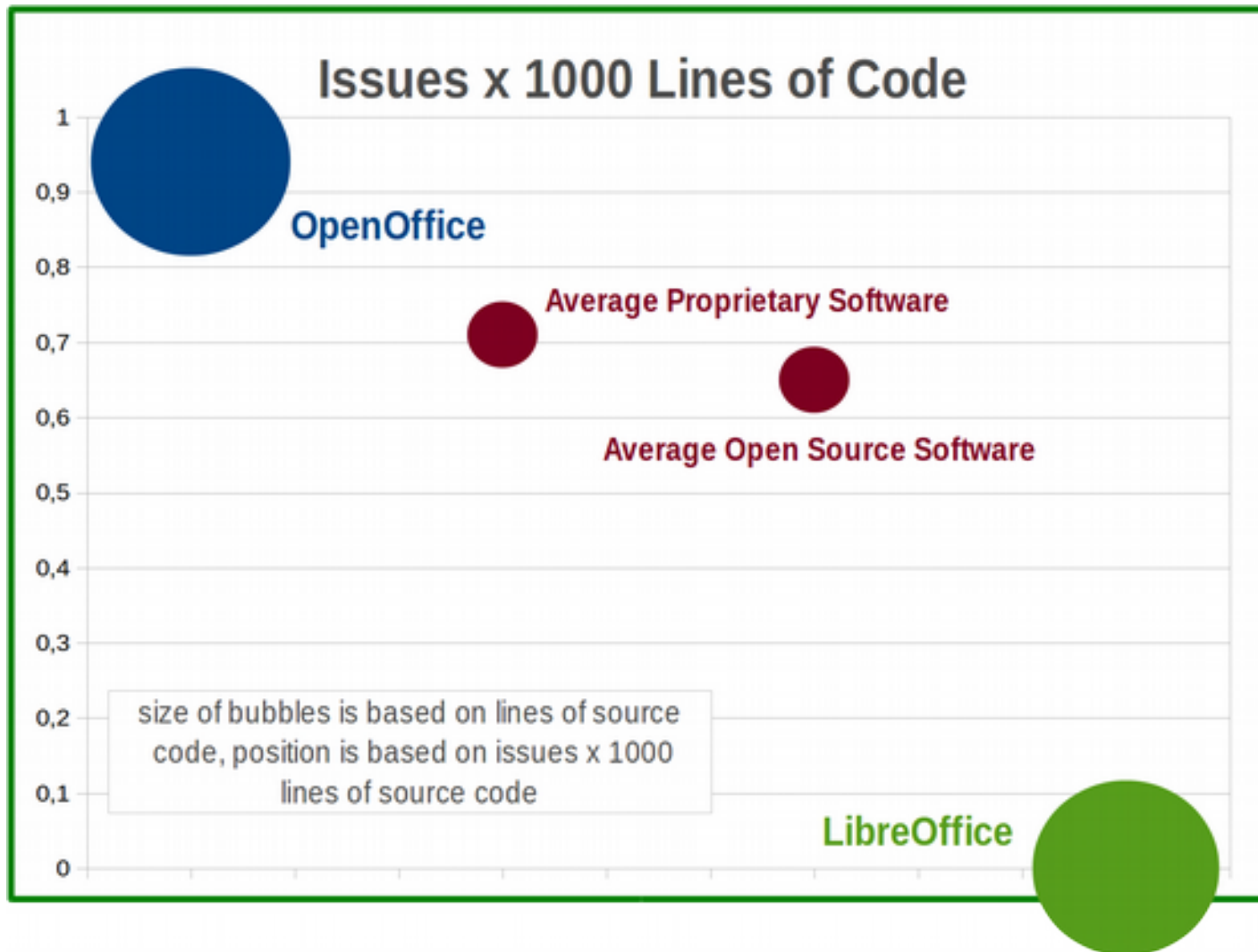
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The irony isn't lost on me: [Coverity](#), a a company specializing in software quality and security testing solution, has found that open source software has fewer defects in its code than proprietary programs in the aftermath of [open-source OpenSSL Heartbleed programming fiasco](#) . Nevertheless, the numbers don't lie and the [2013 Coverity Scan Open Source Report](#) (PDF Link) found that open source had fewer errors per thousand lines of code (KLoC) than proprietary software.



LibreOffice and Coverity Scan



Source Code Quality



LibreOffice

[Overview](#) [Project Settings](#) [Members](#) [Invite](#)

coverity **passed**

Analysis Metrics

Version: 2016-06-14

Jun 19, 2016 Last Analyzed	7,827,133 Lines of Code Analyzed	6,275,977 Lines of Code in Selected Components	0.00 Defect Density
--------------------------------------	--	--	-------------------------------

Defect changes since previous build dated Jun 14, 2016

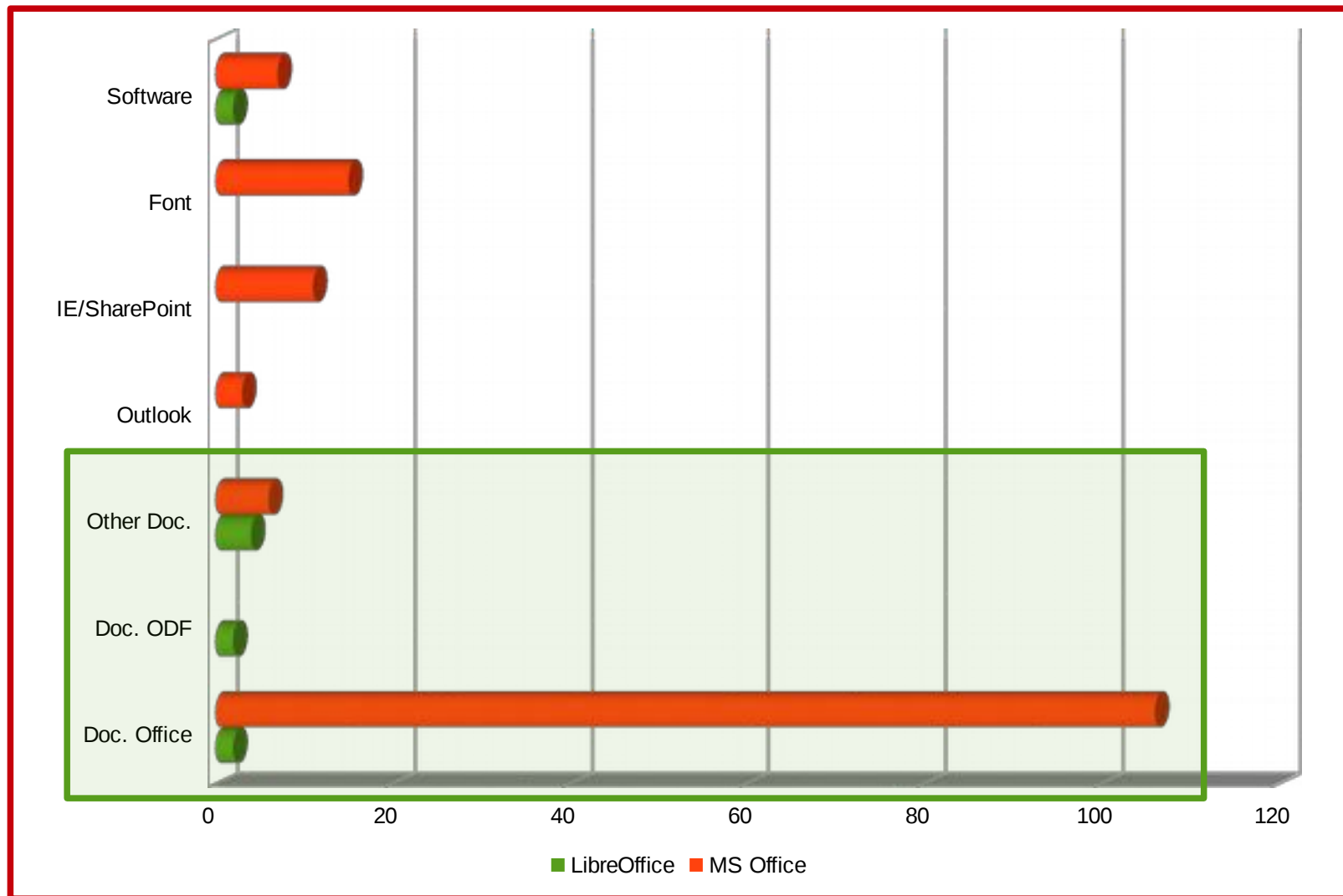
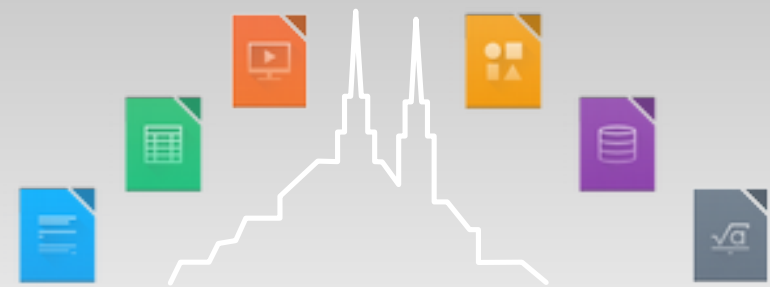
0 Newly detected	0 Eliminated
----------------------------	------------------------

Defects by status for current build

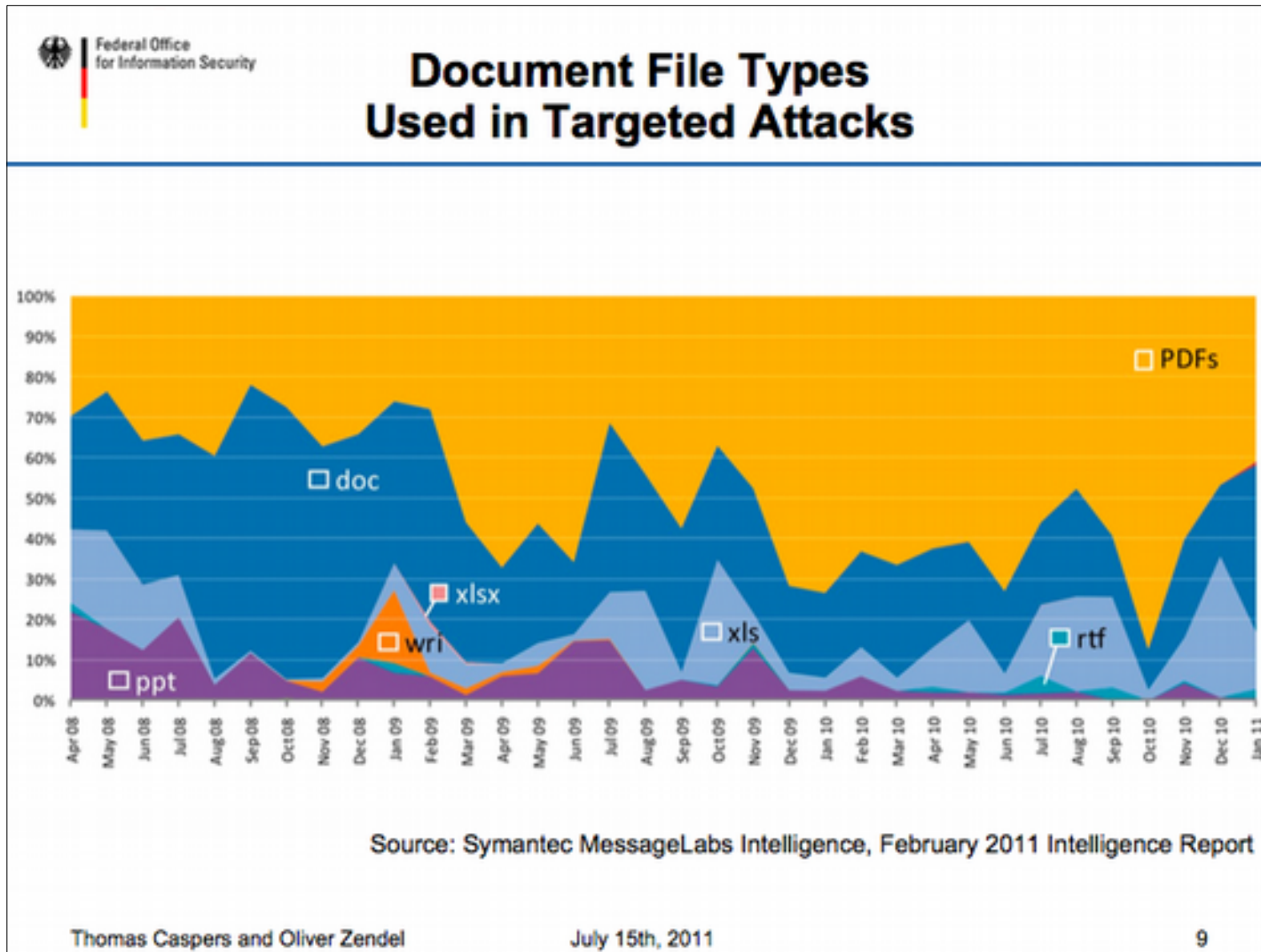
13,317 Total defects	1 Outstanding	372 Dismissed	12,944 Fixed
--------------------------------	-------------------------	-------------------------	------------------------



Vulnerabilities



Document Vulnerabilities



Simplicity vs Complexity



Complexity within Document Formats

Document Format	# Elements
Office Open XML	1792
WordprocessingML	780
OASIS Open Document	530

As of 2006



ODF is Standard in UK



 **GOV.UK**

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Press release

Open document formats selected to meet user needs

From: [Cabinet Office, The Rt Hon Francis Maude and Government Digital Service](#)

First published: 22 July 2014

Part of: [Government transparency and accountability](#) and [Government efficiency, transparency and accountability](#)



ODF is Standard



▼ The Netherlands



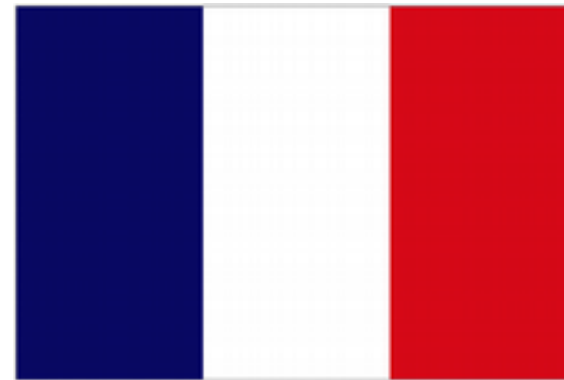
▼ Taiwan



▼ Sweden



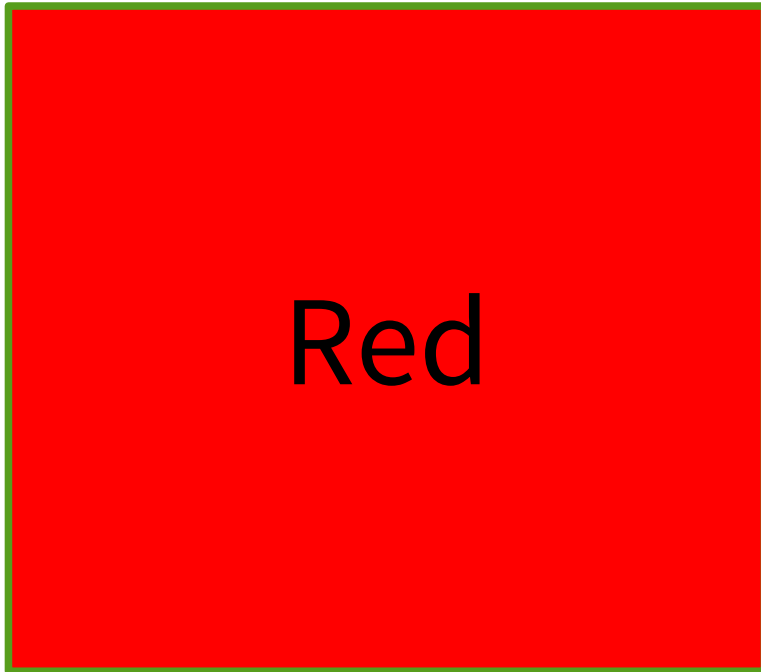
▼ France



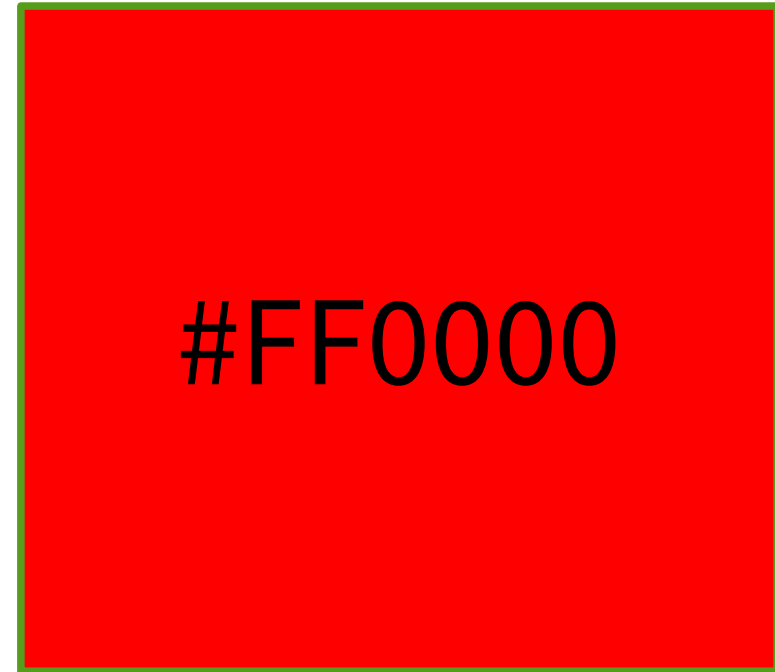
Brain and Computer



▼ Brain



▼ Computer



#FF0000 Color



ODF (LibreOffice)

- ▼ Writer
fo:color="#FF0000"
- ▼ Calc
fo:color="#FF0000"
- ▼ Impress
fo:color="#FF0000"

OOXML (MS Office)

- ▼ Word
w:color w:val="FF0000"
- ▼ Excel
color rgb="FFFF0000"
- ▼ PowerPoint
a:srgbClr val="FF0000"



Lessons Learned



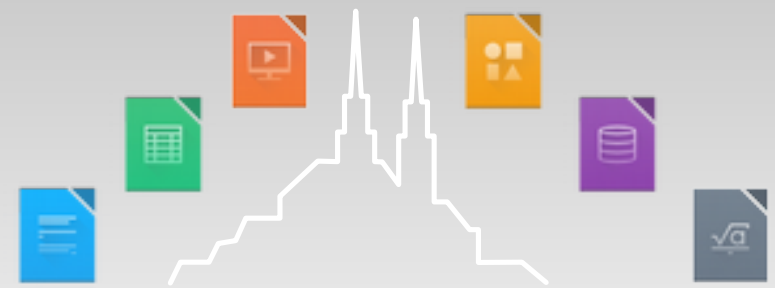
- ▼ TDF Migration Protocol represents a fundamental reference for the success of migrations to open source software
- ▼ Impossible migrations do not exist, if you approach the process with a committed project team and respect the reference project schedule
- ▼ Educating enterprise users is a fundamental task, as they have to learn a new approach to software and the community
- ▼ Leveraging value added resources such as LibreOffice LTS versions is key to overcome resistance to change



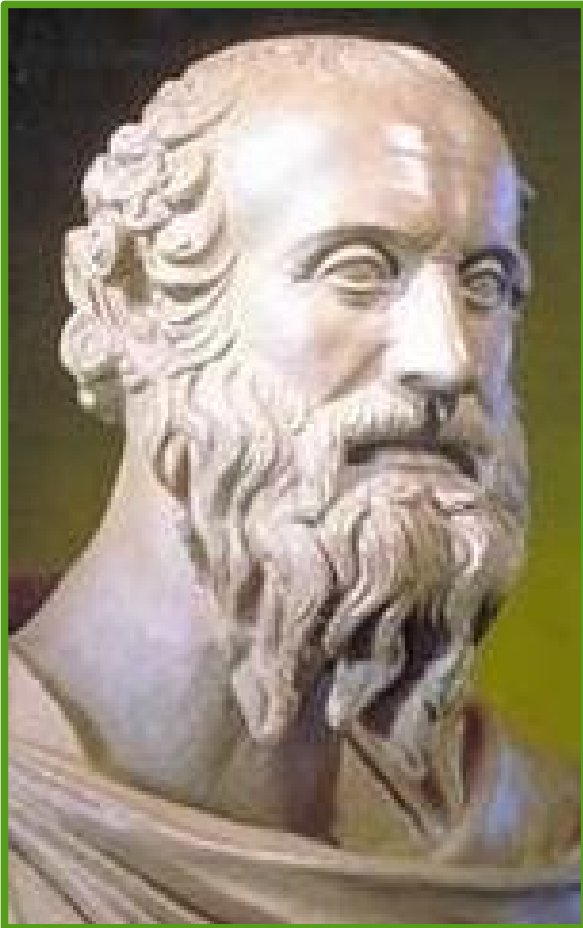


Man is an
animal with
two legs and
no feathers

Plato



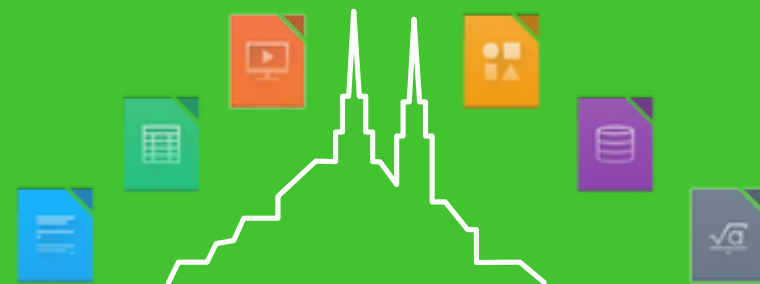
Diogenes the Cynic



Plato's Man



BRNO 2016 CONFERENCE



Thank you ...

- ▶ italo@vignoli.org
- ▶ italo@libreoffice.org



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