



Implementing Enterprise Open Source for Optimal Business Performance

15 – 17 February 2006
Grand Hyatt, Singapore

Key reasons to attend:

- Improve the Return on Investment (ROI) of your existing IT strategies
- Evaluate the Open Source business advantage
- Understand the business and licensing models for Open Source
- Prepare a sophisticated procurement plan for Open Source
- Discover both the opportunities and potential threats afforded by Open Source
- Learn how to use Open Source as a negotiating tool with proprietary vendors

Featuring these cutting-edge case studies from:

Defence Science & Technology Agency (DSTA) • Ministry of Science, Technology & Innovation, Denmark • National Library Board • Overseas Family School • Singapore Management University • Taiwan Mobile, Taiwan • The Integer Group, USA (*Ten Best Intranets in 2005: Nielson Norman Group*) • Toowoomba City Council, Australia

With in-depth analysis and strategic insights by our expert speakers from:

Fairfax Business Media • Joyce A. Tan & Partners • National University of Singapore • Federation of Thailand Open Source Foundation, Thailand • UCB International, Australia

Post-conference workshops

17 February 2006

Workshop A:

Evaluating the Business Proposition Presented by Open Source

Facilitated by Anne Mitchell

Content Systems Director

American Bar Association, USA

Former Director of Knowledge Management

The Integer Group, USA

Workshop B:

Measuring the Cost of Ownership for Open Source

Facilitated by Daniel Loader

eBusiness Analyst, Corporate Applications

Toowoomba City Council, Australia

Ronald Bradford, Database Consultant,

UCB International, Australia

Researched by:



Official Publication:



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According to a recent study by Gartner, it is predicted that by 2008, Open Source software will compete with proprietary products in all software markets. By 2010, the Global 2000 will consider Open Source for 80 percent of their infrastructure investments and for a quarter of their business software needs.

Open Source software (software with open source code) has become an area of business - an alternative, one that organisations around the world are considering in their IT strategy. As the most important trend in the global IT industry today, it allows users' access to the source code in order to understand its functionality, modify and improve on it. All source code is public and can be commented upon publicly from inception. The development of Open Source is dispersed in that the number of contributors may be unlimited and their identities anonymous. Users are given the freedom to run the programme for any purpose, and to redistribute copies of either the original or modified programme (without having to pay royalties to previous developers). Open Source is also linked to attitudes on knowledge-sharing, freedom and open standards.

This conference will deliver new thinking and practical case studies from organisations that have gained a competitive advantage from their implementation of Open Source technologies. They will share invaluable experiences to help your organisation create a decision framework tailor-made for your corporate structure, decrease

the 'time-to-value' of your strategic Open Source initiative and leverage aspects of Open Source to mainstream IT service.

In short, you will learn about the challenges that the Open Source software model introduces into modern mainstream IT organisations so that you can most effectively manage your long-term IT infrastructure with high returns on investment, as well as exchange experiences and network with your industry peers.

The conference will also address strategic issues like:

- **Is the difference between proprietary and Open Source software justified?**
- **What are the key selection criteria in evaluating Open Source software projects to maximise ROI and minimise risk?**
- **What are the business factors driving Open Source adoption across many markets and industries?**
- **What are the typical concerns about Open Source technologies – i.e. license costs, support options, reliability and maturity?**
- **How can I ensure the security of my Open Source initiative?**
- **What are the trends of Open Source technologies within the next several years?**

Who Should Attend?

- CIOs
- CTOs
- IT Directors and Managers
- Heads of Applications and Software Infrastructure
- Integration and Development Managers
- Software Project Managers
- Technical Architects
- Legal Professionals who wish to keep up with current and future IP issues

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Day One – Wednesday, 15 February 2006

08:00 **Registration and Morning Coffee**

09:00 **Welcome Address from Chairperson**

Anne Mitchell, Content Systems Director, **American Bar Association**, USA, Former Director of Knowledge Management, **The Integer Group**, USA

DEVELOPING A LONG-TERM STRATEGY FOR OPEN SOURCE

09:15 **Evaluating Open Source for your Business Needs**

Case Study

Defence Science & Technology Agency (DSTA) is a Singapore statutory board supporting the Ministry of Defence, Singapore. DSTA has been using Open Source for many years for various applications, for instance its office productivity applications and server applications to ensure cost efficiency.

- Ensuring compatibility with your existing IT infrastructure
- Considering the application features alongside user requirements
- Examining the security challenges with Open Source software
- Appraising the supportability of Open Source software

Robin Chee, Programme Manager – Content and Knowledge Management, **Defence Science & Technology Agency (DSTA)**, Chief Information Officer Office

10:00 **Adopting the Right Business and Licensing Models for Open Source and Open Standards**

Case Study

The Danish eGovernment has been initiated by the central government and the regional and local administrations to promote and coordinate the transition to eGovernment in the public sector. Open Source and open standards are strongly advocated as infrastructure software as they entail substantially lower costs (savings amounting to billions of Danish kroner) than supplier-owned software.

- Understanding Open Source and commercial software from the perspectives of business and licensing models
- Discerning the issues regarding cost, security and flexibility
- Appreciating the close relationship between Open Source and open standards in which such standards are established and usable
- Preparing for the future through a strategy for standards and interoperability

Niels Pagh-Rasmussen, Head of IT Strategy Division, National IT & Telecom Agency, **Ministry of Science, Technology & Innovation**, Denmark and Chairman, **Danish National IT-Architecture Committee**

10:45 **Morning Refreshments**

11:00 **Packaging and Presenting a Coherent, Result-Oriented Business Case for Open Source Investment**

Case Study

Singapore's National Library Board (NLB) was established in 1995 to spearhead the transformation of library services in Singapore in the Information Age. In its continual pursue of technology to fulfill its business needs, NLB started trial on Linux in early 2003 which led to implementation of two major projects on Open Source : (1) Domain Controllers and (2) RFID Library Management System.

- Building a financial model for evaluation
- Identifying the essential building blocks
- Emphasising buy-in rationale and business benefits
- Differentiating between a strong and weak business case

Kuan Sung, Senior Manager, InfoComm Division, **National Library Board**

11:45 **Developing and Using Open Source Software in a Start-Up IT Environment**

The speaker shares his invaluable experience on Open Source software, both from the academic and hands-on perspectives. This presentation will focus on the incentives, benefits and risks of Open Source for start-up IT companies.

- Analysing the use of Open Source software for start-up IT companies
- Discovering the role of Open Source software in the business ecosystem of IT start-ups, SMEs and multinationals

- Identifying incentives and potential challenges for start-up companies to contribute to Open Source software

- Addressing perspectives and strategies for building sustainable client-vendor and vendor-vendor relationships based on Open Source

Dr. Martin Henz, Assistant Professor, School of Computing, **National University of Singapore**

12:30 **Networking Lunch**

KEY BUSINESS DRIVERS FOR OPEN SOURCE

14:00 **The Overseas Family School Open Source Platform: Discovering the True Business Value of Open Source**

Case Study

The presenter has driven the development of a leading edge enterprise educational management system for one of Singapore's leading international schools. The system is completely Linux and Open Source based and uses over 40 Open Source software packages and libraries.

- Proposing Open Source as an enabler for strategic insourcing, a means to create competitive advantage
- Looking at the additional emphasis that Open Source places on human resources
- Breaking out of the packaged software paradigm, avoiding vendor lock-in and increasing flexibility
- Looking beyond cost as a key value of Open Source

Michael Clark, Vice President, **Linux Users Group Singapore**

15:00 **Conducting a Comparison between Open Source and Proprietary Software**

- Ensuring software development growing curl
 - Designing future-proof software architecture
 - Focusing on domain know-how
 - Addressing Open Source adoption and management alongside traditional closed source solutions: Public Park vs. Private Garden
- T. C. Juan, Vice President of New Technology for Strategic Growth, **Taiwan Mobile**, Taiwan

15:45 **Afternoon Refreshments**

16:00 **Assessing the Total Cost of Ownership (TCO) of Open Source to Achieve Cost Savings**

Case Study

- Comparing lower costs of acquisition with potential higher maintenance costs
- Measuring the business benefits: Comparative tangible, intangible and conditional
- Identifying the costs associated with service and support
- Balancing risk identification, assessment and management

Niels Pagh-Rasmussen, Head of IT Strategy Division, National IT & Telecom Agency, **Ministry of Science, Technology & Innovation**, Denmark and Chairman, **Danish National IT-Architecture Committee**

16:45 **Supporting your Mission-Critical and Business-Critical Applications with Open Source**



Panel Discussion

- Mitigating business risks to ensure the Return of Investment (ROI)
- Improving business agility and efficiency to cope with dynamic business needs
- Examining the growing role of Open Source within back-office software infrastructure
- Fitting Open Source into the enterprise software ecosystem

Moderator: Anne Mitchell, Content Systems Director, **American Bar Association**, USA, Former Director of Knowledge Management, **The Integer Group**, USA

17:30 **Question & Answer Session**

17:45 **Closing Remarks from the Chair**

18:00 **Close of Day One**

Day Two – Thursday, 16 February 2006

09:00 **Welcome Address from Chairperson**
John Lui, Editor – MIS Asia Magazine, Fairfax Business Media

EMBRACING PEOPLE AND PROCESSES

09:15 **Understanding the Complexities of Using Open Source**

- Appreciating the legal essence of Open Source
- Reviewing Open Source licensing terms like the GNU General Public License (GPL) and Berkeley Software Distribution license
- Analysing the nature of 'Copyleft'
- Exploring Open Source as a business tool

Joyce Tan, Managing Partner, Joyce A. Tan & Partners

10:00 **Building an Award-Winning Intranet Using Open Source**
The Integer Group's corporate intranet has been recognised by leading web usability firm Nielsen Norman Group as one of the world's Ten Best Intranets in 2005. The company is a leading marketing agency based in the USA with clients like MasterCard, McDonald's and Procter & Gamble.

- Defining requirements, architecture and navigation
- Selecting the right Open Source tool
- Addressing usability factors
- Managing development and deployment of Open Source

Anne Mitchell, Content Systems Director, American Bar Association, USA, Former Director of Knowledge Management, The Integer Group, USA

10:45 **Morning Refreshments**

11:15 **Overcoming the Challenges of Establishing Service and Support Channels**
The presenter has addressed these Open Source challenges in four recent software projects including currently managing a CRM development using Open Source for UCB International, Australia – a non for profit international organisation providing radio and television broadcasting, publishing and product sales in over 20 countries and multiple languages.

- Identifying and managing in-house and external resource options
- Conducting an appropriate assessment of risks involved with various technology options
- Examining the principles for aligning with current Open Source practices
- Leveraging maximum support for incidents, problems and known errors

Ronald Bradford, Database Consultant, UCB International, Australia

12:00 **Getting your Open Source Message Right**

- Formulating the right policy on Open Source
- Determining effective communication channels for message delivery
- Ensuring clear line of responsibility in executing the message
- Addressing the intellectual property ownership and licensing issues

Moderator: John Lui, Editor – MIS Asia Magazine, Fairfax Business Media

12:45 **Networking Lunch**

SECURITY AND STABILITY IN OPEN SOURCE

14:00 **Assuring Security in an Open Source Environment**
Singapore Management University is the nation's first private university. School of Information Systems started in 2003 to extend SMU's mission into the realm of business-focused IT, systems and applications. Within SIS, Open Source tools are used in the curriculum and students have formed an Open Source Software Society to advocate the use of Open Source in school and among the public.

- Comparing software security in Open Source and commercial software options
- Examining the various approaches for securing an Open Source environment
- Coping with security concerns in an Open Source environment
- Leveraging on new and evolving security tools in the future

Prof. Venky Shankaraman, Associate Professor, School of Information Systems, Singapore Management University

14:45 **Deploying a Stable and Reliable Open Source System in the Public Sector**

Increasingly, governments around the world are investigating the use of Open Source as a reliable alternative to proprietary software. This is a case study looking at the decision process and vital issues faced when selecting Mambo Open Source software to handle GIS Systems, Project Management and Content Management Systems for Toowoomba City Council, Australia.

- Choosing the right application with a growing community of developers and users
- Striving for system consistency
- Managing releases and customisation
- Involving a feedback-based development model to improve maturity and reliability

Daniel Loader, eBusiness Analyst, Corporate Applications, Toowoomba City Council, Australia

15:30 **Afternoon Refreshments**

LOOKING TO THE FUTURE OF OPEN SOURCE

16:00 **Leveraging Open Source for Virtual Collaboration**
Thailand has been one of the most vocal supporters of the Open Source movement in Asia. With an ever-increasing Open Source community, TOSF (Federation of Thailand Open Source Foundation) has been jointly set up by the universities and government bodies to promote Open Source in Thailand.

- Addressing Open Source challenge in virtual collaboration
- Uncovering the mystery behind the growing Open Source community
- Shaking up business with mass collaboration on the internet
- Forecasting the next generation of Open Source society

Danupol Siamwalla, Founding Member and Treasurer, Federation of Thailand Open Source Foundation, Thailand

16:45 **Providing Innovative Services in Telecommunication Using Open Source**

One of Taiwan's largest mobile telephone service provider, Taiwan Mobile has launched numerous 2.5G and 3G VAS services based on Open Source. The company has been using Open Source for years, mainly because of its reliability and flexibility.

- Enhancing Mobile Operators' service quality requirements
- Empowering Mobile Service technologies with Open Source
- Building an Open Source architecture: Parlay X
- Providing the next generation innovative service delivery platform development based on Open Source

T. C. Juan, Vice President of New Technology for Strategic Growth, Taiwan Mobile, Taiwan

17:30 **Question & Answer Session**

17:45 **Closing Remarks from the Chair**

18:00 **Close of Conference**

Workshop A:

17 February 2006 (09:00 – 12:00)

Evaluating the Business Proposition Presented by Open Source

The decision of whether to use Open Source software in your organisation has many implications. You need to answer questions about security, licensing concerns and support. You want to determine whether your investment will result in cost savings or contains hidden expenses. This workshop will help you to ask the right questions so that you can evaluate Open Source software as a business solution.

In summary, the workshop objectives include:

- Exploring the benefits and risks of Open Source software
- Determining the Total Cost of Ownership (TCO)
- Understanding security and legal issues
- Evaluating reliability and supportability
- Creating a sample business case for Open Source software

About Your Workshop Leader:

Anne Mitchell, Content Systems Director, American Bar Association, USA, Former Director of Knowledge Management, The Integer Group, USA

Anne is the Content Systems Director for the American Bar Association, overseeing content management for the ABA Web site. Former Director of Knowledge Management for The Integer Group, Anne was in charge of the corporate intranet and various online business solutions. She is a Certified Usability Analyst, with certification from Human Factors International. She holds a bachelor's degree in business management, and her background is in graphic design and management. Anne is currently an MBA candidate with a focus on technology management.

The Integer Group is one of the nation's leading marketing agencies, with locations in Denver, Dallas, Des Moines and Cleveland. Clients include Cingular Wireless, Coors Brewing Company, Hewlett-Packard, MasterCard, McDonald's, Procter & Gamble and United Airlines.

The Integer Group's corporate intranet has been recognised by leading web usability firm Nielsen Norman Group as one of the world's Ten Best Intranets in 2005.

Workshop B:

17 February 2006 (14:00 – 17:00)

Measuring the Cost of Ownership for Open Source

All systems have a cost impact on your organisation to implement and maintain. Open Source systems are of course no exception to this rule, but what is the real cost of your Open Source systems? How do you measure intangible aspects like deployment flexibility and control? This intensive workshop will look at some of the facts and fallacies of implementing and maintaining an Open Source system based on the lessons learnt by the Australian local government - Toowoomba City Council.

In summary, the workshop will cover:

- Providing an 'uncut' investigation into the Total Cost of Ownership (TCO) of an Open Source system
- Presenting a case study of Toowoomba City Council's Open Source internet content management system - Joomla
- Looking at some practical tips to calculate the TCO for an Open Source system like Joomla
- Highlighting vital points to cover in Open Source business cases and project proposals

About Your Workshop Leaders:

Daniel Loader, eBusiness Analyst, Corporate Applications, Toowoomba City Council, Australia

Daniel is the eBusiness Analyst for Toowoomba City Council serving in the Corporate Applications area of the Information Management Branch. Daniel's system enterprise experience started from a civil

engineering background followed by geographical information systems and recently in internet services. He finds contentment in the delivery of efficient services backed up by well-run systems with enough administration to ensure the integrity and efficiency of the system while still maintaining a healthy level of practical flexibility. Two of the most recent Open Source projects Daniel has been involved in include implementing an enterprise-wide intranet content management system and upgrading an enterprise suite of internet content management systems.

Ronald Bradford, Database Consultant, UCB International, Australia

Providing independent consulting services since 1996, Ronald the Director of ARABX Pty Ltd, is an IT Professional with over 15 years experience in Database Modeling and Large Systems Design, Development and Deployment. He has specialised in Ingres and Oracle Relational Database Management Systems, and has deployed software applications to clients in the government, education, financial, military and research industry sectors. With over five years current experience in design and development of web-based applications using Open Source technologies, Ronald has seen these technologies emerge, and evaluated the strengths and weaknesses in comparison to commercial software products and project implementations. He is an active user and participant in the Open Source Community specifically with Linux, MySQL and Java.

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☐ S\$ 695.00*

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