
The SpagoBI project: how to join openness, business and innovation



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Engineering Group
Research & Innovation
SpagoBI Competency Center

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Agenda

- The SpagoBI Competency Center of Engineering Group
- The participation of an industrial enterprise to open source communities
- Open source and Business Intelligence
- The SpagoBI project case study: examples and lessons learnt
- What open source BI and SpagoBI can do for your business
- How you can participate and contribute

Engineering Group & SpagoBI

SpagoBI Competency Center

The working unit of the Research & Innovation division of Engineering Group

www.spagobi.org

6 major support centers in Italy provided by SpagoBI CC

Support in 5 continents provided by partners

SpagoBI Competency Center office in New York, USA

More than 100 SpagoBI customers worldwide

The **leading Italian independent**, privately-owned software and Information Technology services company

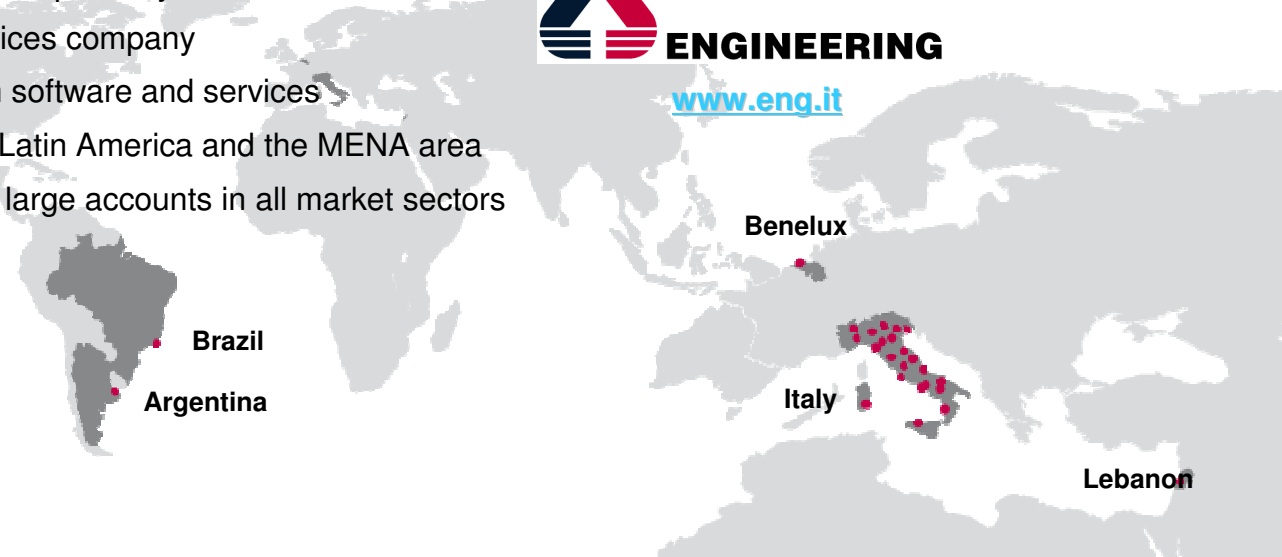
One of the **top 10 in Europe** in software and services

43 branches in Italy, Belgium, Latin America and the MENA area

> 1B\$ revenues in 2010, **1000** large accounts in all market sectors



www.eng.it



www.ow2.org

The **global open source community** granting open source availability, quality and sustainability over time

An **independent non-profit** organization

> 100 organizations and 6,000 IT professionals in Europe, Asia and the Americas



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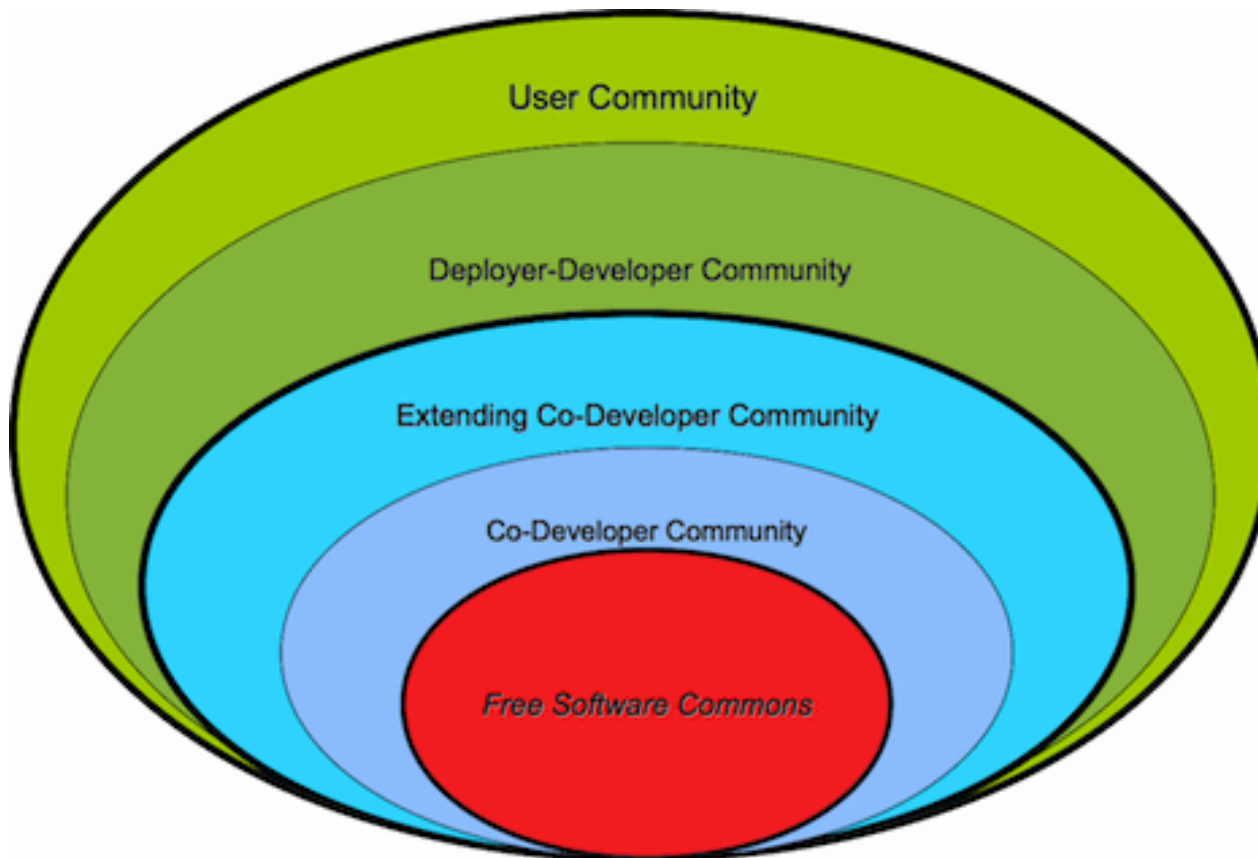
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www.eng.it



The SpagoBI Team



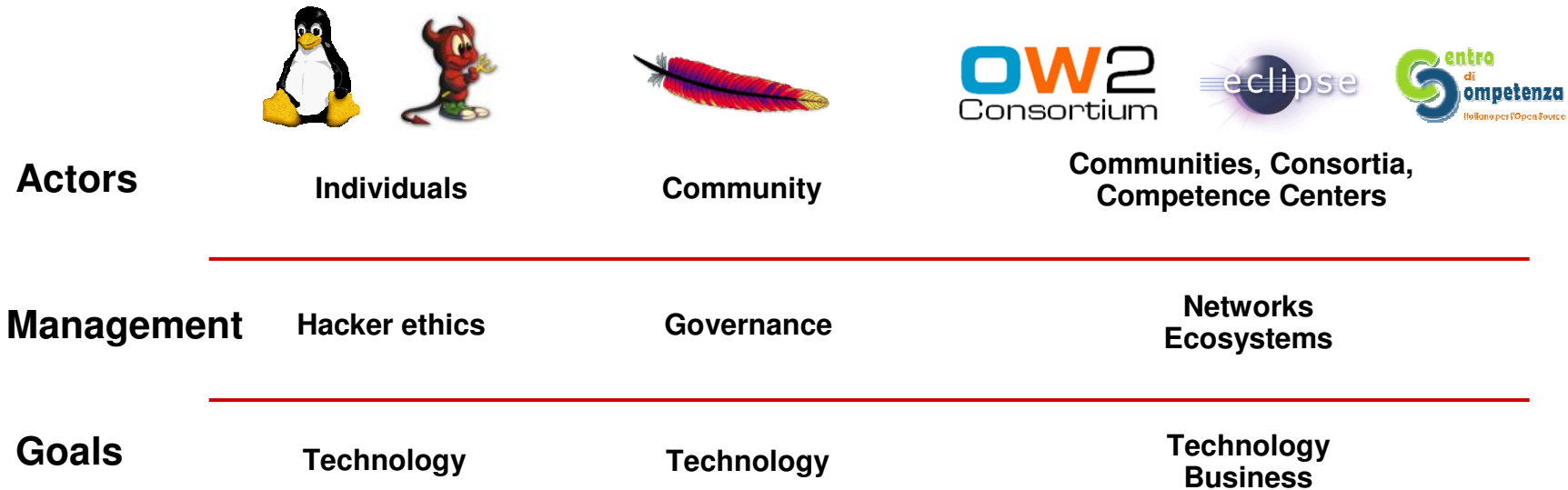
FLOSS is about communities



Simon Phipps, <http://webmink.com/essays/community-types/>

Different kinds of community

open source communities evolution over time



source: Cedric Thomas, OW2 Consortium, 2008

A collective business model: collaboration to increase the value of the organization as a whole

Co-opetition relations: availability of technology and of a business platform

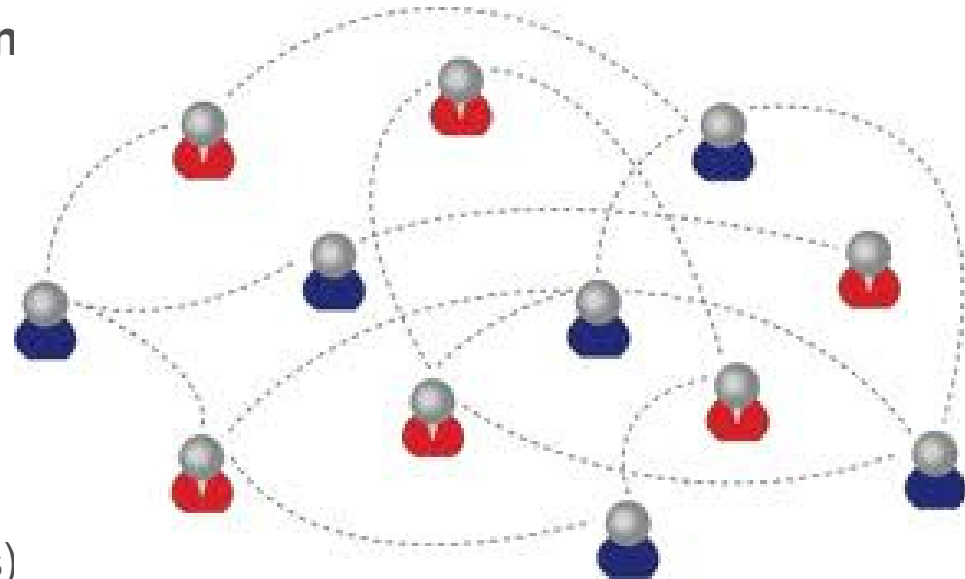
Community vs Network

COMMUNITIES:

Safe place for personal achievement (love/gift)

Restrictions: reception and exclusion

Personal and collective identity



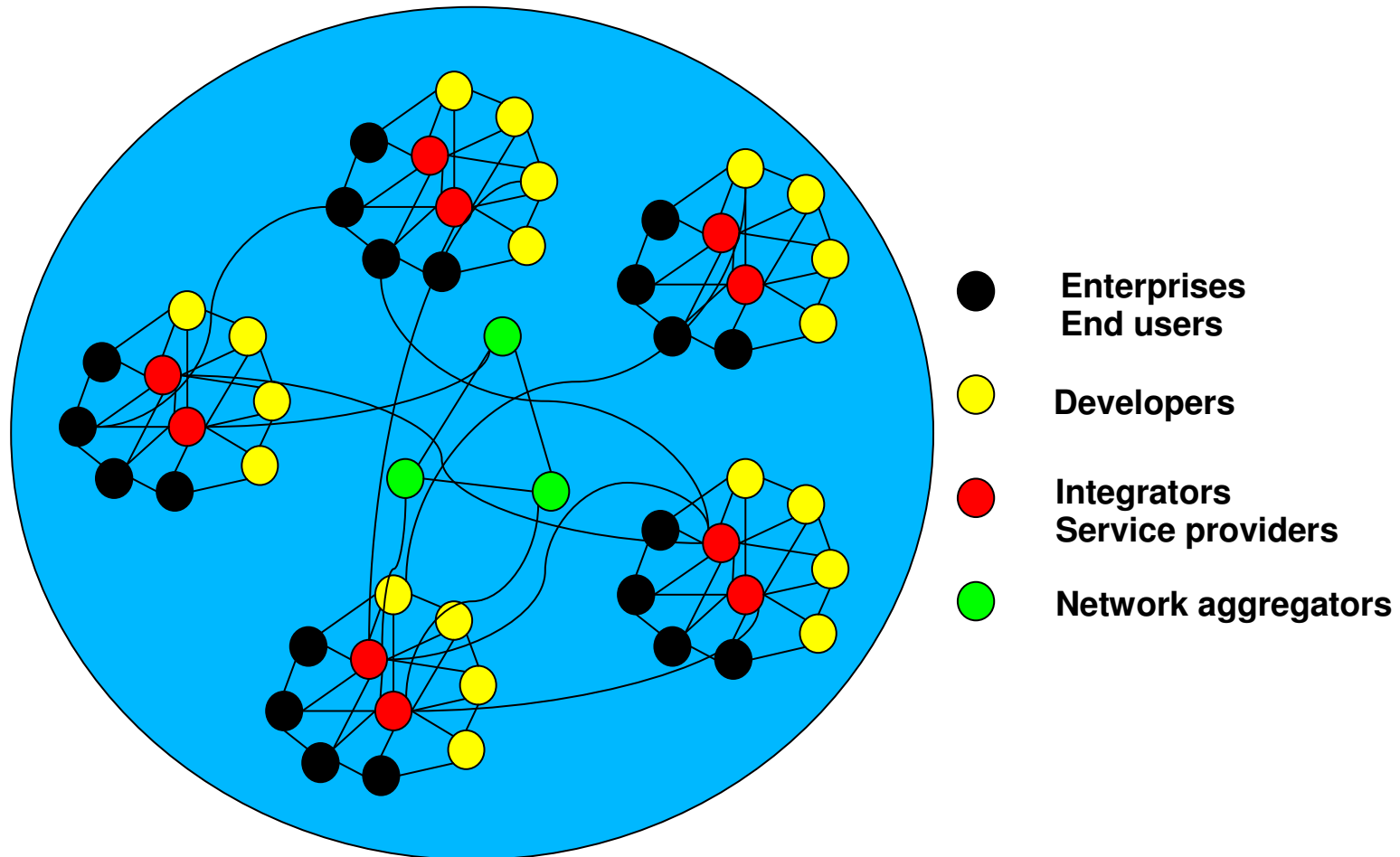
NETWORKS:

Unsafe ever-evolving place (gain/loss)

Openness: connection and disconnection

Personal identity and collective marketing

New commercial model: business ecosystem

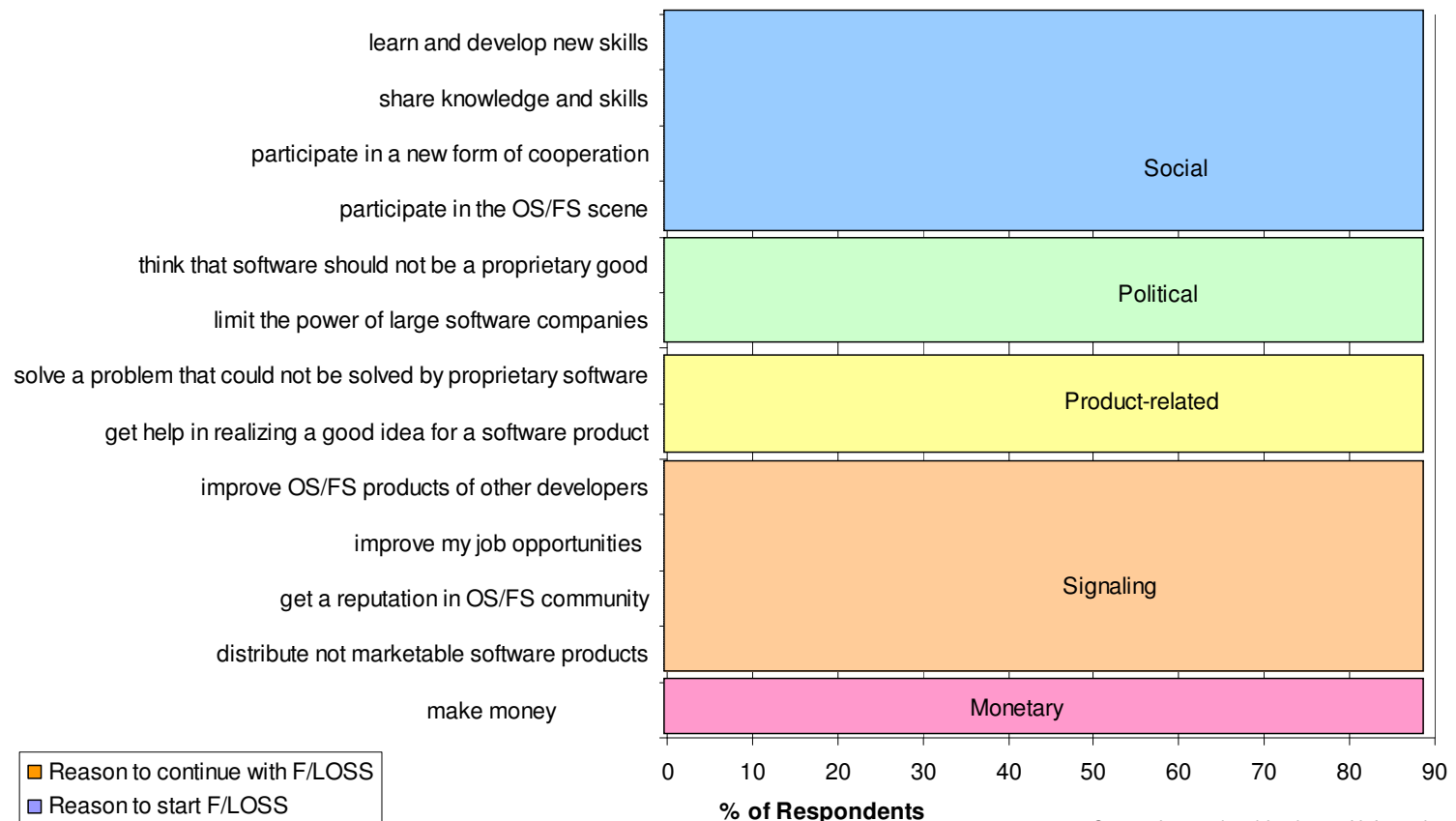


from profit-based to value-based economic models
community and network coexistence

Motivations and incentives

Motivations at the individual and organizational level

Need to recognize contributions and successes, to award incentives



© 2002 International Institute of Infonomics

source: Free/Libre/Open Source Software (FLOSS) Study of Developers

Free/open source software as the **knowledge spread and sharing (knowledge as a commons)**

Participation in **global communities**

Ecosystem-based model

Open source offers the right context to **cooperate** in developing mature and viable solutions and to **compete** to reach different objectives

Cooperation typically happens at the infrastructure level

Competition typically happens at the business level

The mix of competition and collaboration triggers relationships that develop the ecosystem

Long-term sustainability

Creating the right context

Invest in human resources

Balancing talent creativity discipline and goal orientation

Flat organization

A group of professionals whose individual results coincide with the team result

Manage complexity

Multidiscipline approaches

Sharing knowledge and information

Openness, reciprocal help, gratuity, trust

Open mind approach

Leave the present, anticipate the future

Adaptation

Create and manage the “adapt” environment

Create actual value

Balance economical and not economical results

The Engineering Group characteristics

Knowledge of market and technology

Rapid adaptability to new contexts

Independence and neutrality towards vendors and solutions

Freedom of movement and rapid decision making

Goal orientation

Management attitude

Sustainable growth attitude, in terms of cost/benefit ratio

The opportunities for Engineering

No license costs

Leaving financial resources for custom project activities

Source code availability

Control and support on the overall solution

Productivity increment: rapid development, reuse, quality control

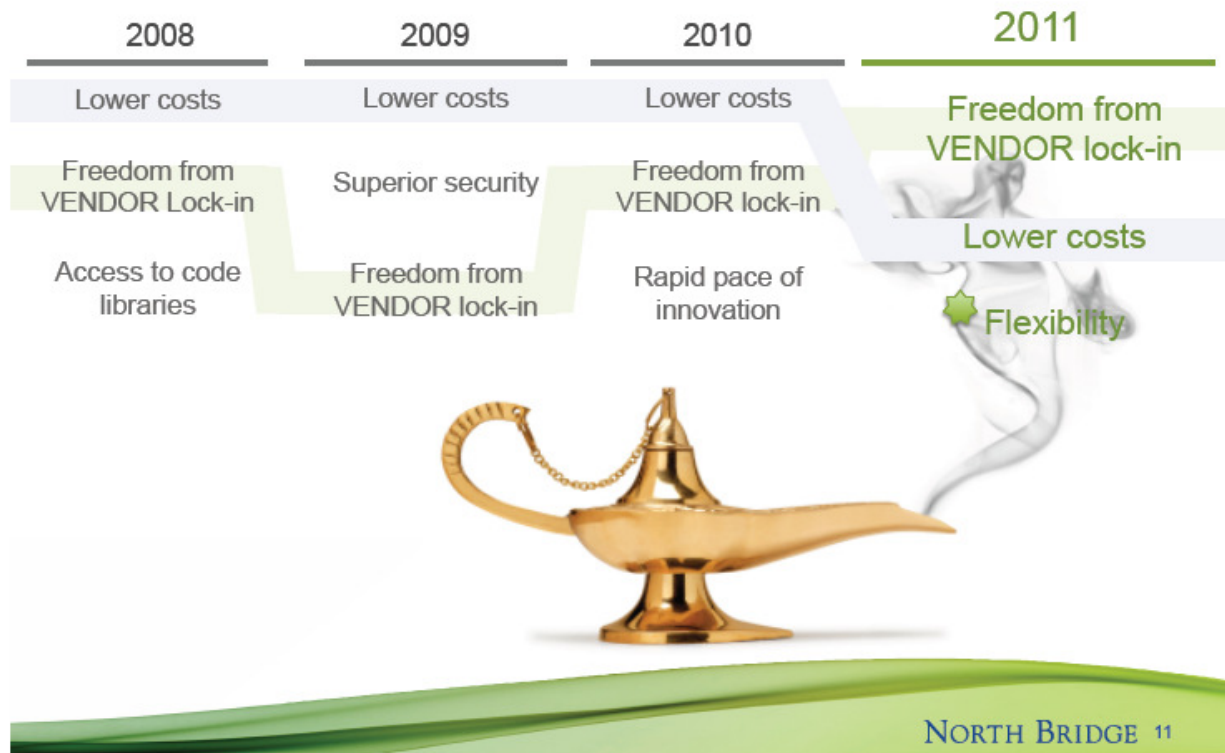
Road-map independence

Focus on skills and competences

Shared skills growth

What makes OSS attractive ?

What Makes OSS Attractive?



North Bridge, <http://www.slideshare.net/AcquiaInc/future-of-open-source-2011-survey-open-source-business-conference/>

Top 5 Barriers



North Bridge, <http://www.slideshare.net/AcquiaInc/future-of-open-source-2011-survey-open-source-business-conference/>

Development of own solutions, to act as a leader

Open Source Software choice

Project and goal centric business model

Focus on industrial initiatives

Participation to international communities, alliances, synergies

Commercial support to OSS solutions and competences

Collaboration with Universities and Research Centers, Innovation

No profit participation to communities and initiatives

A little bit of history



A little bit of history



Open Source Java EE Framework



Open Source Business Intelligence



the Free Open Source Initiative supported by Engineering

www.spagoworld.org

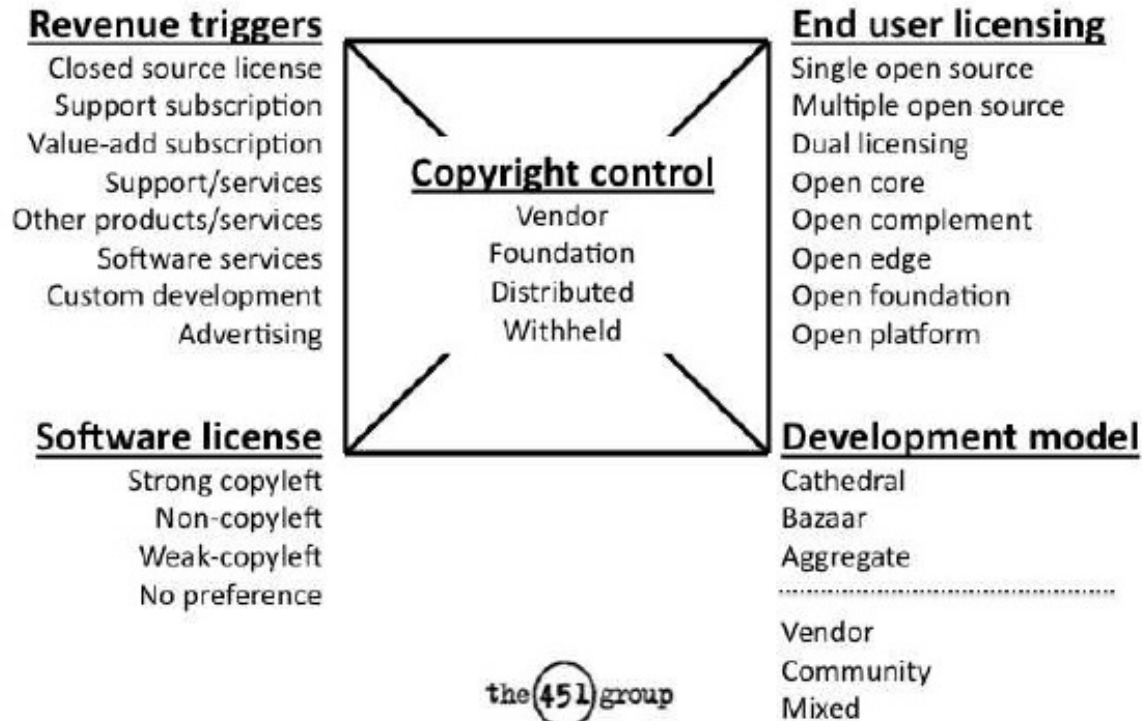


Open Source SOA Universal Middleware



Open Source for Software Quality

Elements of an open source business strategy



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www.the451group.com

PRODUCT-CENTRIC



dual-licensing/open-core
proprietary licensing sale
the project adapts itself to the product

PROJECT-CENTRIC



pure open source
purchase of support and consulting services
the product includes the users' requirements:

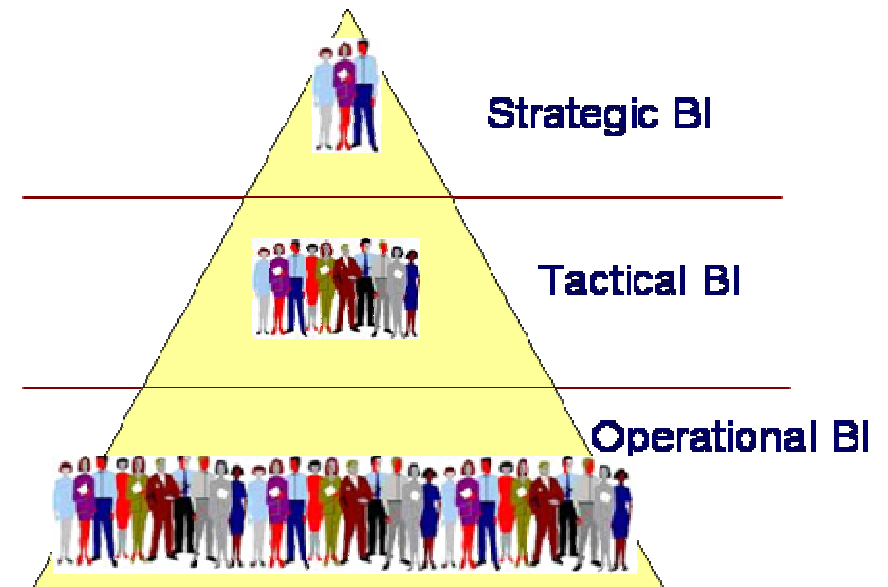
- it adapts itself to the project needs (real value)
- it grows over time integrating innovations

- » Why FOSS in Business Intelligence ?
 - The project is more important than the product, but products cost more than projects
 - BI products don't cut down project costs
 - BI products are often underused
 - Slow cultural progress because of the experimentation costs

**PRODUCT +
PROJECT =
SOLUTION**

Opportunities and ROI with FOSS BI

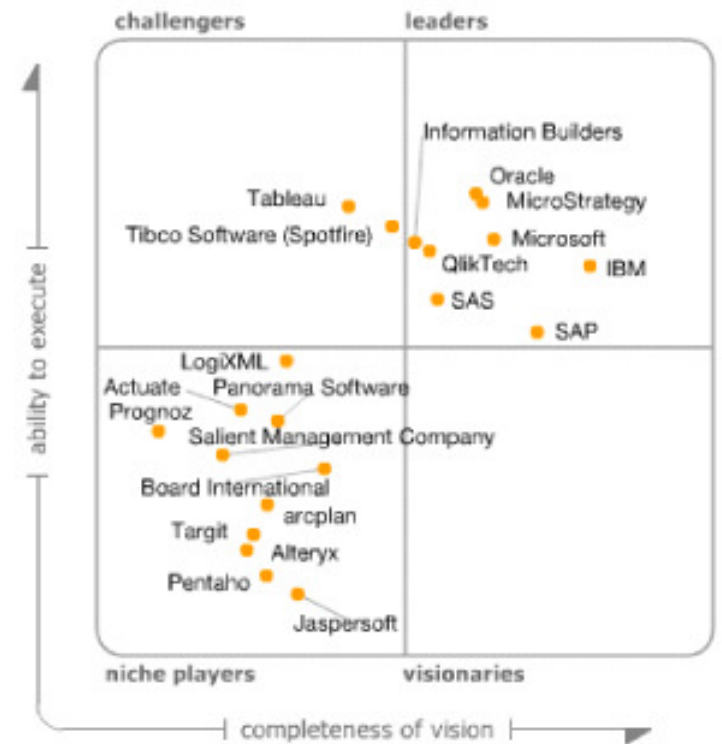
- » Focus and investment on the project
- » Proportionate investment, right measure (product and usage)
- » Experimentation, R&I
- » No binding relations
 - » Low TCO
 - » No Lock-in
- » Low-cost extensibility
- » Low-cost scalability
- » Evolution in time
- » More users, not many more costs



Open source BI – Gartner 2012

In 2008 Gartner says “Open Source BI is here to stay

In 2012 the Magic Quadrant includes OS vendors



Source: Gartner (February 2012)

As of February 2012

The evolution of the SpagoBI project

Phase 1: Integration platform (2005-2008)

- Integration of best available open source tools
- Make OSBI tools usable at the enterprise level
- Develop new engines



Phase 2: OS BI differentiation

- Service oriented architecture
- OS BI grows more rapidly than proprietary solutions
- Innovation and network building through joint initiatives

Phase 3: Business Intelligence suite

- Extensive metadata management
- Mobile support
- Business Activity Monitoring and Real Time BI

No Price, no value ?

SpagoBI is 100% open source
SpagoBI eliminates license fees
Software rights separated from services
SpagoBI has no price !

No price, no value ?

No Price, no value ?

**VALUE
FOR
FREE**

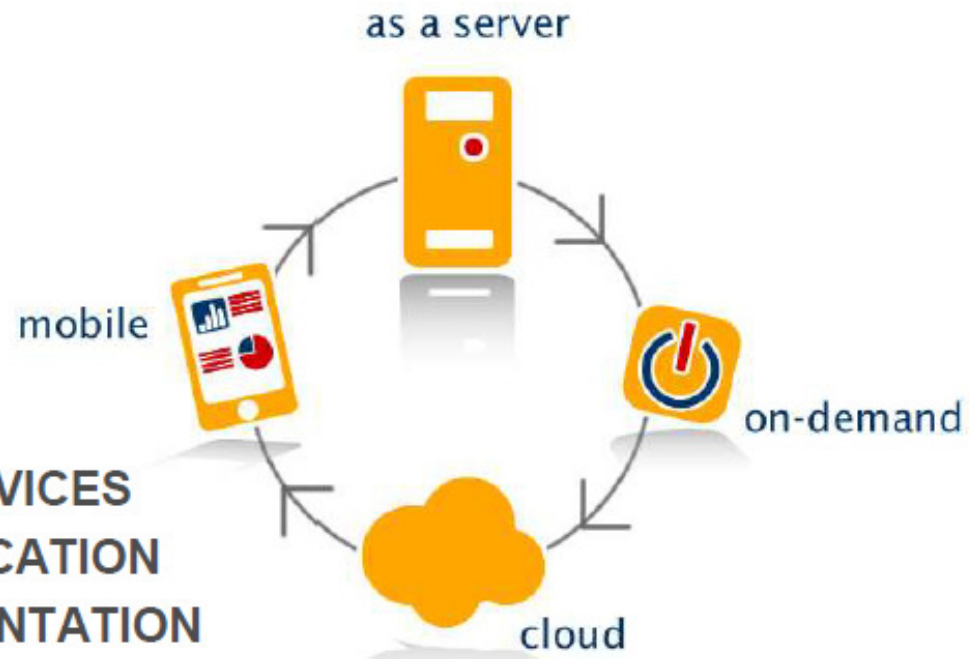


**VALUE
FOR A
FEE**

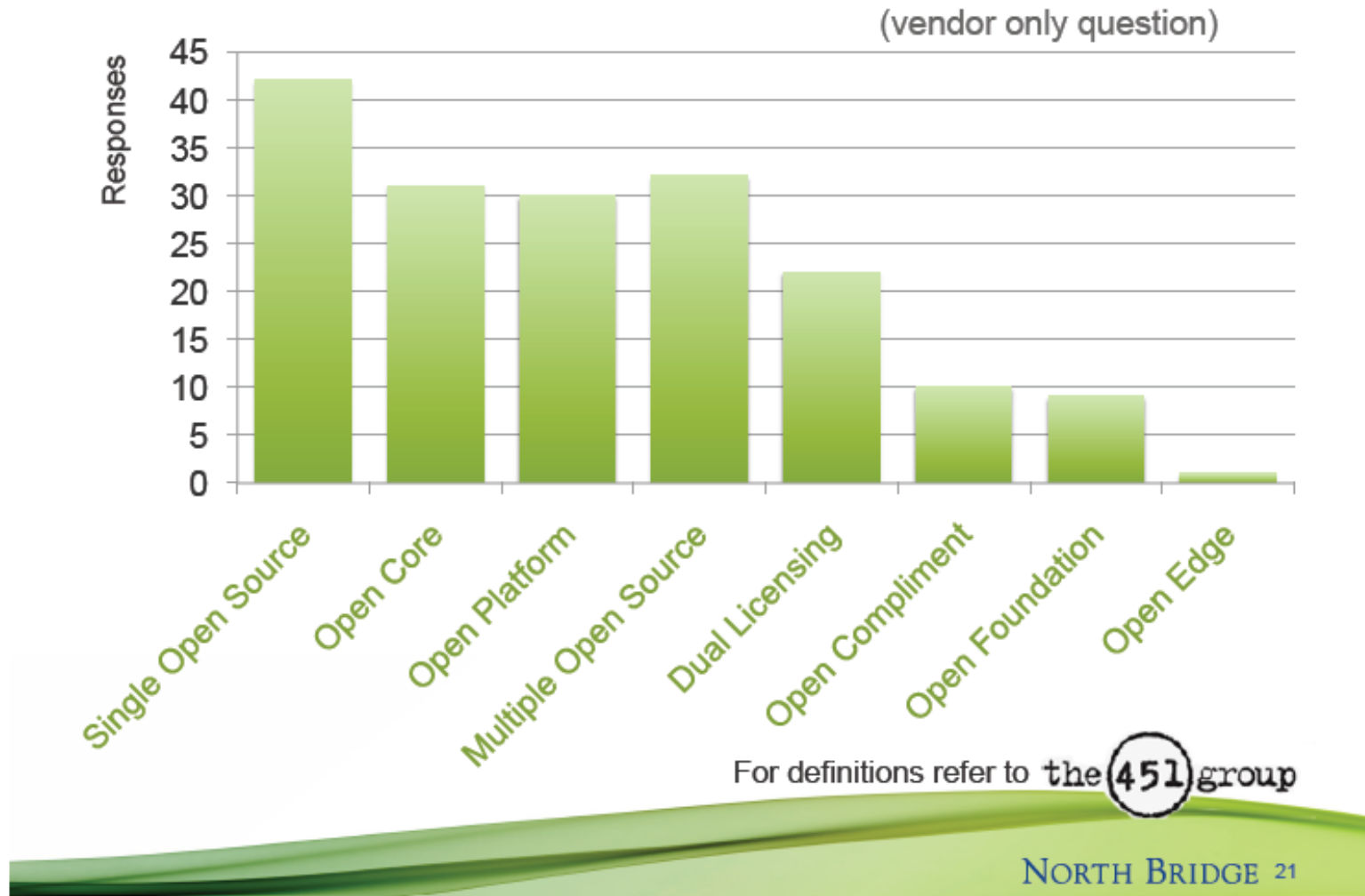


MAKE YOUR PRICE DEPENDING ON YOUR NEEDS

SUPPORT
MAINTENANCE
PROFESSIONAL SERVICES
TRAINING & CERTIFICATION
COMPLETE DOCUMENTATION
TRAINING VIDEOS



What licensing strategy do yo use ?



North Bridge, <http://www.slideshare.net/AcquiaInc/future-of-open-source-2011-survey-open-source-business-conference/>

Beyond the project ... the Initiatives



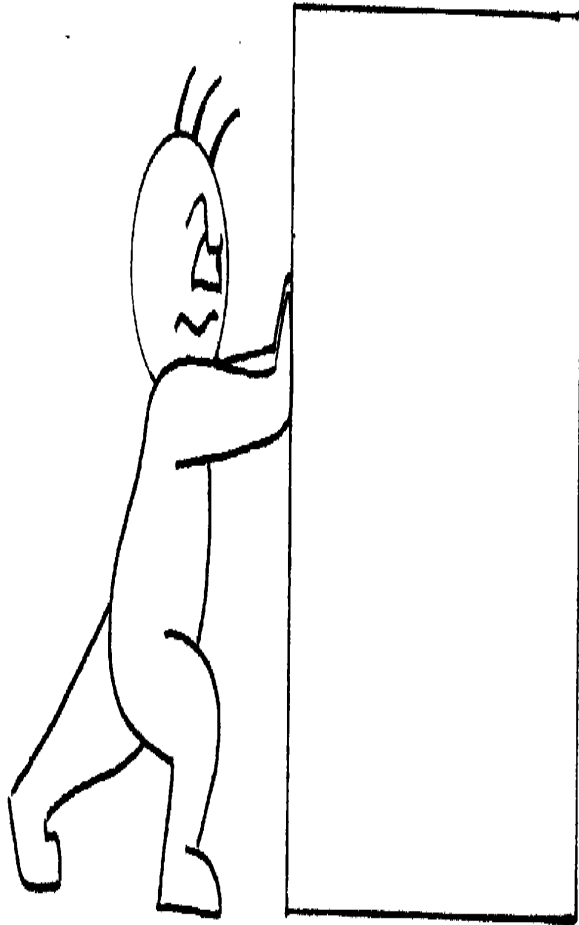
OW2
BI Initiative



Cloudware
Initiative

Initiatives are open communities (composed by companies, organizations, and individuals) built upon a common aim:

make open source BI adoption pervasive



Growing **awareness** of location-enabled services

Spatial data are **pervasive**

“80% of all data stored in corporate databases have a spatial component”

An introduction to GIS: linking maps to databases -
Franklin&AI.

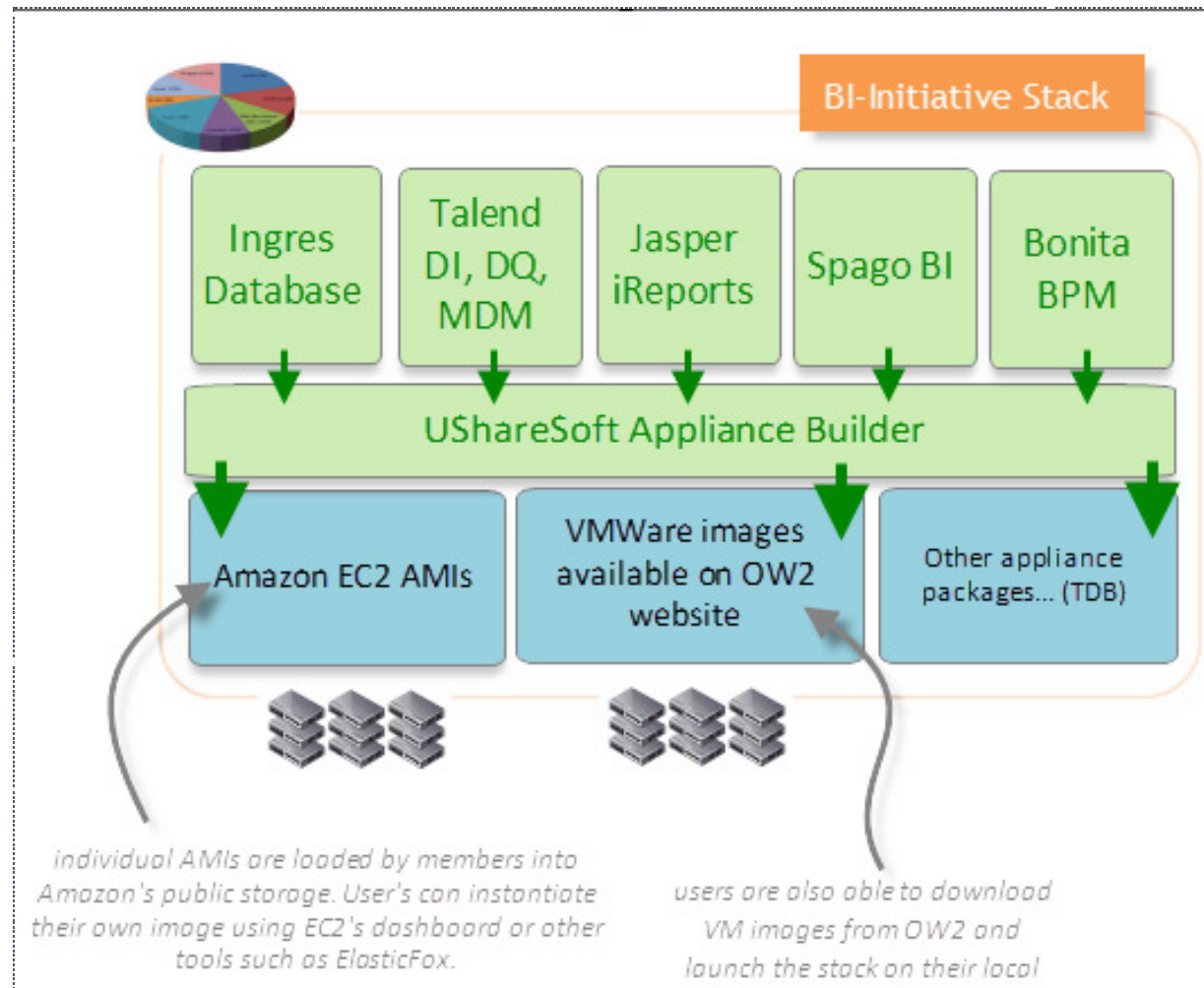
Better business **decisions**

“Everything is related to everything else, but near things are more related than distant things”

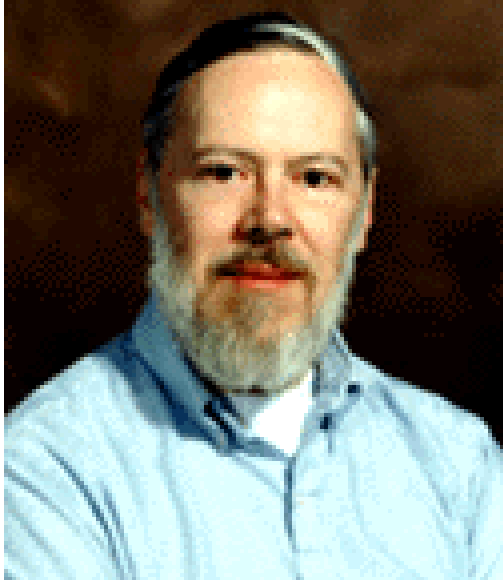
First law of geography - Waldo Tobler

Valorize a dormant asset

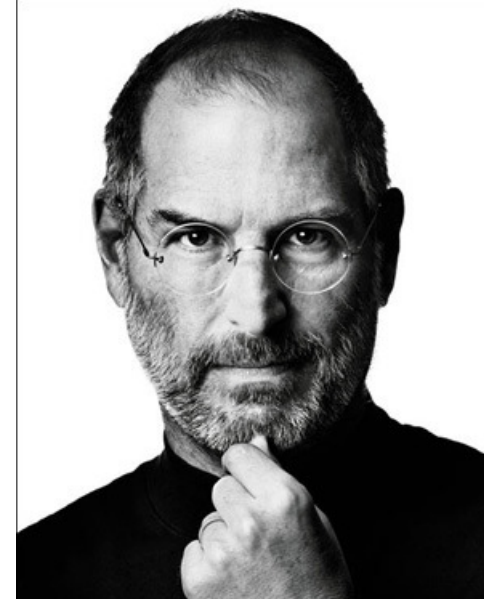
Open Source Cloudware Initiative



Where is the success of innovation ?



Dennis RITCHIE



Steve JOBS

Innovation is successful when it results in
Giving form to matter

From structured to unstructured data sources

Marketing and Competitive Intelligence

Sentiment analysis

The Open Data phenomenon

Mobile BI

Real-time BI

Cloud BI

Predictive Analysis

Selected success stories



FIAT Group Automobiles - Italy

SpagoBI has been used for the realization of link.e.intelligence, the analytical component of the .link product, aiming to support the selling activities of Fiat Group Automobiles international distribution network.

www.fiatgroup.com

*Ministero del Lavoro, della Salute
e delle Politiche Sociali*

Ministry of Labour, Health and Social Policies - Italy

SpagoBI has been used for the realization of a decisional support system named “NSIS Cockpit”, which provides analysis for the monitoring of the main aid levels of the national health service.

www.ministerosalute.it

agnès b.

Agnès B. - France

SpagoBI Suite has been used for the development of a reporting system for Agnès b., to improve its data management system and its key performance indicators.

www.agnesb.com

All SpagoBI Success Stories: www.spagobi.org

Live the community

Sharing and open collaboration

Altruism and trustworthiness as the base of the knowledge society

Gift and gratuitousness along with sharing and participation



Throw the net



Thanks to this unknown Cambodian fishermen

Build your own business



creating the “right value”

A possible model of growth

We must stand on the sidelines in a proactive way, pre-adapting ourselves to what is going to happen. We have to generate a **potential stock** and, even if we don't know "when" we will have to use it, we must have a clear knowledge of "how" we will use it.



Looking at the **value** to produce **sustainability**.
Veering if the wind turns

We must look at the future, keeping our eyes and mind open:

- investing in **network** relations feeding our own ecosystem
- develop **knowledge complementarity** in order to adopt a way of thinking which is pre-adapted to future changes.



Credits to: <http://fr.freepik.com> e www.clipartgratis.it

References

more resources:



www.spagoworld.org



www.spagobi.org

comments:



www.linkedin.com (SpagoWorld & SpagoWorld groups)



www.twitter.com (@scamuzzo, #spagobi)

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