



# Open Source at Microsoft

Building Open Source Businesses with Microsoft

The success of Microsoft® is largely thanks to the strength of its partners. While they compete in some areas, independent software vendors (ISVs) and Microsoft also work together to build their businesses and provide customers with many choices when considering what to deploy as part of their IT infrastructure.

The first Microsoft Open Source ISV Forum reflects this relationship between Microsoft and ISVs. Microsoft worked with the Olliance Group to host 50 commercial open-source companies, and the event was held the day before the Open Source Business Conference at the Palace Hotel, San Francisco, in May, 2007. While the notion of Microsoft and the open-source community working together may seem new, Microsoft has a history of helping partners build profitable businesses. Working to build partnerships with open-source software vendors is a natural step for Microsoft.

In the welcome letter for the Open Source ISV Forum, Sam Ramji, director of technical platform strategy, stated the theme for the day: choice. Providing customers broad choices in applications for Microsoft Windows® is important, as is providing customers with choices when considering platforms for application deployment. Further, customers need to be able to choose software that will be interoperable when deploying heterogeneous systems.

The Open Source ISV Forum provided an opportunity for Microsoft and many open-source leaders to discuss how partnering with Microsoft can not only benefit all of the businesses represented at the forum, but, more importantly, all of the customers represented by those businesses.

The speakers throughout the day were a mix of Microsoft employees, open-source leaders, successful open-source executives, venture capitalists, and technology enablement partners. All of the speakers had a different perspective on the benefits of partnering with Microsoft, but no one questioned the opportunity that exists for a company that chooses to offer products to the Windows market.

The day's agenda went as follows:

<b>Microsoft and Open Source: A View from Inside the Open Source Software Lab</b> Sam Ramji, Director Platform Technology Strategy, Microsoft
<b>Microsoft Partner Program:</b> <b>The Path to Becoming a Profitable Microsoft Partner</b> Amy Lucia, Director US ISV/SI Partners, Microsoft
<b>Scoping the Opportunity For Your Open Source Solutions in the Windows Market and Mapping a Path to Take Full Advantage</b> Andrew Aitken, Managing Partner, Olliance Group LLC
<b>Why Microsoft?</b> Stephen O'Grady, Analyst, Redmonk
<b>Partnering with Microsoft</b> John Roberts, CEO, Sugar CRM Marc Lind, Vice President of Marketing, Aras
<b>Overview of Technical Services available as part of NXT benefits</b>
<b>Open Source/Microsoft and Market Opportunity Discussion</b> VC Panel Larry Augustin, Angel Investor Peter Sonsini, Partner, NEA Philippe Cases, Partner, Partech International Kim Polese, CEO, SpikeSource Nicolas Kardas, Director of Business Development, Emerging Business Team, Microsoft
Moderator: Sam Ramji, Microsoft

Part of the discussion centered on this question: “Why should my business partner with Microsoft?” Another part of the conversation focused on what Microsoft would do to help partners get started. Through the [NXT program](#),

Microsoft will provide ISVs with technical enablement funds to help provide:

- Applications ready for the Windows platform
- Software licenses for testing and development
- Business consulting for optimizing sales, marketing, and messaging
- MSDN® subscriptions
- Marketing benefits
- Guidance on engaging Microsoft as a new partner

Networking was also a key element of the forum. The room was filled with executives from open-source ISVs, thought leaders from the open-source community, venture capitalists, consultants, and service integrators. Throughout the day, the attendees had

numerous opportunities to expand their networks and share their thoughts on the event. At the end of the day, a reception was held at the San Francisco Museum of Modern Art. Feedback at the reception was positive and attendees were generally pleased with the forum.

The opportunity still exists for new Microsoft partners to take advantage of the NXT program. If you have a business that would benefit from offering a product for the Windows platform, visit [Microsoft ISV NXT](#). You can learn more about the program, sign up to receive additional information, or get started in the program.

We look forward to future Open Source ISV Forums and building more bridges between Windows and open-source applications.

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