



Open for Business

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What is Open for Business?

- Aims to provide specialist advice and support to assist businesses in adopting Open Source Software
- From office productivity tools through to management applications to streamline multiple business processes

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- It started with VoIP!
- A 'free' technology that could cut costs got me thinking...
- What other 'free' tools out there could help businesses to cut their costs?
- A little bit of Googling showed that there is a lot more to OSS than Linux and OpenOffice!

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- The breadth of OSS available is astonishing
- From CAD and Finite Element Analysis through to management applications such as CRM and ERP tools
- There is an OSS alternative to just about every commercial package

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- Integrating IT in to the business to streamline processes should deliver productivity and efficiency improvements
- OSS presents businesses with the opportunity to adopt these tools at a much lower cost than commercial applications
- Open for Business is designed to make that 'step' on to the next rung of the ladder of IT integration easier
- It will do this by providing technological business development support to minimise risks, costs and time through a strategic review of IT systems

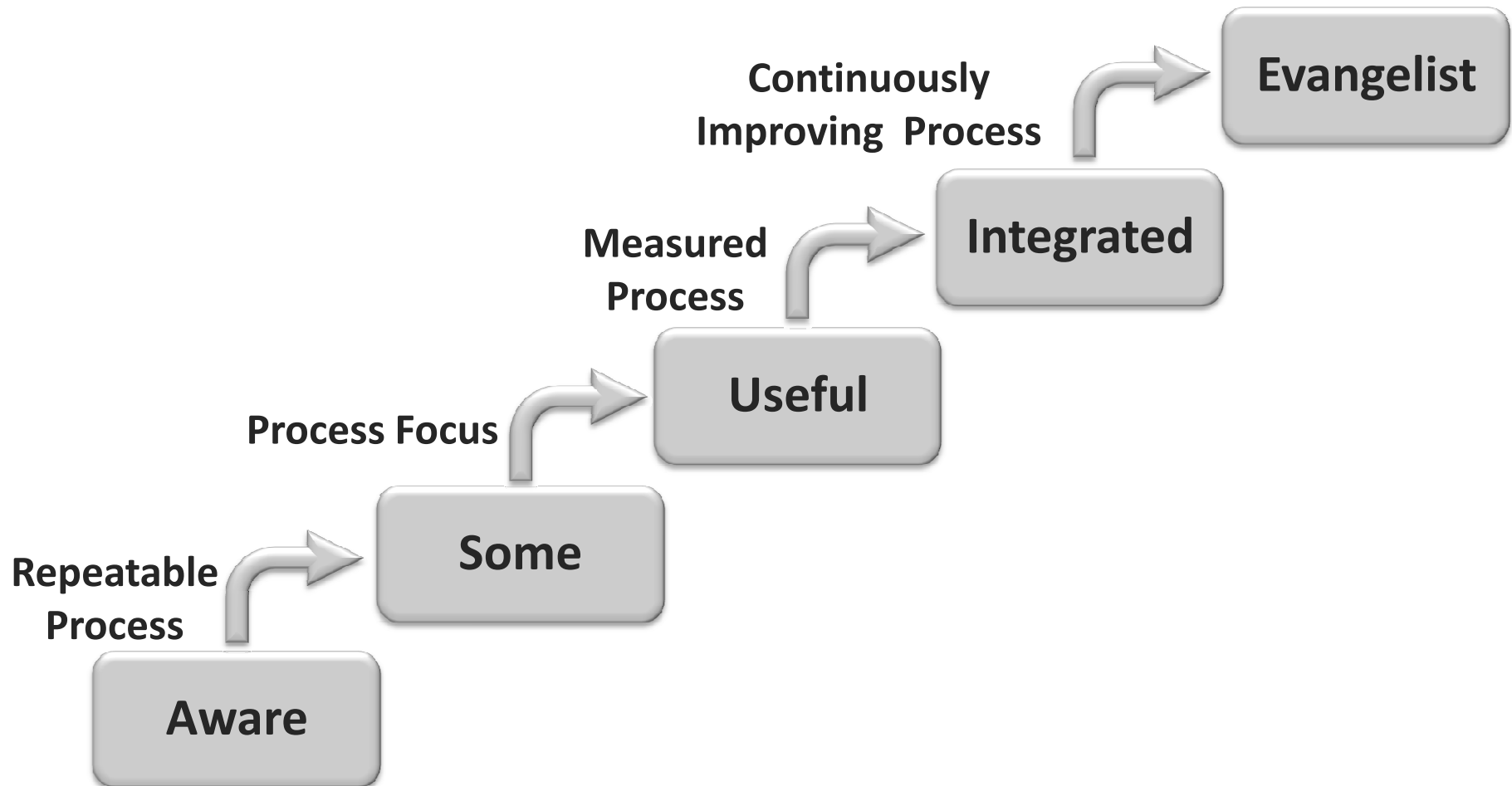
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- Support offered will include:
 - A workshop to align business and IT strategies
 - Identify priority improvement areas
 - Shortlist OSS solutions to facilitate restructuring
 - Establishing KPIs to monitor improvement
 - Identify training needs
 - Develop a road-map for the implementation of selected systems

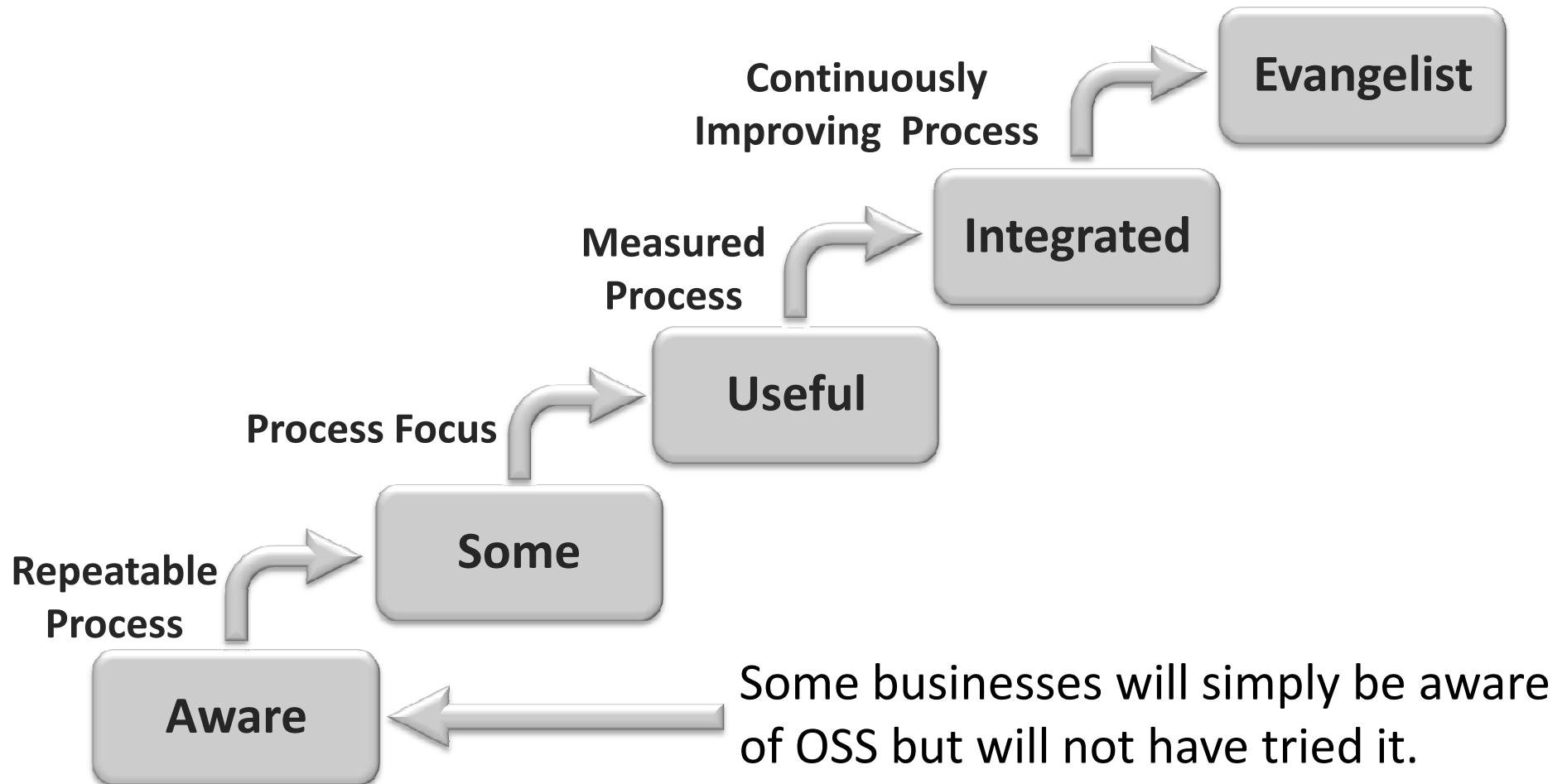
Open for Business Survey

- Is there demand for this?!
- We conducted some limited research to establish the levels of adoption of OSS
- 25 completed responses from 33 Tees Valley businesses with a wide sector classification
- To determine levels of adoption we devised the OSS Adoption Ladder

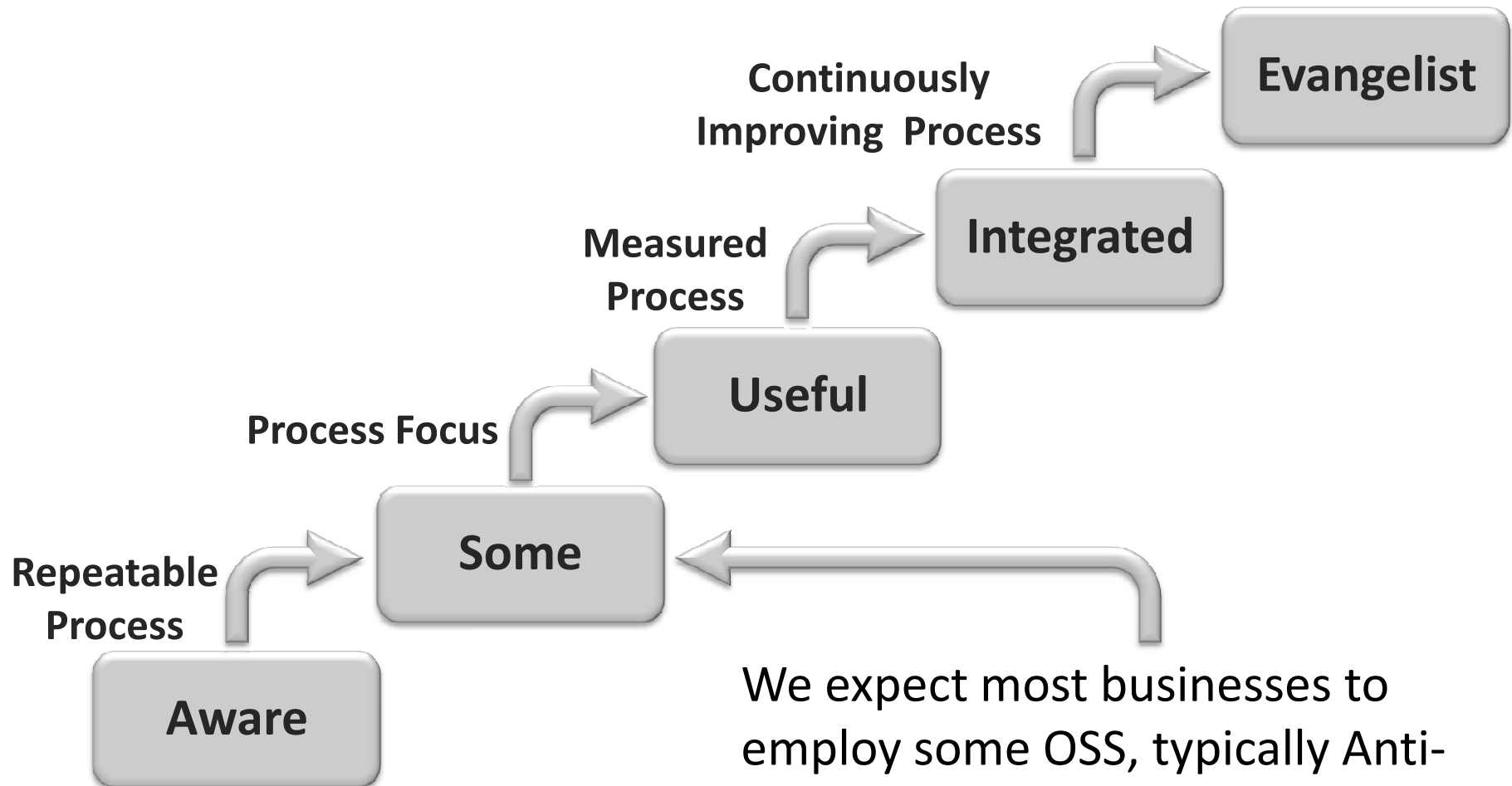
OSS Adoption Ladder



OSS Adoption Ladder

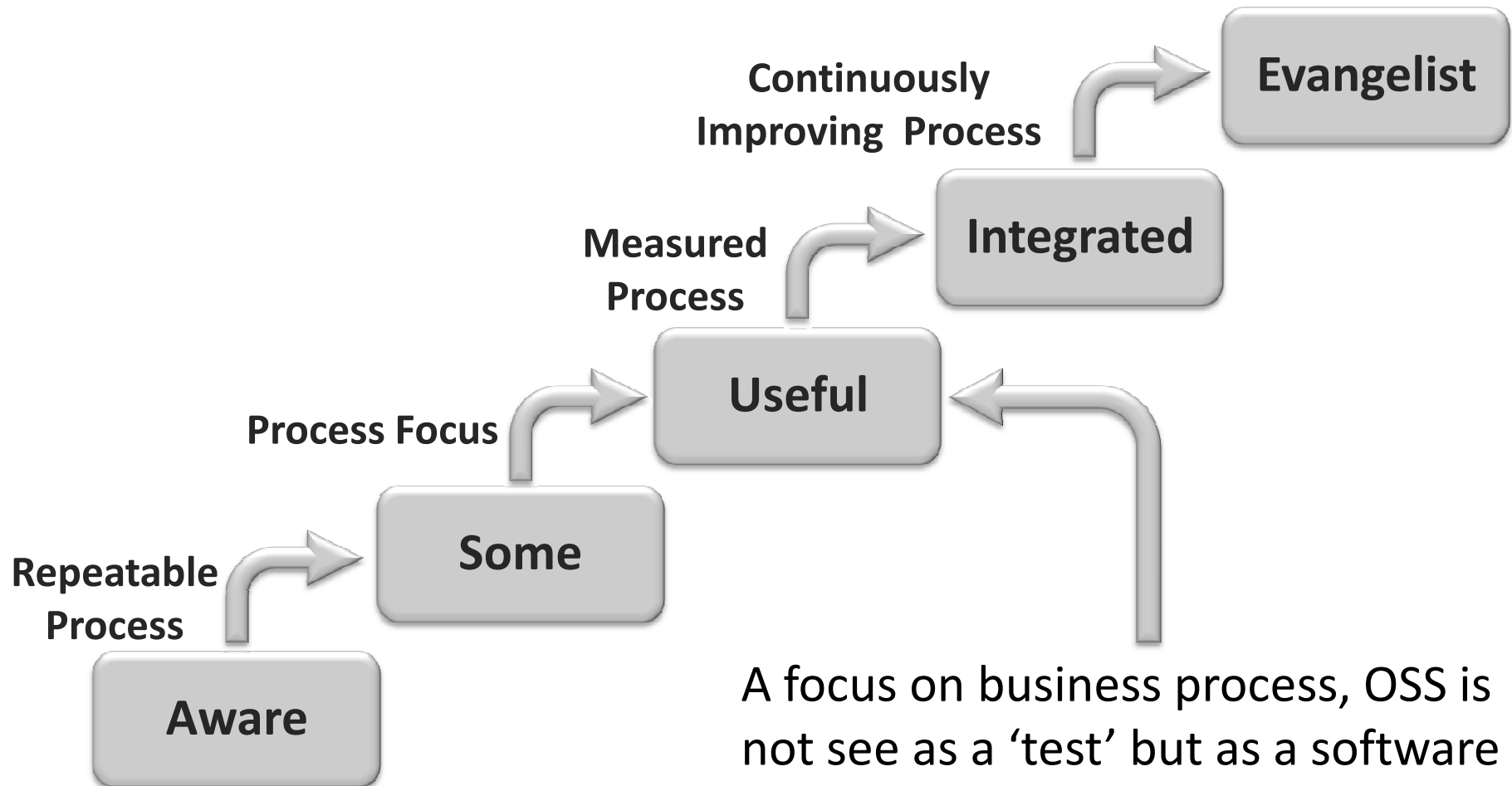


OSS Adoption Ladder



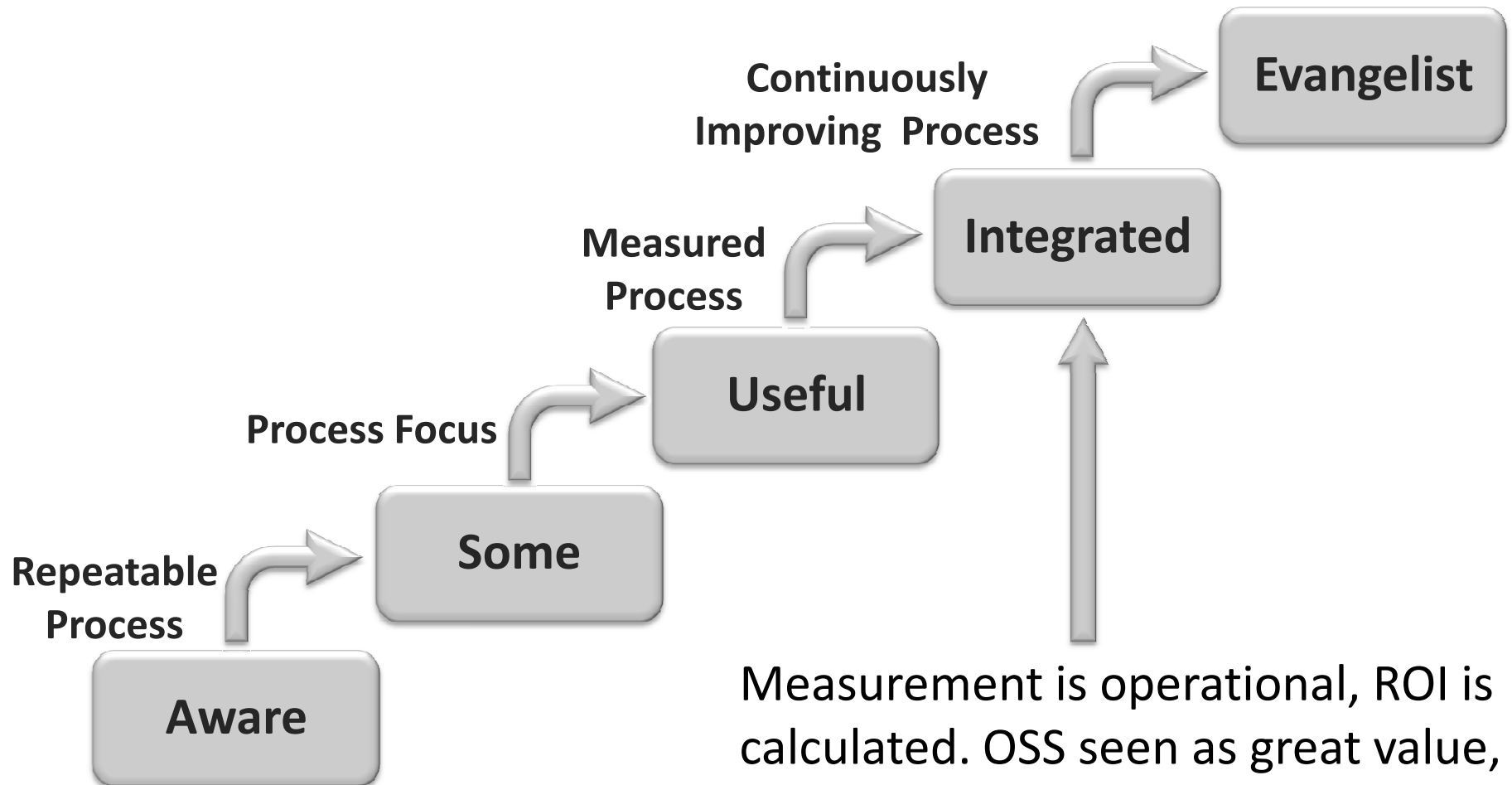
We expect most businesses to employ some OSS, typically Anti-Virus and Anti-Spyware.

OSS Adoption Ladder



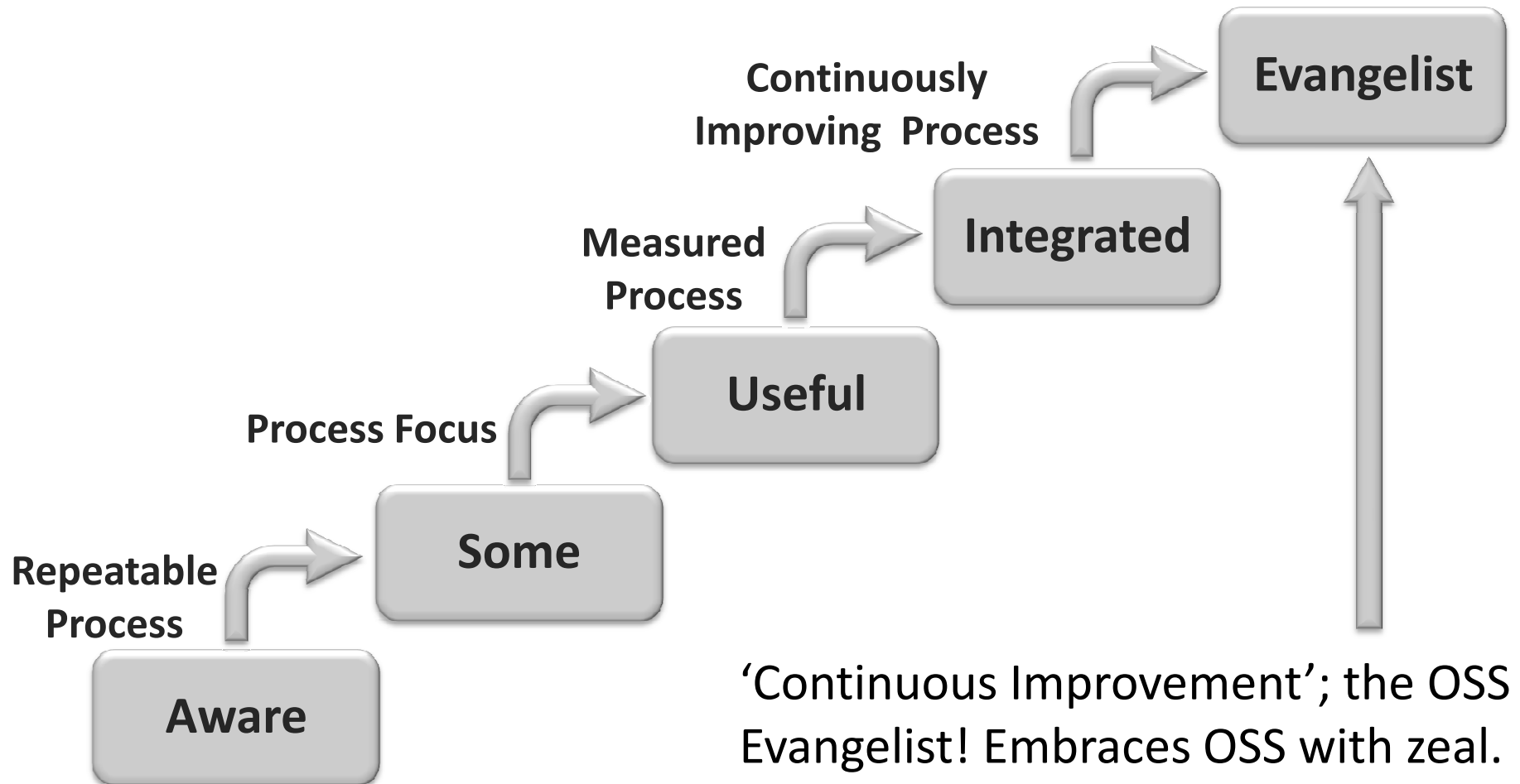
A focus on business process, OSS is not see as a 'test' but as a software utility.

OSS Adoption Ladder



Measurement is operational, ROI is calculated. OSS seen as great value, integrated across the business.

OSS Adoption Ladder



Survey Results: Awareness of OSS

- 28% of weren't aware of Open Source alternatives for many of their proprietary software packages
- 92% were unaware that OSS can be as reliable and supported as commercial products
- This seems to support the common assumption that OSS is poor quality

Survey Results: The use of OSS

- 50% use no OSS at all
- 25% rely on an OS anti-virus package
- 25% use an OS browser
- 20% use an OS office package
- 20% use an OS video or media application
- 10% use an Open Source operating system
- 10% use OS server applications
- 5% use any OS network applications
- 5% use OS management applications

Survey Results: Driving Business

- Awareness of functionality is very low – 84.2% did not use any OS software to drive their business
- 82% didn't use OSS for any significant business purpose

Survey Results: Summary

- Reflect the common assumption that OSS is not to be trusted!
- However many trust OSS for security...
- The ability of OSS to help a business reach a wider market remains a secret
- The majority of respondees are sat at Level 2...

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- Will be starting very soon with a number of events
- If you would like to be kept informed, please leave me your business card

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