Open Core and Open Source

→ Open Source is not a business model...
  • Open Core is not Open Source, and vice versa

→ Open Source is
  • A way of developing software
  • A way of providing software
  • A collaboration philosophy
  • The “3 (or 4) fundamental freedoms” of open source

→ No such thing as “Open Source Vendor”

• Freedom 0: The freedom to run the program for any purpose.
• Freedom 1: The freedom to study how the program works, and change it to make it do what you wish.
• Freedom 2: The freedom to redistribute copies.
• Freedom 3: The freedom to improve the program, and release your improvements (and modified versions in general).
Defining Open Core

→ Spectrum of business models
  - (No business model – community only, foundations)
  - Services
  - Dual licensing
  - Open core
  - Proprietary extensions
  - (Full proprietary)

→ The first Open Core definition
  - Jaspersoft’s then Director of Biz Dev Andrew Lampitt in an August 2009 post
  - GPL or not GPL? That is the question

- Core is GPL: if you embed the GPL in closed source, you pay a fee
- Technical support of GPL product may be offered for a fee
- Annual commercial subscription includes: indemnity, technical support, and additional features and/or platform support
- Professional services and training are for a fee
Benefits of Open Core for User

→ Freely usable enterprise grade software
  - Bells & whistles
    - Including “non gratifying” features, such as UI/wizard work
  - Usability
    - UI consistency, wizards, online help
  - Adoption materials
    - Tutorials, documentation, etc.

→ Supported and maintained by vendor
  - No SLA does not mean no commitment

→ “Upgrade” path
  - Including Indemnification
Benefits of Open Core for Vendor

- Viral adoption
  - Freely downloadable software
  - Word of mouth
  - Blogs, forums, Twitter, etc.

- Community, contributions
  - Community-centric process
    - Orchestrated by vendor
  - Engaged users are likely to donate back
    - Intangible contributions: help others, test/review software, etc.
    - Tangible contributions: code, extensions, doc, tutorials, features requests, etc.
  - A strong community is a must-have for any open source project
Beware of Subterfuge

→ What Open Core is not

Free Gift With Purchase *
*While supplies last
Example of an Open Core Stack

TALEND PLATFORMS

- Big Data
- Data Management
- MDM
- Data Services
- Enterprise Integration

TALEND ENTERPRISE

- Big Data
- Data Integration
- ESB

TALEND OPEN STUDIO for

- Big Data
- Data Quality
- MDM
- Data Integration
- ESB
- BPM

→ Bundles of Enterprise products
→ Advanced features
→ Platinum support

→ Commercial license
→ Subscription model
→ Support included

→ Open source license
→ Free of charge
→ Optional support
## Zooming Inside the Stack

<table>
<thead>
<tr>
<th>Product</th>
<th>Licensing Model</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talend Platform for Data Management</td>
<td>Subscription, commercial</td>
<td>All of below, +</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Data quality &amp; profiling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• High availability</td>
</tr>
<tr>
<td>Talend Enterprise Data Integration</td>
<td>Subscription, commercial</td>
<td>All of below, +</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Deployment environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Collaborative repository</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Productivity features</td>
</tr>
<tr>
<td>Talend Open Studio for Data Integration</td>
<td>GPL</td>
<td>• Development environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Graphical studio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• All connectors &amp; components</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Metadata management</td>
</tr>
</tbody>
</table>
The Trade Offs

→ “Community” Edition(s) vs. “Subscription” Edition(s)
  • Terms may vary... need a way to express clearly what is each

→ Careful arbitrage
  • Weigh each feature
  • Contribute equally to both

→ Must maintain the balance
  • Fork as way for community to react
Standing on a Narrow Ridge

→ Permanent balancing act

- Add too much to Community Edition/too little to Enterprise Edition
  - Adoption up
  - Conversion down
- Add too much to Enterprise Edition/too much to Enterprise Edition
  - Adoption down
  - Conversion up
- The key: keep the balance
# Examples of Open Core Decisions

## SAP Support

<table>
<thead>
<tr>
<th>Talend Open Studio for Data Integration</th>
<th>Talend Enterprise Data Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connectors included</td>
<td>Wizards</td>
</tr>
<tr>
<td>Metadata support</td>
<td>Direct access to SAP metadata documentation</td>
</tr>
</tbody>
</table>

### Business / SAP

- **tSAPBInput**
- **tSAPCommit**
- **tSAPConnection**
- **tSAPOutput**

### Metadata Support

- Db Connections
- SAP Connections
  - SAP 0, 1
  - Lock
  - Edit SAP connection
  - Retrieve SAP Function
  - Create SAP IDoc
  - Deprecate dependencies
  - Impact Analysis
  - Delete
  - Copy
  - Duplicate
  - Export items

### Direct Access to SAP Metadata Documentation

- SAP Function: RFC_READ_TABLE
  - Parameters: INPUT
  - Index: 1, 2, 3, 4
  - Name: DELIMITER_DATA_QUERY_TABLE
  - TABLE: SPACE, SPACE, SPACE
  - Parameters: OPTIONS
  - Index: 1, 2, 3
  - Name: DATA, FIELDS, OPTIONS
Examples of Open Core Decisions

Teamwork Capabilities

**Talend Open Studio for Data Integration**
- Single user environment
- Export & import capabilities
- Versioning

**Talend Enterprise Data Integration**
- Shared multi-user repository
- Lock mechanisms
- Access rights
## Examples of Open Core Decisions

### Joblets

<table>
<thead>
<tr>
<th>Talend Open Studio for Data Integration</th>
<th>Talend Enterprise Data Integration</th>
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</thead>
<tbody>
<tr>
<td>Copy/paste of job elements</td>
<td>Joblets for reusability</td>
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</tbody>
</table>

**Diagram:**
- Showing Joblet Design and Joblet for reusability.
Examples of Open Core Decisions

Event Monitoring in ESB

<table>
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<tr>
<th>Talend Open Studio for ESB</th>
<th>Talend Enterprise ESB</th>
</tr>
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<tbody>
<tr>
<td>Published database structure</td>
<td>Service Activity Monitoring Dashboard</td>
</tr>
</tbody>
</table>

Service Activity Monitoring Dashboard

The dashboard displays a service flow with details about operations, bids, and transactional data. The flow includes information on consumer and provider data structures, with specific dates and times for each event. The dashboard provides a visual representation of service interactions, enabling monitoring and analysis of ESB operations.
Thank You!

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