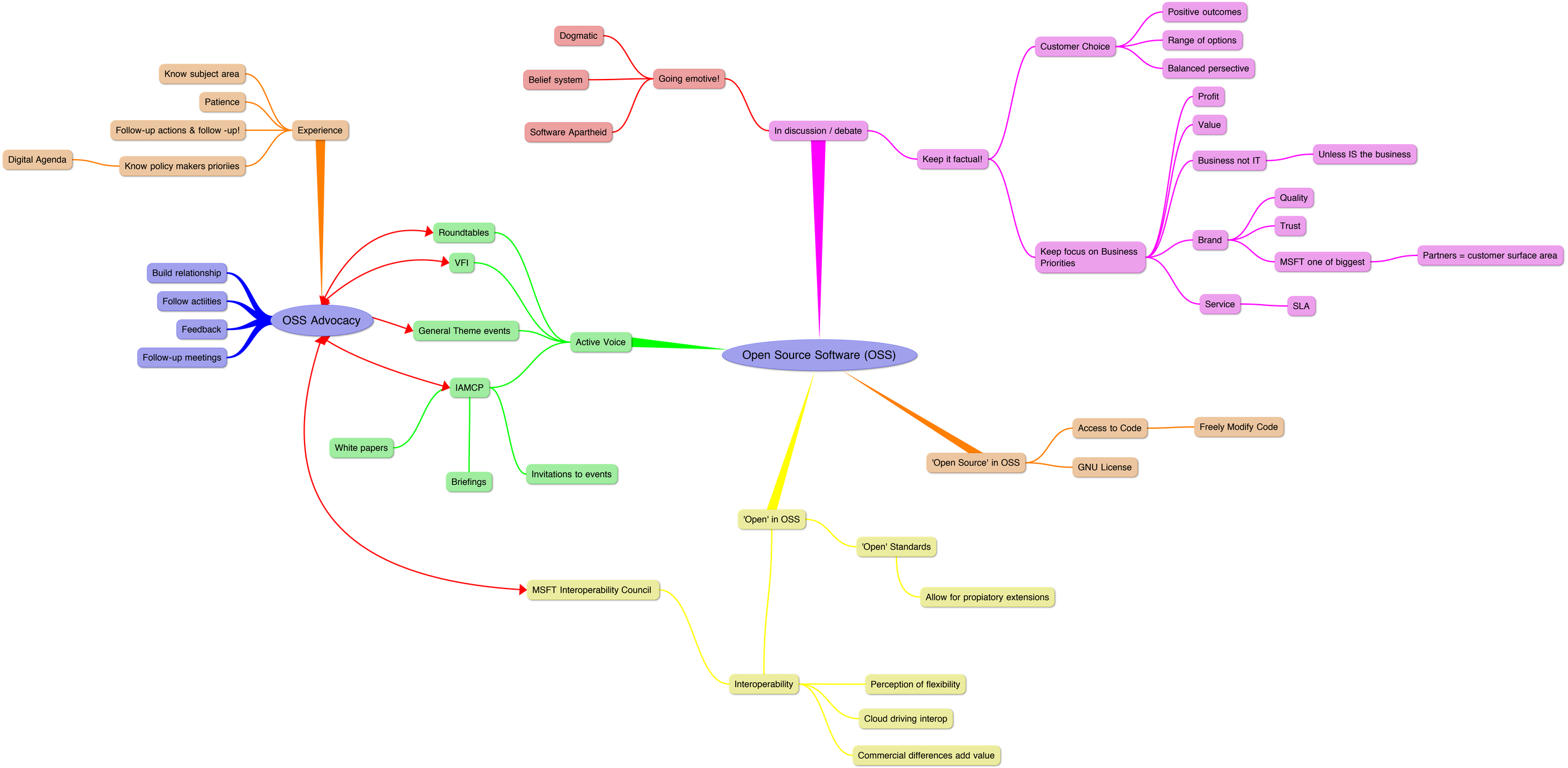
Open Source Software (OSS)
In discussion / debate
Going emotive!
Dogmatic
Belief system
Software Apartheid
Keep it factual!
Customer Choice
Positive outcomes
Range of options
Balanced persective
Keep focus on Business Priorities
Profit
Value
Business not IT
Unless IS the business
Brand
Quality
Trust
MSFT one of biggest
Partners = customer surface area
Service
SLA
'Open Source' in OSS
Access to Code
Freely Modify Code
GNU License
'Open' in OSS
'Open' Standards
Allow for propiatory extensions
Interoperability
Perception of flexibility
Cloud driving interop
Commercial differences add value
MSFT Interoperability Council
Active Voice
Roundtables
VFI
General Theme events
IAMCP
White papers
Briefings
Invitations to events
OSS Advocacy
Experience
Know subject area
Patience
Follow-up actions & follow -up!
Know policy makers prioriies
Digital Agenda
Build relationship
Follow actiities
Feedback
Follow-up meetings