

Introduction and preambles:

Sean Johnson – PM for Crystal Reports for Eclipse

- Strong history and presence in market
- Natural to provide offering with Eclipse
- Added a free offering, nominal priced support option
- Needed some organizational thinking changes about being more open
 - Open road maps

Maher Masri – CEO Genuitec

- Multi polar relationship with open source
- 40% open source and 60% Genuitec IP
- Challenge of dealing with customer base who are used to free and not happy to pay even \$30 for software
- Key selling point is value – why spend even a couple hours on something that you can get for \$30, but that MyEclipse represents 50,000 person hours of development effort and integration

Robert Day – VP Marketing LynuxWorks

- OS and Tools are free, how do they make money?
- Focus on core competency, in LW case much of this is supporting services and tools
- Focus on add-on capabilities that keep ahead of the commoditization from projects

Question: Do you target specific versions of Eclipse?

MM – Maintaining backward compatibility is extremely challenging, so there is a conscious plan to focus on latest release. More projects makes it more challenging.

SJ – Callisto has helped with project compatibilities, but still a challenge with dot releases.

RD – In embedded there is a lot of bundling and wrapping, but now there are more customers who already have their own versions of Eclipse and making sure are they compatible.

Question: Are you leading with Open Source messaging, or is it just a checklist item?

MM – We don't market in any traditional sense. We do not try to push any particular marketing message. We focus on people trying to find very particular solutions to very particular problems.

RD – The Eclipse name is actually more important than the term “Open Source”. In fact, “Eclipse” itself is the checkbox, and in fact, “Eclipse” could be considered the “Open Standard”.

Question: Do you target customers who are familiar with Open Source?

RD – Some customers find Open Source and start using it, but then realize they need help and seek the experience.

MM – We don't compete with open source, we compete with the “perception” of open source, where the perception is that open source is a complete solution. In some cases it

is, but again, a lot people are looking for very specific solutions to very specific problems.

SJ – Depends on the customer, if someone is looking for mission critical – not that Open Source doesn't have that, it's just that if you need support and indemnification you need to find a vendor anyways, so the conversation moves to that.

Question – How often do you actually get in sales situations where you are competing directly in open source?

MM – It depends on who you talk to. Some people are very passionate about open source and are willing to spend a lot of time trying to do things to build/manage solutions that may already exist. But some people are much quicker to realize that reasonable price points very quickly pay for themselves. So it's a matter of who you talk to.

RD – In embedded we often are competing with home grown solutions, which may or may not have Open Source as part of that, but then people run into challenges and questions about licensing.

SJ – It depends on what the end user is looking for, you need to compare apples to apples, if the customers are looking for indemnification, support and services, then there is usually an organization involved and the total costs of ownership need to be balanced.

Question – What are you doing to build community around your products?

MM – It's a challenge. There are communities that are quite fanatical about their projects, but we're not there yet.

RD – Our challenge was educating the embedded world about what Eclipse was, we had to rally competitors to help build the brand awareness of the Eclipse brand and values.