



Putting Open Source to Work

NORTH BRIDGE

venture partners

**The Future of Open Source:
Exploring the Investments,
Innovations, Applications,
Opportunities and Threats**

Michael Skok

General Partner

North Bridge Venture Partners

March 2008

Our Panel

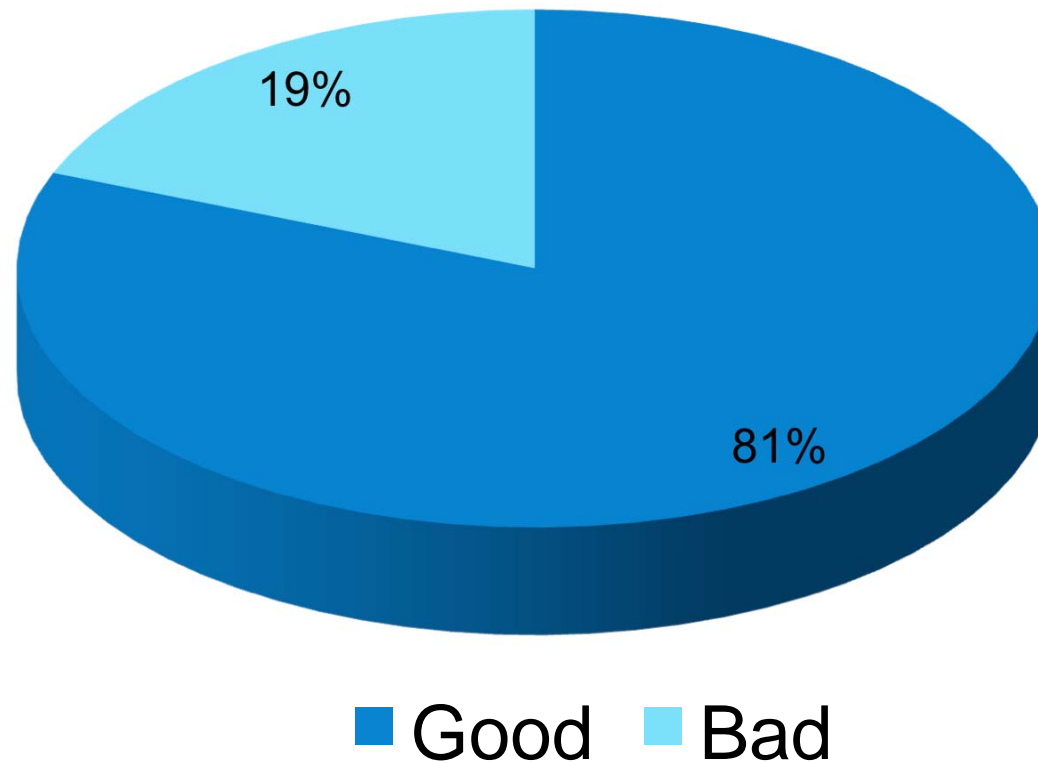
- **Roger Burkhardt**, President & CEO, Ingres
- **Marten Mickos**, SVP, Sun Microsystems
- **John Roberts**, Chairman, CEO, SugarCRM
- **Mark Shuttleworth**, Founder, Ubuntu
- **Jeff Whatcott**, VP Marketing, Acquia, Inc.

- **Michael Skok**, GP, North Bridge Venture Partners

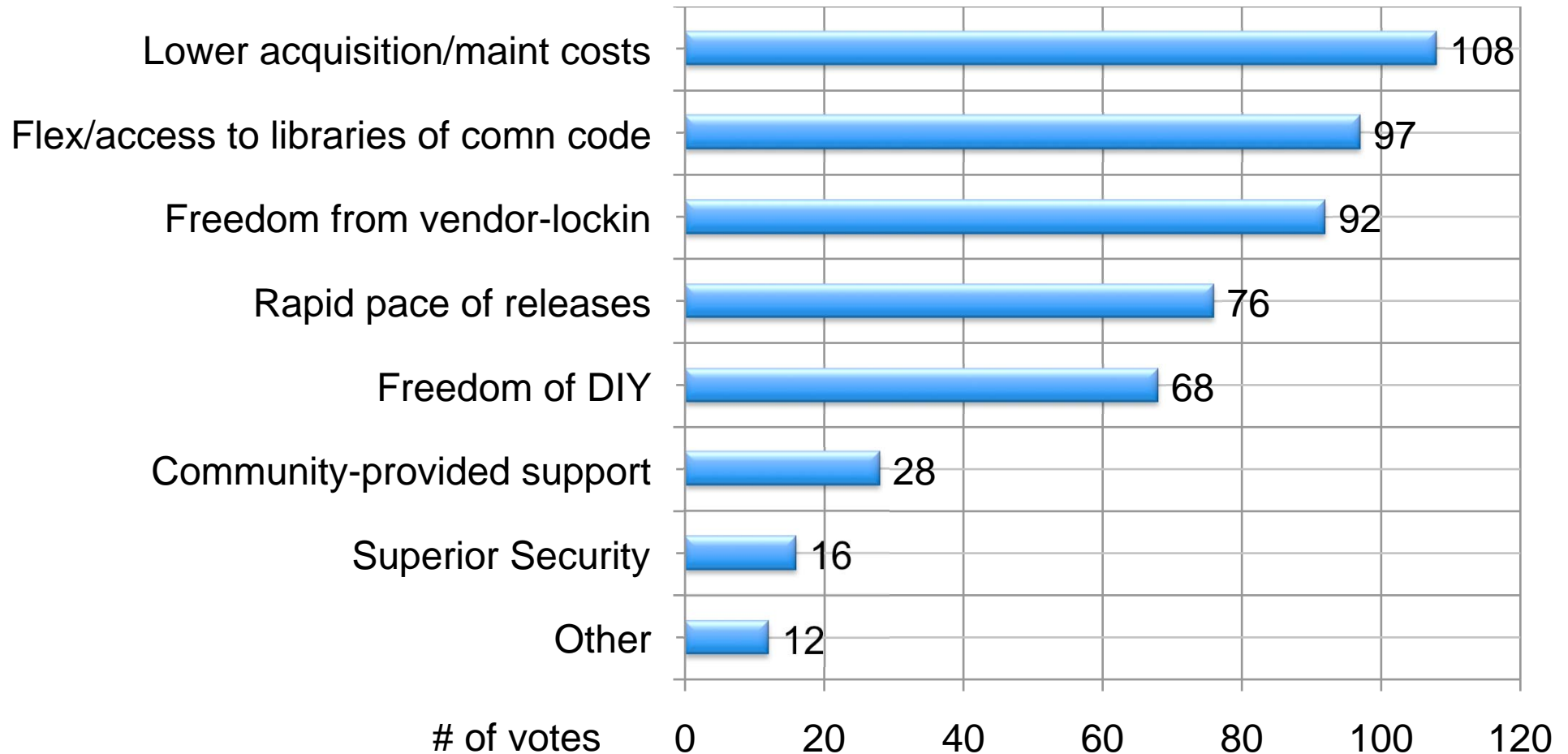
Annual Survey Results 2008

Respondents include OSBC attendees and customers from all of the panelist's companies

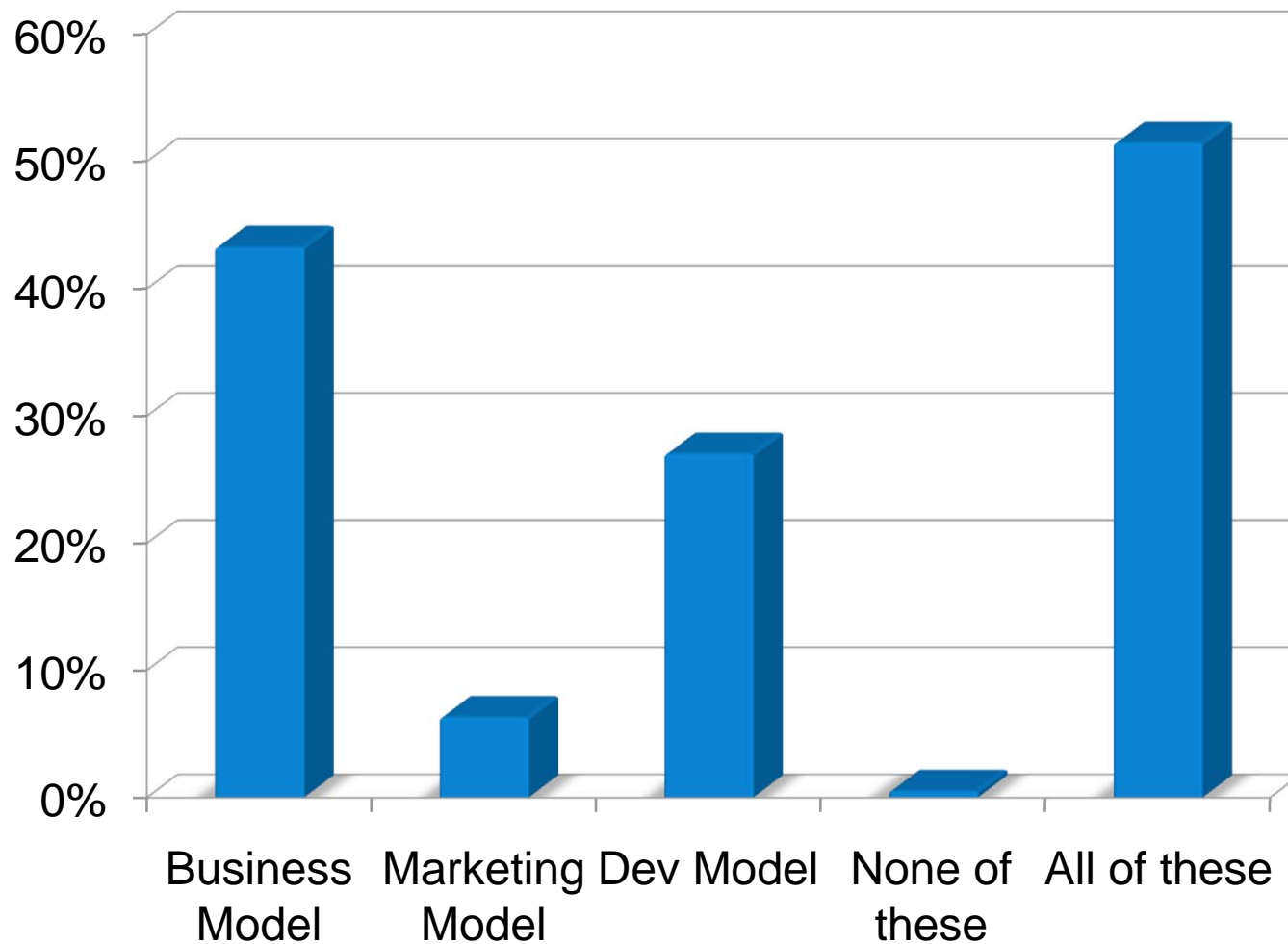
Is the economy's turbulence good or bad for open source software?



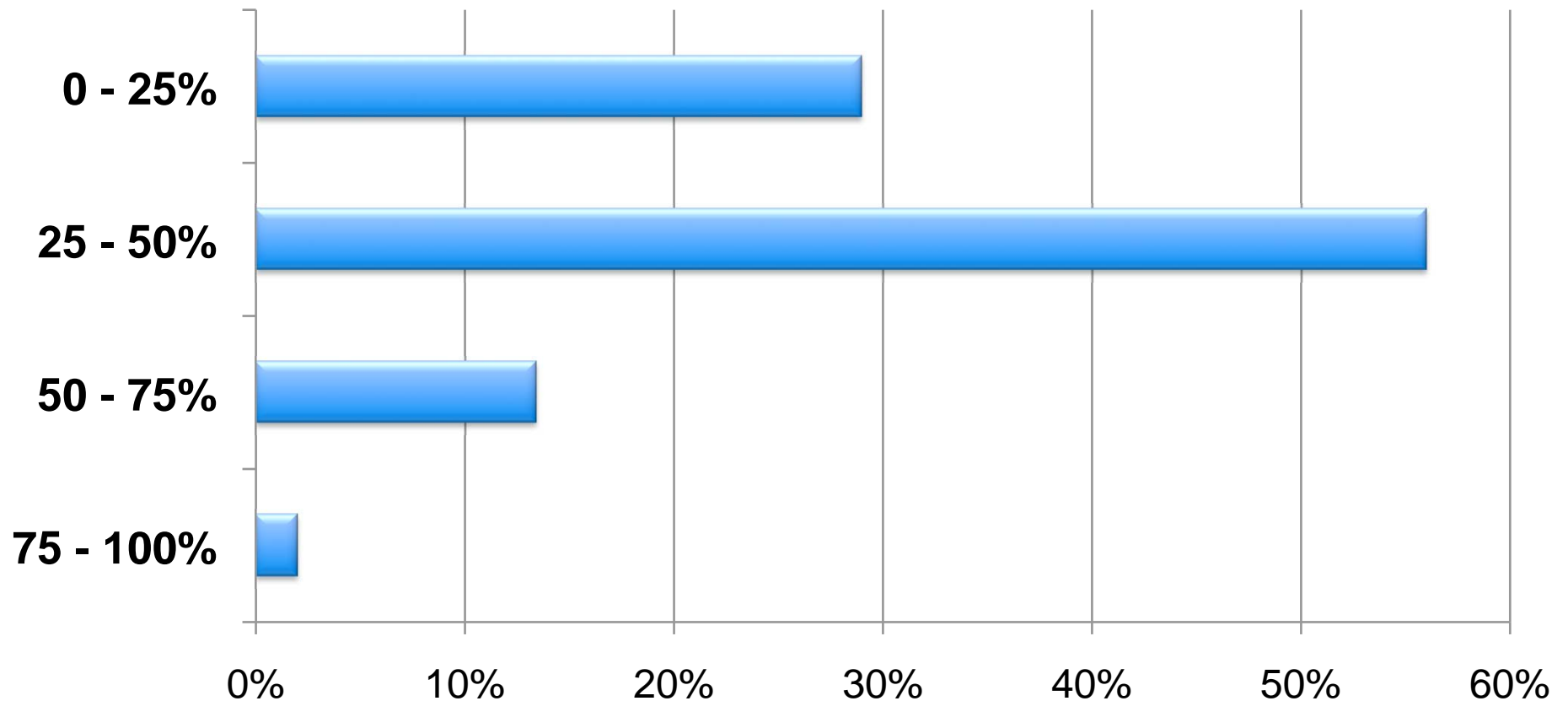
What are the top 3 factors that make open source software attractive?



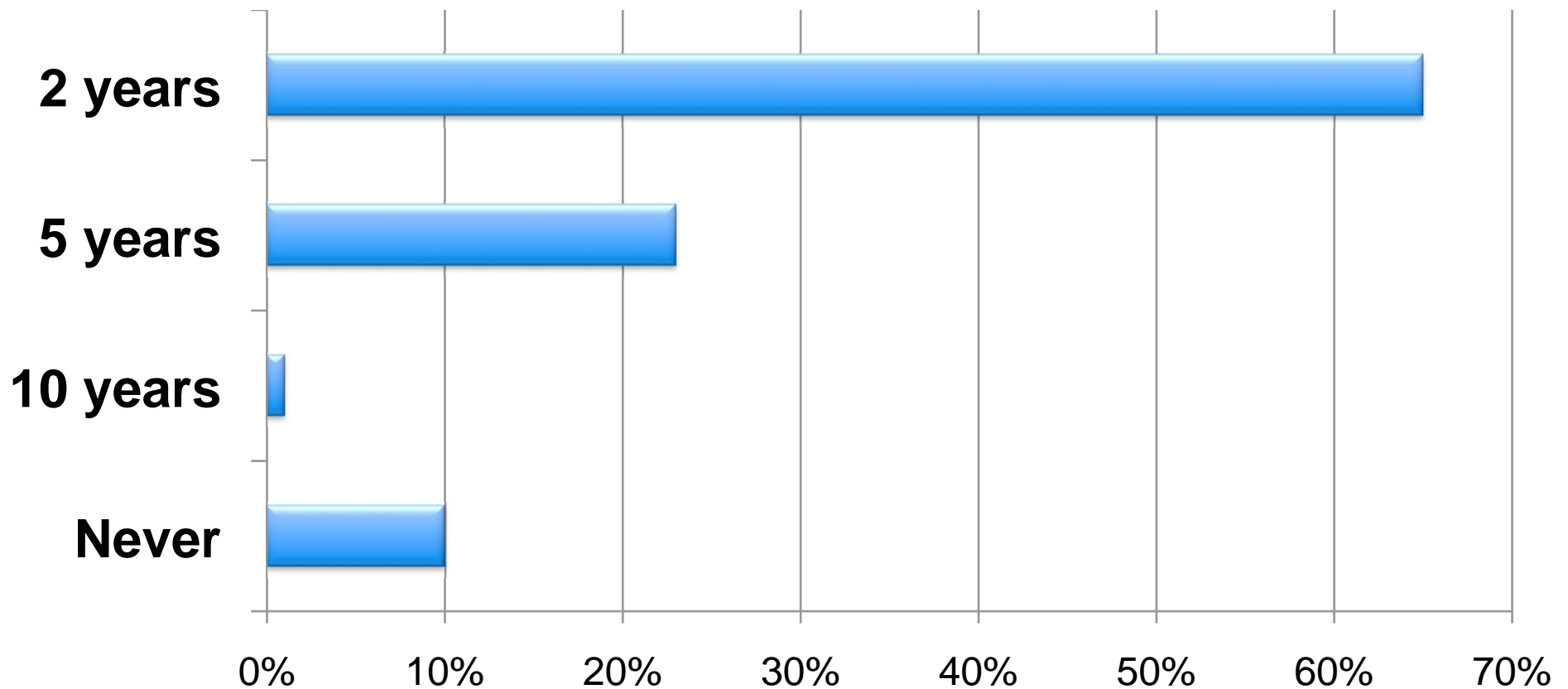
Is open source a ...



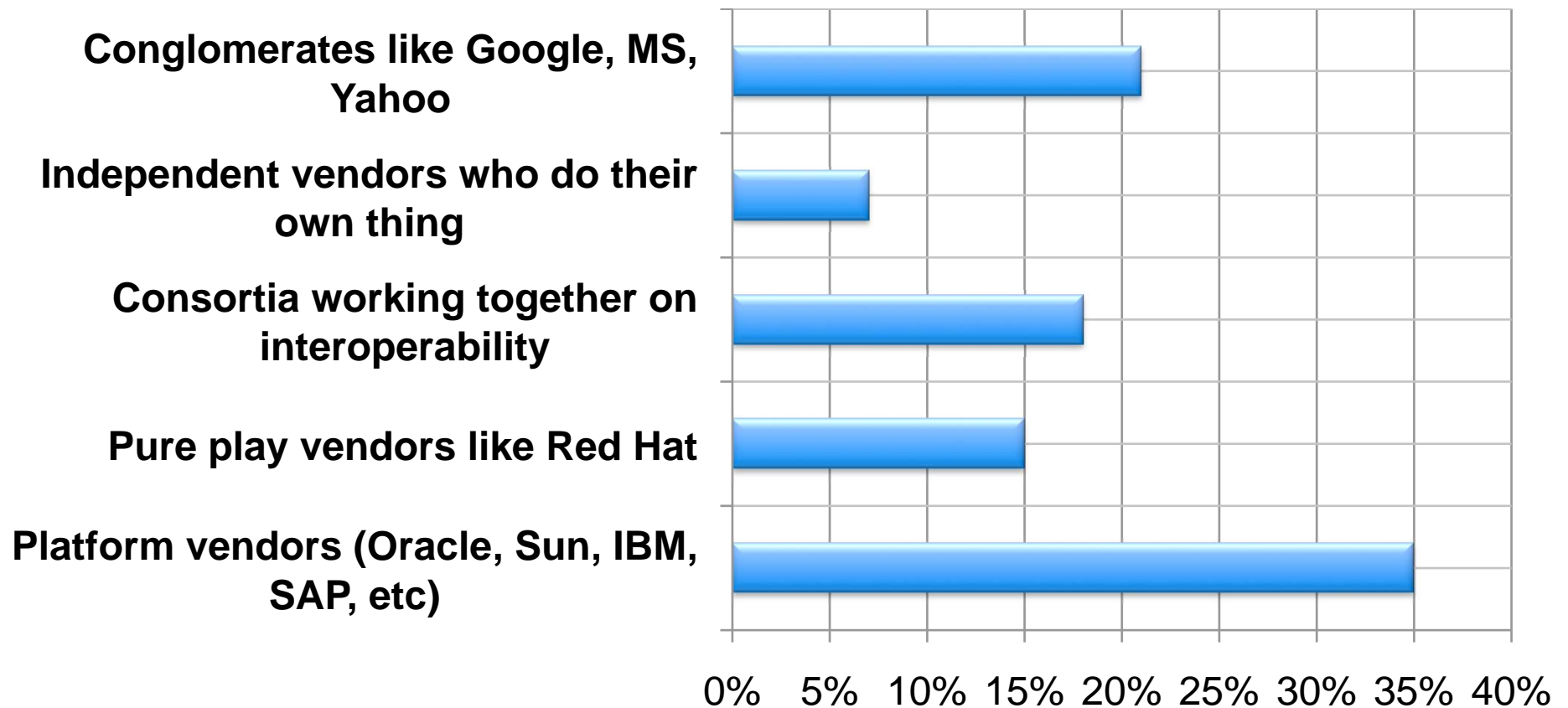
In 5 years, what % of purchased software will be open source ?



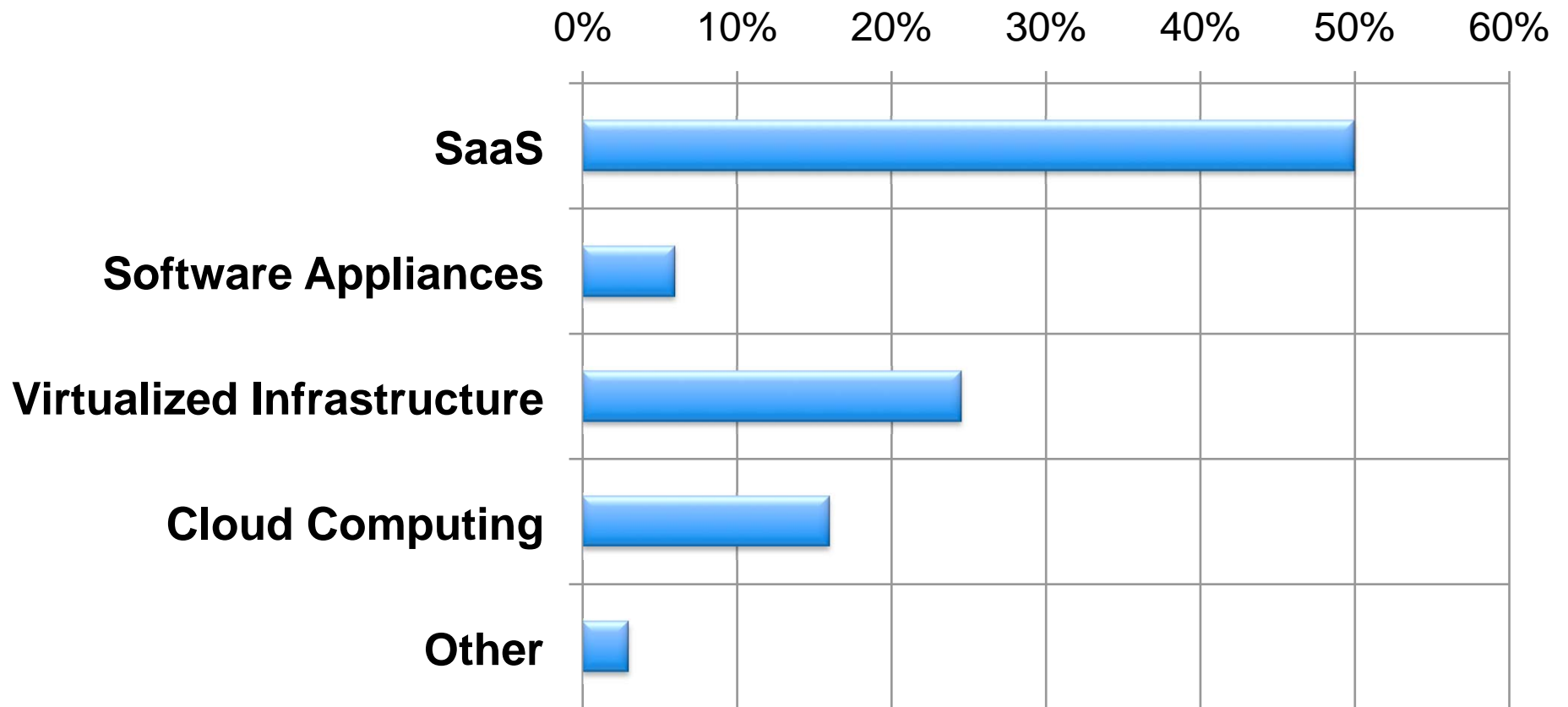
When will there be another open source company with the stature of Red Hat?



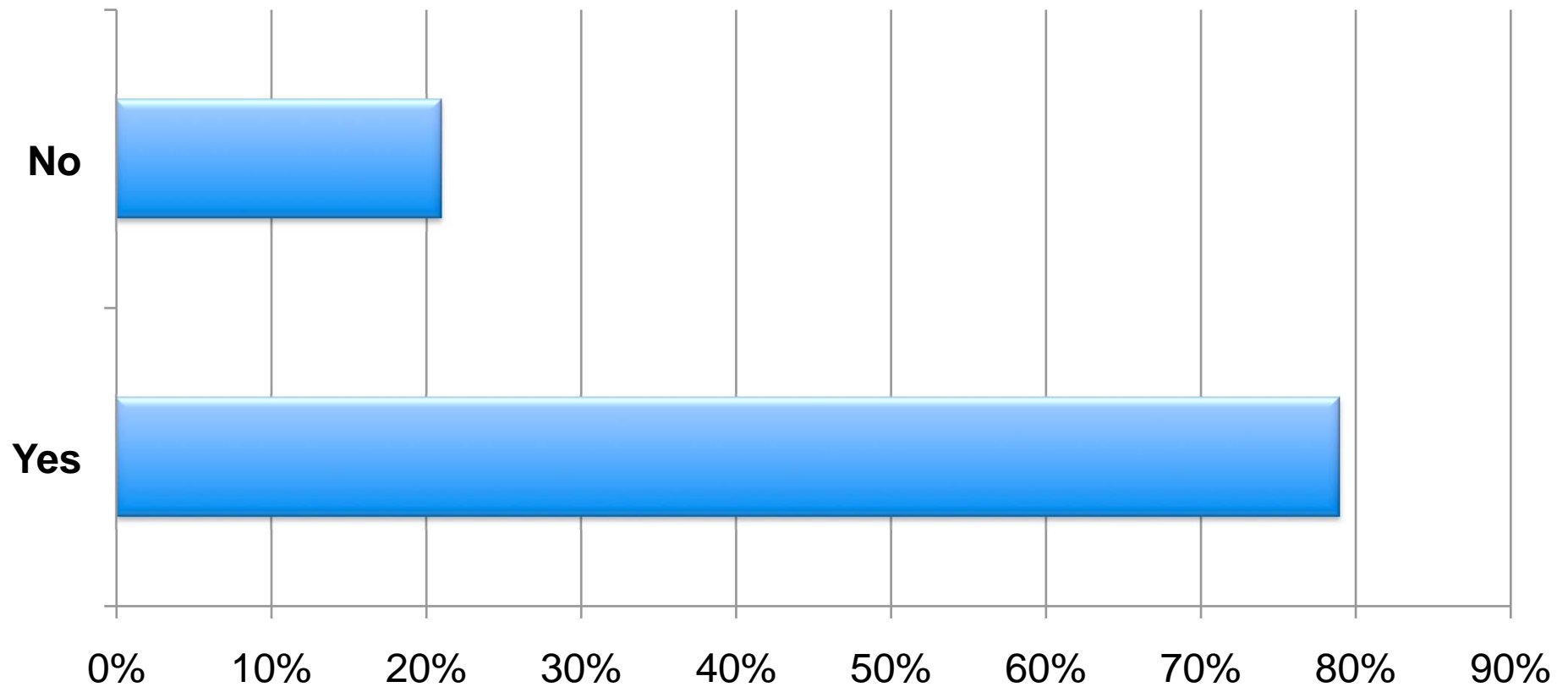
Who will command the majority of commercial OS software revenue (non-consulting) in 2012?



Which of the following will have GREATEST impact on software delivery and/or business models for OS apps and middleware vendors?



Can a startup software vendor realistically enter the (enterprise) market with a product/service that is NOT open source?



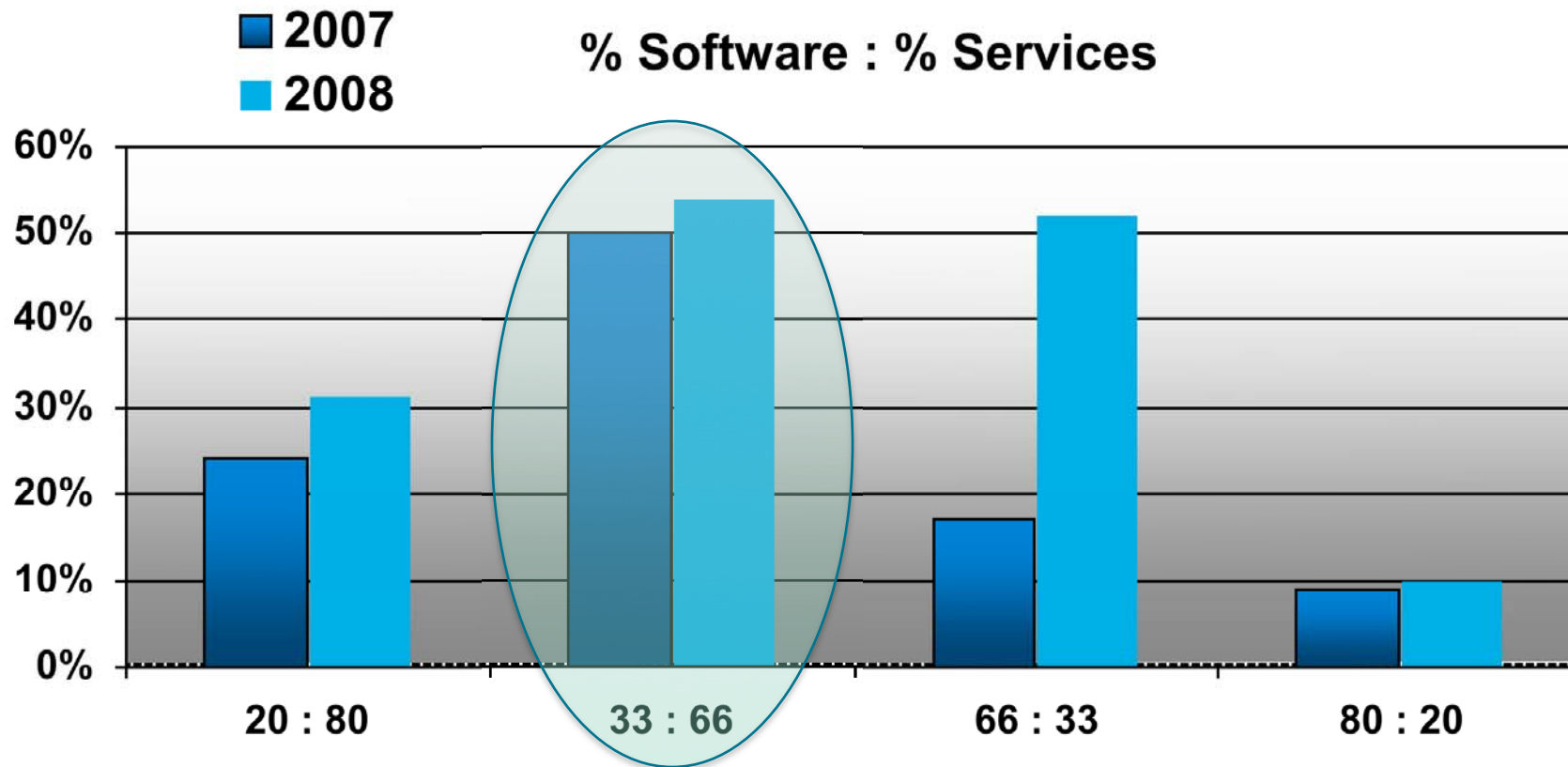
Which sector of the software industry is MOST vulnerable to disruption by open source in the next 5 years?

- Top 3 answers:
 - Web Publishing/Content Mgmt
 - Social Software
 - Business Intelligence
- Bottom 3 answers:
 - Configuration Mgmt
 - Enterprise Portals
 - Security Tools

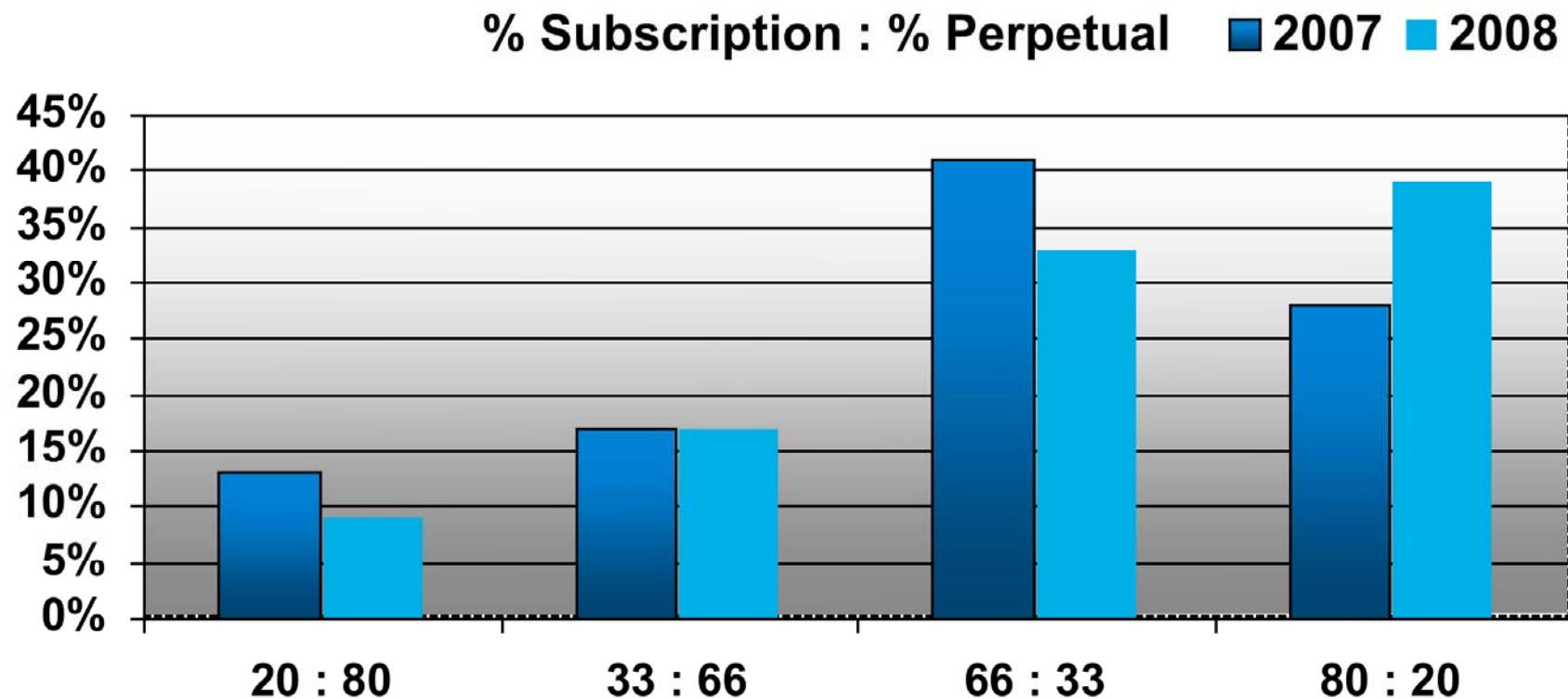
Which sectors of the software industry will NEVER be vulnerable to disruption?

- Top 3 answers:
 - Security Tools (consistent)
 - Business Intelligence (not so consistent?)
 - Enterprise Service Bus
 - Many write-ins for “NONE!”

In 5 years, what will be typical % software, % services revenue at an open source company?



In 5 years, what % of open source software licenses sold will be subscription vs. perpetual?





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