Marketing OpenOffice.org

by
Nick Richards
nedrichards@openoffice.org
http://nedrichards.com
On rendezvous. Right here, right now.

OpenOffice.org
Conference

- About Nick – Who am I?

- Why Are We Here
  - Why OpenOffice.org
  - Marketing? Why?
  - Country or Language?

- What Do We Want
  - Developers
  - Business
  - Government
  - Ordinary Users

- How Can We Get It?
  - But there's so much to do
  - Online or Off?

- Conclusion

- Discussion [More Interesting Part]

- Nick Richards

- Marketing Project Lead, OpenOffice.org

- Final year History Student, King's College London

- For more see my website: http://www.nedrichards.com it's also available in this room via Rendezvous.

- Just in case you thought I was an imposter:

OpenOffice.org
Conference

Why Are We Here?

- It's a good question
- Why OpenOffice.org?
- Marketing? Why?
- Country or Language
- Sorry for the lack of pictures – I tried but failed.

Why OpenOffice.org?

- "To create as a community, the leading international office suite that will run on all major platforms and provide access to functionality and data through open component based APIs and an XML based file format"
  - We're here to build good stuff.
  - We must lead!
  - It's your data, not ours.
  - Open, Open, Open.

- Why aren't we coding
  - Because we can't
  - OpenOffice.org one of new breed of consumer open source apps
    - Mozilla – We work with then
    - Evolution, GNOME etc. We're trying to get more integrated.

- "The marketing project has two aims. To further the growth and use of OpenOffice.org throughout the world and act as a communications group within the project"

- First Major OSS project with Marketing
  - Been going for a year now
  - Can't take all the credit
  - But we rock

- It seems like a conflict.
  - We already have a native-lang project.
  - We also have a MarCon network
- Native-lang is about duplicating the OpenOffice.org support network.
  - Translating and developing localised materials
- MarCon is about disseminating press releases.
  - And being an all round marketing star
  - The cake! I need a picture, sorry.

- Now it gets more interesting, hopefully.

- Business
  - Can we deal with them? (do we scale)
  - Impartially pass on leads we can't deal with
    - Derivative products StarOffice or any other community member.

- Government
  - Think open standards

- Ordinary Users
  - Do we want to go looking for them?
  - Extra-Ordinary users wanted.
    - Power users, tinkerers.
    - Wellspring of support for beginners.

- And finally....

- We need them desperately, major priority

- Who are devs?
  - People who build things based on OpenOffice.org – C++, Java, Python, OpenOffice.org Basic, XSLT

- Where do you find devs
  - LUG's – already know about OSS
  - Companies – giving back modifications
  - Dev websites – O'Reillynet etc.
    - Don't just rush in. Do research.
  - Are you a dev?

- How can we help the developer?
  - Cool tools to make life easier
    - XML File Format - OASIS
    - SDK – Announced
    - Web services
    - Peer to peer help for 3rd party embedders – Distro Proj
  - Biggest OSS Project, consequent respect.
    - Your code will get used by millions.
    - Still plenty to do

- Marketing it's good for you.

- We should hopefully have some time left. So I'm much more interested in talking to you guys.

This is the most important part, ask away.

- Look, I clearly don't know what the previous discussion has been but if its anything like what I expect then it'll have been pretty cool.

- OpenOffice.org. Your Office, Your Way.