"What is the difference between OpenOffice.org and StarOffice[tm] 6.0 Office Suite?"
by
Erwin Tenhumberg
erwin.tenhumberg@sun.com

OpenOffice.org
Conference

- About the speaker
- Motivation for this Session
- High-level View: OOo/SO Advantages
- New Features in OOo 1.1/SO 6.1
- Target Markets
- Value Propositions for different Markets
- Pricing & Product Configurations
- Traning & Support
- Derivative Products
- Joint Marketing
- Conclusion
- Links & Questions

- Erwin Tenhumberg
- Product Marketing Desktop Solutions Group, Sun Microsystems, Inc.

- OpenOffice.org Marketing and Developer Strategy (incl. SDK)
- StarOffice Developer Strategy (incl. SDK)

Motivation for this Session

- ## Most frequently asked question at shows
    - "What is the difference between OpenOffice.org and StarOffice?" is definitely THE most frequently asked question that people get when they are doing booth duty

- ## Joint Marketing Meetings
    - search for email from Louis Suarez-Potts with subject "StarOffice and OpenOffice.org Strategy" from March 6, 2003 sent to com@native-lang.openoffice.org
    - or email with subject "OpenOffice-StarOffice Strategy" to dev@marketing.openoffice.org from March 7, 2003

OpenOffice.org
Conference

OpenOffice.org Advantages

- Free, no licensing fee

- Full source code available
  - developers can make customizations

- Available for many native languages
  - **Arabic**, **Hungarian**, **Catalan**, Italian, Chinese (simplified & traditional), Japanese, Korean, **Danish**, **Polish**, **Dutch**, **Portuguese**, English, **Português do Brasil**, **Estonian**, **Finnish**, **Slovenian**, French, Spanish, German, Swedish, **Greek**, **Thai**, **Turkish**

- Available for many platforms
  - Windows (98, NT, 2000, XP), Linux (x86, PowerPC), Solaris (x86, SPARC), **Mac OSX** (currently in beta), **FreeBSD**
  - additional porting efforts: BeOS, Irix, Linux Alpha & ARM, Linux S/390, NetBSD, OS2, Tru64 and VMS

StarOffice Advantages

- ## Additional features
  - Adabas D database, commercial spellchecker, additional fonts (Asian, metric compatible), additional clipart/ templates, StarOffice Configuration Manager (StarOffice 6.1), printed documentation, additional file filters

- ## Microsoft Office compatibility
  - Additional, professional Windows metric compatible fonts

- ## QA
  - All StarOffice releases go through a "professional" QA process in addition to the work done by the OpenOffice.org community

- ## Support
  - world wide availability
  - dedicated support/service account managers for large accounts
  - Sun + Partners

- ## Training
  - web based and instructor led
  - covers StarOffice applications, administration and StarOffice API

- ## Large number of engineers
  - quick turn around time for fixes (bugs, security issues)

- Accessibility Support

- Software Development Kit

- PDF Export

- **StarOffice Configuration Manager (SO only)**

- Small Device Support

- Macro Recorder

- Macromedia Flash Export for Impress and Draw

- CTL and BiDi Support

- Usability Improvements

OpenOffice.org

- **Open source users**
- **Developers**
- **General users (consumers)**
- Enterprise
- Education
- Consultants
- **Fringe localizations (e.g. third world)**
- **Non-profit**

With all point to alternative support options if needed by user – e.g. SO

StarOffice

- **Enterprise/ Government**
- **Small/Medium businesses (SMB/SOHO)**
- General users (consumers)
- **Education**
- **Enterprise Developers** (for SO 6.1)
- Key emerging markets

Enterprise/SMB/Gov. Value Prop.

- Both: OOo & SO
  - Low cost of ownership
  - MS Interoperability
  - Multiplatform support

- StarOffice
  - Enterprise tailored support
  - 3rd party extras (fonts, filters, clipart, templates, database)
  - Enterprise value-add features (e.g. SCM)
  - Existing Sun client relationships
  - One stop shopping

- OpenOffice.org
  - No licensing costs
  - Dynamic, more frequent builds
  - Configure as they wish
  - Vendor neutral/independent
  - More languages
  - More platforms

General User Value Proposition

- Both: OOo & SO
  - Saves money
  - MS Interoperability
  - Multiplatform support

- StarOffice
  - Convenience – Product Box (CD + Documentation)
  - 3rd party extras (fonts, filters, clipart, templates, database)
  - 60 day support

- OpenOffice.org
  - No licensing costs
  - Dynamic, more frequent builds
  - Configure as they wish
  - Vendor neutral/independent
  - More languages
  - More platforms

Education Value Proposition

- Both: OOo & SO
  - **No-cost** software licensing
  - MS Interoperability
  - Multiplatform support

- StarOffice
  - Education tailored support
  - 3rd party extras (fonts, filters, clipart, templates, database)
  - One stop shopping

- OpenOffice.org
  - Dynamic, more frequent builds
  - Configure as they wish
  - Vendor neutral/independent
  - More languages
  - More platforms

- No-cost Licensing for Education and Research Institutions

  - Academic and research institutions, including Primary and Secondary Schools (K-12), 2- and 4-year Colleges, and Universities, are eligible for a **no-cost site license** of StarOffice 6.0. This institutional license is **available for the cost of media only** - no other licensing fees apply. The StarOffice licensing agreement gives your Educational Institution the right to make StarOffice available for internal use. "Internal use" means that your enrolled students, faculty and staff may use the Software on computers that you own, operate, or maintain direct control over.

    To obtain permissions for your institution to replicate StarOffice and distribute it to your constituents for their personal use, you will need to be an institutional signatory and must complete a distribution agreement with Sun. Please contact your Sun salesperson for full details and to obtain a copy of the agreement.
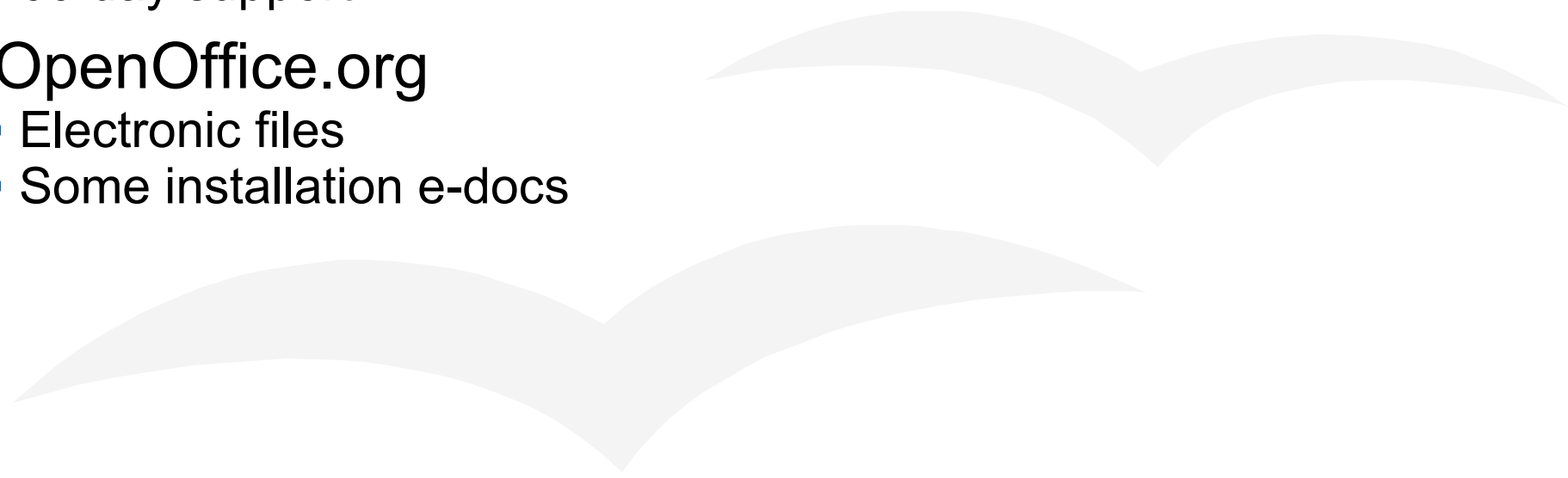
Developer Value Proposition

- ## Both: OOo & SO
  - XML file format
  - Java[tm] API
  - Multiplatform support
  - Fast growing community
  - Saves money

- ## StarOffice
  - Convenience – Product Box (CD + Documentation)
  - More stable development platform due to additional QA
  - Integration with other Sun developer offerings (tools, support, portals, etc.)

- ## OpenOffice.org
  - No licensing costs
  - Dynamic, more frequent builds
  - Full source code available
  - Broad mailing list support
  - More languages
  - More platforms

- ## StarOffice
  - Download: USD $75.95 MSRP
  - Retail: USD $75.95 MSRP
  - SMB: 25-user packs for $1500
  - Enterprise: Ranges from USD $50.00 per user (150) users to USD $25.00 per user (10,000 users)
  - Education: Media Cost + Shipping

- ## OpenOffice.org
  - Download: Free
  - CD: depends on distributor, not under OOo control

Download Product Configuration

- ## StarOffice
  - StarOffice electronic files through Sun download center
  - User documentation (e-docs)
  - 60 day support

- ## OpenOffice.org
  - Electronic files
  - Some installation e-docs

- StarOffice
  - Product CD
  - Setup Guide (hardcopy)
  - Users Guide (hardcopy)
  - 60 day support (certificate)
  - Free SO Web based course

- OpenOffice.org
  - Integrated into Linux distro's, with customized versions
  - Community distributors

Enterprise/SMB Product Config.

- StarOffice
  - Media Kit (Product CD)
  - Documentation Set (hardcopy)
  - RTU License
  - Support, Services and Training

- OpenOffice.org
  - N/A

Education Product Configuration

- **StarOffice**
  - RTU License (no cost software)
  - Media Kit (at cost)
  - Support and Services
  - Free SO Web based course

- **OpenOffice.org**
  - N/A

- ## StarOffice
  - ### Instructor Led Training
    - StarOffice(TM) 6.0 KickStart (STR-1650)
    - StarOffice(TM) 6.0 Software Administration and Support (STR-3030)
    - StarOffice(TM) 6.0 API Training (STR-3050)
  - ### Web-based Courses
    - Transitioning to the StarOffice[tm] 6.0 Application Suite
    - Getting Started With StarOffice[tm] 6.0 Writer
    - Getting Started With StarOffice[tm] 6.0 Calc
    - Getting Started With StarOffice[tm] 6.0 Impress

- ## OpenOffice.org
  - different offerings by 3rd party providers

- ## StarOffice
  - ### Help Desk Support
  - ### Training
  - ### Patches and Upgrades
  - ### Deployment and Migration Services
  - ### Sun's Support Forum
    - Discussion Forums
    - Patches
    - Search Knowledgebase
    - FAQs
  - ### Documentation

- ## OpenOffice.org
  - ### Community newsgroups and mailing lists
  - ### Different 3rd party offerings

OpenOffice.org
Conference

End User Support Services

- ## StarOffice
  - 60 day support
  - Sun's Support Forum
    - Discussion Forums
    - Patches
    - Search Knowledgebase
    - FAQs

- ## OpenOffice.org
  - Community newsgroups and mailing lists
  - Different 3rd party offerings

Education Support Services

- ## StarOffice
  - ### The Education Support Bundle consists of the following features:
    - Three (3) authorized customer contacts
    - Unlimited incidents
    - Support during business hours
    - All updates and upgrades (majors and minors)
    - Access to SunSolve Online
  - ### Sun's Support Forum
    - Discussion Forums
    - Patches
    - Search Knowledgebase
    - FAQs

- ## OpenOffice.org
  - ### Community newsgroups and mailing lists
  - ### Different 3rd party offerings

- ## StarOffice
  - http://wwws.sun.com/software/star/staroffice/6.0/

- ## KaiOffice
  - China
  - http://www.kaioffice.com/

- ## OpenOfficePL
  - Poland
  - http://www.openoffice.com.pl/

- ## Pladao Office
  - Thailand
  - http://www.pladao.org/

- ## RedOffice
  - China

- ## Super Office Suite

OpenOffice.org
Conference

- ## A Turkish version
  - http://www.gelecek.com.tr/openoffice.org/

- ## Lycoris
  - http://www.lycoris.com/products/ppak/

- ## Office TLE (Thailand)
  - http://www.opentle.org/officetle/

- ## ThizOffice
  - http://www.chaintech.thizlinux.com/products/thizoffice30/to30_main.php

- ## Finnish OpenOffice.org from Kongo Group
  - http://www.kongogroup.com/

- ## SOT Office
  - Finland

- ## Office.One 6.0
  - http://www.officeone.ws/

Joint Marketing – The Team

Name	Organization	Role
Ashish Mukharji	Sun/StarOffice	Sr. Product Marketing Manager
Charles Schulz	OpenOffice.org	Native-Lang Lead
Chris Herrnberger	OpenOffice.org	OpenOffice.ca/CD-ROM Lead
Danese Cooper	Sun/Open Source	Open Source Strategy
Erwin Tenhumberg	Sun/StarOffice/OpenOffice.org	Product Marketing Manager
Iyer Venkatesan	Sun/StarOffice	Product Line Manager
Jennifer Winger	Sun/StarOffice	Marketing Programs Coordinator
Kevin Hendricks	OpenOffice.org	Porting Co-Lead & Lead Developer
Louis Suárez-Potts	OpenOffice.org	Community Manager, etc.
Martijn Dekkers	OpenOffice.org	Website Co-Lead and Strategist

Joint Marketing – The Team

Name	Organization	Role
Martin Hollmichel	Sun/OpenOffice.org	Porting, etc., Lead/Engineering
Nancy K. Lee	Sun/StarOffice	Group Marketing Manager
Nick Richards	OpenOffice.org	Marketing Lead
Phillip ("Flip") Russell	Sun/Open Source	Open Source manager
Sam Hiser	OpenOffice.org	Marketing Co-Lead
Sander Vesik	Sun/OpenOffice.org	Release Engineer
Stefan Taxhet	Sun/OpenOffice.org	Engineering Manager
Susan Jefferies	Sun/StarOffice	Sr. Product Manager

Joint Marketing – First Results

- ## 20 Word StarOffice Description
  - The StarOffice product provides the best value, multi-platform, Microsoft-compatible office suite developed **through the open source community, OpenOffice.org**.

- ## 100 Word StarOffice Description
  - The StarOffice product offers the best value, full-featured, multi-platform office suite. With StarOffice, customers not only have an affordable, open alternative solution to proprietary, expensive suite but retain interoperability with Microsoft Office 95-XP, gain control over their upgrade cycle, and need minimal retraining through its familiar, easy-to-use interface. This familiar, full-featured suite includes word processing, spreadsheet, presentation, drawing Web-publishing, and charting developed **through the OpenOffice.org community**. To meet your special business needs, StarOffice also offers a database client (Software AG Adabas D), extra fonts and filters, and extensive templates and clip-art as well as Sun's premiere support services and training. StarOffice 6.0 runs on Linux, Solaris [tm] Operating Environment and Windows operating systems, and is available in 14 languages. For more information on StarOffice 6.0, go to http://www.sun.com/staroffice or **the OpenOffice.org project go to http://www.openoffice.org.**

Joint Marketing – Initial Feedback

- ## Greg Fields
  - "1+
  The idea of integrating marketing strategies between Sun and OOo makes a great deal of sense. In the least, it will minimize duplicate work, and make better use of OOo resources. I do see some negatives, but they are outweighed by possible advantages."

- ## Alfredo Romeo
  - "+1 to this idea. I really think we can join forces to market OOo/SO more efectively."

- ## Claus Sørensen
  - "I already have a good relationship with the Danish Sun office."

- "... We believe that these efforts are essential to our continued success as a project and in our requirement to meet the needs of our collective user/customer base. There are significant opportunities for both of us that need to be communicated effectively among the various project elements and its proponents to ensure that OpenOffice.org and StarOffice become better aligned. **As complementary efforts, OpenOffice.org and StarOffice represent a far more powerful force** ..."

    (Louis Suarez-Potts)

- StarOffice: http://www.sun.com/staroffice
- OpenOffice.org: http://www.openoffice.org

Questions?