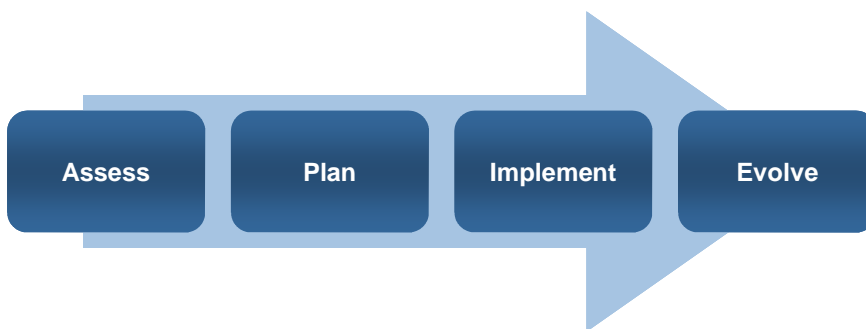


Open Source Business Development

How to Win with Partners

The Olliance Group's Business Development Practice provides a set of services to develop and ensure the monetization of new complex open source-based business relationships. It leverages our extensive network of business relationships and deep experience in navigating the complexities of open source partnering. If your business development efforts are just starting, in place but stalled, or if existing relationships are not meeting expectations – we can turn strategy into revenue.



Assess

Identify and Understand Partner opportunities – In this phase, Olliance identifies market opportunities, examining the potential leverage of the broad open source ecosystem with open source and proprietary ISVs, OEMs, SIs, communities and distribution channels. Olliance has a proven process that examines market, product, competitive and organizational data and positioning, and uncovers key challenges and implications. The result is a strategic analysis that provides focus and a blueprint for success within the ecosystem

Plan

Develop a winning BD formula – In this phase Olliance develops a comprehensive BD plan that includes refined strategy, messaging, tested value propositions, resource requirements, prioritized target partner segments, and a preliminary list of partners within each segment. The result is an initial proven business development strategy and plan that provides direction, focus, and actionable tasks for success.

Implement

Establish meaningful relationships – In this phase, Olliance develops and presents a business case justification for each qualified partner candidate. This phase also establishes rules of engagement, develops metrics and performance reporting processes, and establishes support and problem resolution criteria. The result is a successful engagement with potential partners and execution of initial partnering agreements.

Evolve

Realize the full value of existing relationships and expand into new partnerships – In this phase, Olliance offers customizable services designed to maintain and grow the existing partnerships as well as develop new strategies and channels. Olliance services can either assist in hiring, training and ramping new BD personnel or can temporarily serve as your BD function. The result is an enhanced business development practice that drives partner revenue to the next level – faster.

Olliance Group is the leading independent open source business and strategy consulting firm. Our mission is to help clients capitalize on the strategic, technological, and financial benefits of open source software. Clients include Fortune 500 enterprises, independent software vendors (ISV's), and venture capital firms. Olliance offers a suite of services including corporate open source strategy, community development, sales and community monetization, licensing and IP management, product and technology development, partner and channels programs, and mergers and acquisitions assistance.

In the last eight years, Olliance has completed over 300 engagements with high profile firms including IBM, Nokia, Intel, Microsoft, Sun, Bank of America, and the US Department of Defense. Olliance has also worked with many established proprietary software companies to develop strategies and implementation plans for new open source initiatives. Olliance Group has built a strong reputation in the venture capital community and with over 50 commercial open source startup clients, seven of which were named as top 10 open source business models to follow by industry analysts **the 451 Group**.

Olliance Group hosts the **Open Source Think Tank** in the U.S. and in Europe. These are annual by-invitation-only gatherings of the top executives engaged in open source business. For several years this venue has provided an important industry focal point for resolving issues and setting industry direction.

Years of experience working with hundreds of companies on open source business strategy and implementation gives Olliance Group unique insight into building productive partnerships around open source business. Our thousands of active contacts and working relationships facilitate the identification of promising partnerships, the development of mutually beneficial value propositions and the creation of productive relationships.