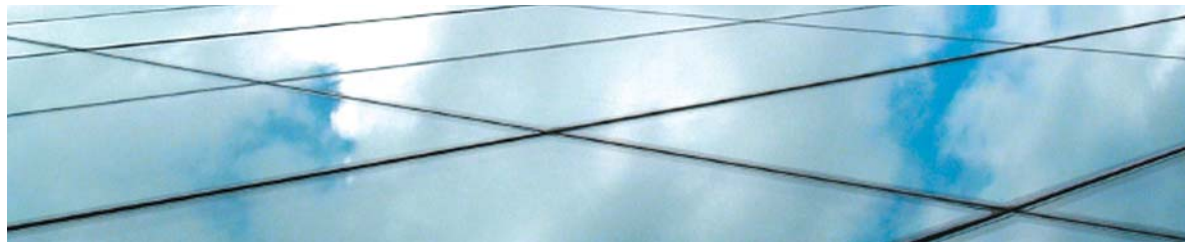


longview

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WELCOME

Congratulations to all the finalists of *Microsoft Australia's Imagine Cup 2007* especially to Longhaus' own David (Lei) Wang who placed third along with his team with their entry *Question Answer Technology*. Their entry was a PowerPoint plugin that records metadata so that audio from a lecture presentation can be supplied with the appropriate slides to students who are accessing the presentation remotely. Further information on all the finalists can be found in the media section of our homepage.

While much has been written about the declining tertiary enrolments in Australia for ICT students the statistics from the Imagine Cup Software Design Invitational rankings in 2006 tell an interesting story. Out of the top 50 countries (measured by registrants) Australia ranked 33rd with only 66 entries. By comparison, the top 3 ranking countries provided 29,672 registrations. Who were they? You could probably guess - Brazil, India, and China.

While there are certainly many examples of large vendors implementing strategies for programming platform dominance in the region, regardless of the platform, whether it be .Net, Java, or other Open Source, the message should be clear to all - any program that looks to support innovation in the next generation of our industry should be encouraged. What a powerful competition and forum it would be if the biggest software companies combined for the benefit of future generations.

We'll see you in the market or next month in *Longview*.



Editorial

The *Marketeer* - Anti-Guidelines for a Web 2.0 Marketing Award

A colleague sent me an article the other day about the most dangerous job in business. The job in question was marketing and the gist of the article was about marketing's fair-weather friendships with management. Whether you are in a marketing role or have worked closely with the marketing organisation in your company it is a truism of the relationship between business and marketing that when things are good they are very very good, but when things are bad they are rotten. There's rarely middle ground; rarely time for lulls between the production of memorable, brand-building outputs. There is rarely time for expectation setting and alignment in the constant balance between statistical analysis and creativity. In fact for many marketing business units there is rarely time for that most vaunted resource of successful business - thinking time.

The article got me thinking about other misrepresentations of the marketing profession and one of those is how modern marketers are incorrectly utilising social computing technologies simply as channel tools. We have written in recent research that the marketing role will be hugely influential in harnessing the power of social computing over the next 5-years by controlling its underlying technologies to drive competitive cultural change. But we have also warned against those same technologies being used simply as a channel. After reading the article, before I knew it I had written this editorial, edited an entry on Wikipedia, and established the criteria for a new web 2.0 marketing anti-award. While I wait for the fall-out let me tell you how it happened...

I have often encountered a term over the last 20-years but never actually understood what it meant. I also never really liked its implications. So can someone please tell me; what exactly is a *marketeer*? Being hip to all things modern, I went straight for the internet. To be blunt I didn't believe the entry I found on Wikipedia adequately described the word and so thought I'd share my view with others who may have felt the same. If you've never even been to Wikipedia you can do so by visiting this URL (<http://en.wikipedia.org/wiki/Marketeer>), or simply read on.

To me a *marketeer* sounds a lot like a raqueteer, or in the very least a hybrid between a marketer and a mousketeer; either way it doesn't sound very credible. Put it this way, I'm

sure it is a word that has never been used on anyone's resume. Perhaps it can be found somewhere in a Dilbert cartoon or in the corporate bingo lexicon of Australia's Corporate Comedian, Rodney Marks. Here's what I came up with as a more rounded meaning:

Marketeer: A paradoxical term used 1) to describe the profession of an individual engaged in marketing activities, 2) as a contemptuous insult born out of a poor experience dealing with a professional marketing unit 3) luddite practitioners who continue to push pre-social computing 4P marketing practices, 4) the name given to the forum and awards community dedicated to immortalising annual achievements for the worst corporate marketing effort.

The Origin of an Anti-Award

In reference to the fourth definition I'd like you to think *Logie*, *Oscar*, *ARIA*, *Orwellian*, *Tony*, or even *Darwin*. But before you rush off and try to find the community website for www.marketeer.com.au I need to explain that it does not yet exist. In fact if you are quick you can still register the domain name with Melbourne IT. You see, I'm testing a concept here.

In the fullness of a good brain-storm session with a fellow CEO we have suggested the following five selection criteria for a *Marketeer* Award (to be known from this point forward simply as a *Marketeer*):

Selection Criteria 1: Company not Person – all nominees for a *Marketeer* must be an incorporated company and not a marketing executive.

Selection Criteria 2: Placement – multi-channel distribution ensures an excellent footprint of a bad campaign. If bad campaign content is so well organised that it goes out through many different channels then it is even more reprehensible.

Selection Criteria 3: Price – evidence of gratuitous discounting over a campaign, or short period of time, leading to two-for-the-price-of-one's, bundling, or give-aways.

Selection Criteria 4: Promotion – the campaign exhibits more sizzle than sausage i.e. in all likelihood the winner will promote absolutely nothing about the product or service.


Selection Criteria 5: Excellence – this criterion will reward outstanding misapplication of marketing judgment which sends its company into a brand tailspin.

Application and Judgement

The marketing industry is peppered with a lot of credible awards and the *Marketeer* would by no means be a dig at them but rather a community project in the name of research, marketing credibility, and all the wonderful achievers in this discipline. For really great examples of marketing professionalism, *The Marketing Excellence* blog is considered one of the best in the business and its author Eric Kintz has rightly won an international award for marketing excellence. Other local awards such as the annual Rainmaker Marketing Excellence awards specifically focus on various categories in the financial services industry. Both are credible examples of the industry backing the industry.

But sometimes you also need to kick-the-can in order to bring attention to a cause. As an industry not averse to rewarding its proponents *par excellence* it is an industry that is actually doing very little to weed out the ordinary ones.

If you're interested in applying or nominating for a *Marketeer* then just send a comment through the website and we'll email you the application instructions.

But anyway, I thought the article that spurned all this was very good and so I must give it a gratuitous plug as well. While the word marketeer doesn't appear in it, the article was a trigger to remind me that like most industries, the most dangerous job in the world often perpetuates its own bad press and it was great to see some readable analysis. http://www.fastcompany.com/magazine/116/next-most-dangerous-job-in-business_Printer_Friendly.html 

■ From a movement to a market: The changing face of open source software

by Sam Higgins



Now by the press Longhaus get quoted in and the subsequent mail we receive you would be forgiven for thinking that we are somehow anti-open source. This is in fact far from the truth. We actually are one of the major researchers of the open source market in Asia Pacific, have deep roots in software development and openly share an appreciation and indeed a fascination with the notion of open source software.

Open source software has been so successful since its inception in the early days of the Free Software Foundation in the mid-1980s that it is now a moniker worn proudly by various non-software business models. Such businesses operate using a relaxed intellectual property licensing model along with collaborative and community based production and distribution of products. As we mentioned in the April edition of *Longview* even some IT industry analysts in the UK are attempting to create an open source industry research model.

Given the expansion of the concept in areas outside software it should be no surprise when the CEO knocks on the door and wants to discuss how these "open source solutions" might assist the enterprise - claiming he or she has heard you don't have to pay anything up front, and surely that should save a few dollars.

Apart from the CEO getting in on the game there are a number of other changes occurring in the area of open source which point to the open source movement now becoming much more of a true market. If (as our research suggests) you are like over 20% of your peers who are already using or seriously considering using open source, then you need to understand this shift in order to gain real value from the "new-look" open source community. The clearest indication that a market exists is investment and there is now serious money in the open source game. Harvard University estimated in a preliminary report released in 2006 that over USD\$2.6billion had been invested by vendors and venture capitalists into open source related projects (Source: Harvard Business School <http://www.hbs.edu/research/pdf/07-028.pdf>).

Secondly, there is the emergence of a sign typically evident in a traditional software market - consolidation. Consolidation is a market force that is driven by competition - competition for access to "buyers". There is plenty of evidence of consolidation in open source communities - both commercial and non-commercial. In the last 18-months Red Hat acquired JBoss, Linux Foundation emerged from the Open Source Development Labs and the Free Standards Group, Oracle now offers support for Red Hat, and even Microsoft has signed "play nice" deals with Novell on patent issues surrounding open source products.

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Another key change is that corporations are now participating in open source in a very different fashion than the fore fathers of the movement envisaged. Local skill shortages mean many CIOs are no longer willing to devote precious resources to "external development" - essentially giving back to open source communities. Instead they are weighing up their options and deciding it is more economical to pay for some level of support - even if only on production instances of open source products.

At first this is an alarming trend serving to undermine one of the very tenets of the open source model - community participation. Paying for support is essentially an "outsourcing" of the participation role and major open source service providers are now investing in some level of development resources - IBM with over 7,000 warm-bodies, and Oracle claiming 9,000 developers working on Linux.

Even Red Hat estimates they have almost 700 internal development resources dedicated to enhancing the open source products that form the basis of their offerings.


Instead of direct participation corporations are divesting internally developed tools back to major open source brands in a once-off IP injection. Our view is that this is a good option which mimics the behaviour of major vendors such as IBM, Sun, Novell, CA and others who gave the open source community such a boost through donations of base intellectual property.

Recent examples of this style of community support is that of an internal Enterprise Service Bus developed by a large US Pharmaceutical company which became the core of Red Hat's JBoss ESB. Not only did the originating company free itself from the potential burden of having to maintain a non-core commodity product, but they avoided sizable switching costs if they had decided to "start again" with a commercial offering. The result has been a clear win-win situation for the company, the open source community, and of course Red Hat.

A recent IBM worldwide study of CIOs found that 70% of these executives were demanding more "solution" offerings from vendors of all types. This demand is clearly translating into the development of the open source market with

increasing calls for ready made "solution stacks". And like any good market, the open source community has responded with the rise of the Linux, Apache, MySQL and PHP/Perl (LAMP); Spring Framework, Axis, Struts and Hibernate (SASH); as well as solutions from mainstream vendors such as Unisys who offer managed open source services known as OASIS. It doesn't even end at software with innovative hardware and software combinations such as Australia's own OpenGear who provide network management technologies running on the Linux based appliances.

The siren-song for the original rise of the open source movement is that an over-zealous push for "solutions" risks exposure to vendor lock in. However while the vendor may not always exist in an open source software market per se the versions and flavours of open source present in these stacks will ultimately become hard to migrate away from once adopted. Standards will only protect organisations so far from switching costs should they choose to change platforms.

Lastly we have also observed that local support in Asia Pacific is a real hurdle for open source. While Australia is an originator of many great open source innovations (including the basis of MySQL) the reality is that beyond Linux desktops and servers the choice of open source services and support can be limited. 



LATEST RESEARCH: CORPORATE SOCIAL COMPUTING: SPLITTING THE INFORMATION ATOM

by **Peter Carr**

Price: AUD\$395.00 + GST

[Available online](#)

The social computing revolution has proven what every major organisation has known for years; information is an important currency. While the sorts of information that social computing has brought to the enterprise front line have always existed - views, opinions, desires and needs - before now it has been

undervalued or difficult to tap. When uniquely harnessed, like the power of the atom, this sort of social information can make the seemingly insignificant artefact a most powerful and valuable asset that collective groups will pay dearly to own and consume. Corporate social computing seeks to harness the power of this new currency, transpose it into organisational culture, and infuse partner networks, and customer groups. The aim - to capture the knowledge of

the corporate network and thereby deliver information-based competitive advantage to major companies. In 2007 major information technology vendors such as IBM and Microsoft believe that they have developed the technology tools to split the information atom. Those companies that use it, they say, will devastate competitors where they stand. Best of all, they say we can all own one.

Vendors Covered: IBM, Microsoft

AROUND THE INDUSTRY: WHERE YOU'LL FIND US, WHERE WE'VE BEEN



UNISYS
Industry Analyst Summit
2nd July 2007

SALESFORCE.COM
SaaS Trends Update
19th July 2007



BHP BUCKS TREND IN REPORTING LINES
The Australian Financial Review
RENAI LEMAY
13th July, 2007

