Adfinis

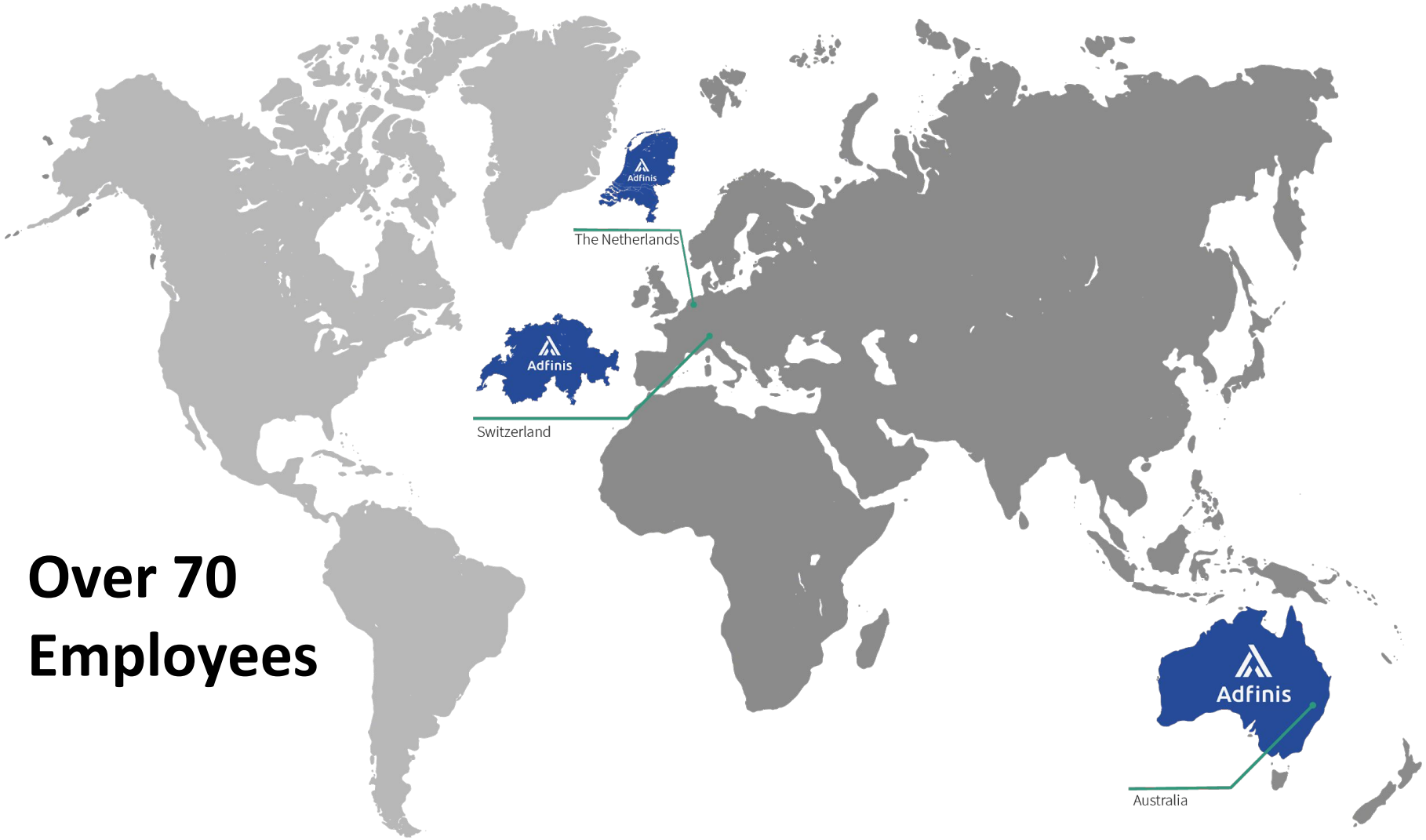
Gastvorlesung - OSS & Business models

Michael Moser, CCO

Gründer der Adfinis
Verwaltungsratspräsident

Über die Adfinis

Since 2000



Over 70 Employees

Der Gastvorlesung

- **Open Source Software & Business models**
  - Die Perspektive der Software Hersteller
  - Die Positionierung der System-Integratoren (SI)
- **Modelle der Monetarisierung - Jeweils Hersteller und System-Integratoren**
  - Business-Modelle / Subscription & Lizenzierungen
  - Dienstleistungen (Professional Services)
  - Services / Managed Services (zB. Service Level Agreement)
  - Cloud Service Provider

Adfinis - Partnerships

HashiCorp

Hyper-Specialized Partner

Red Hat

Premier Partner

SUSE

Platinum Partner

We have the **highest partner level** with all our strategic partners. Assuring **fast and excellent services**.

Cloud Platform Partner

Microsoft

aws

Solution Partner

Nextcloud

GitLab

splendid data

Open Source Software verändert die Beziehung zwischen **Verkäufer** und **Konsument** von einem Verhältnis des Misstrauens in ein Verhältnis des Vertrauens und der Partnerschaft.

Red Hat Products Solutions

The EQT VIII fund ("EQT" or "EQT VIII") has agreed to acquire SUSE, a leading global provider of open source infrastructure software for large enterprises, from the global infrastructure software business Micro Focus International plc ("Micro Focus") for an enterprise value of USD 2.535 billion. The transaction is subject to Micro Focus shareholder and customary regulatory approvals.

PRESS RELEASE

IBM Closes Landmark Acquisition of Red Hat for $34 Billion; Defines Open, Hybrid Cloud Future

ENTERPRISE

Microsoft acquires another open-source company, Citus Data

N 24 2019•12:39 PM EST | UPDATED THU, JAN 24 2019•1:19 PM EST

Microsoft has acquired GitHub for $7.5B in stock

Linux company SUSE outbids competitors for fast-growing start-up Rancher Labs

PUBLISHED WED, JUL 8 2020•9:00 AM EDT

Oracle Announces the Acquisition of Open Source Software Company, Innobase - Oracle Plans to Increase Support for Open Source Software

Business Modelle - **Hersteller**

- **Subscription (Lizenzen) Modelle**
  - Subskriptionen (Vermischung von Support, Qualität und Garantien)
  - Enterprise Features (Nutzungsberechtigung von Features)
  - Marketplace Solutions (Paketlösungen zB. Cloudanbieter - consumption)
- **Professional Services**
  - Training (Enablement)
  - Engineering & Consulting (Projektarbeiten)

Business Modelle - **System-Integratoren**

- **Subscription (Lizenzen) Modelle**
  - Subscription (Lizenzen) Reselling
- **Professional Services**
  - Training (Enablement)
  - Engineering & Consulting (Projektarbeiten)
  - Entwicklung (Anpassungen, Automatisierung, etc.)
  - Managed Services - Service Level Agreements (zB. 24/7/365)

Verkäufer - Synergien & Konflikte

〉 Subscription (Lizenzen) Modelle

- Hersteller = Umsatz über Verkauf der Subscriptions (Lizenzen) - FQ/FY
- System-Integratoren (SI) = Marge

〉 Professional Services

- Hersteller = Wachstum durch Partner (SI)
- System-Integratoren = “Lokale” Expertise / Ressourcen
- Hersteller = Teilweise eigene Professional Services Angebote - Im Fokus dabei sind sogenannte “Strategic Accounts” / “Enterprise Accounts”

Hersteller - Partnerprogramme

- **Partner Mitgliedschaftsgebühr**
- **Zertifizierungen (Ausbildung & Qualifizierung)**
  - Anforderungen an technischen Zertifizierungen der Mitarbeiter (Kompetenz)
  - Zertifizierungen / Qualifikationen Sales Organisation
- **Partner Engagement (Marketing, Events, Sales-Programme)**
  - Gemeinsame Sales Aktivitäten (Territory)
  - Gemeinsame Marketing-Aktivitäten (Beidseitiges Investment)
  - Gemeinsame Kunden-Engagements (PreSales)
  - Deal Registration = Benefit für den SI (Höherer Partner Level = mehr %$)
  - Strong Commitment (Hersteller - SI & SI - Hersteller)

HashiCorp

Products | Solutions | Company | Partners | Resources | Success & Support | Get Pricing

Infrastructure enables innovation

Consistent workflows to provision, secure, connect, and run any infrastructure for any application.

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HashiCorp Cloud Platform Consul Public Beta
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Transform your business with SUSE Linux Enterprise 15 Service Pack 2. Learn more ›

SUSE + RANCHER

SUSE to acquire Rancher Labs, becoming a market leader in Enterprise Kubernetes Management

Learn More

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We're in this together. Explore Azure resources and tools to help you navigate COVID-19 ›

Code, collaborate, and ship securely—from anywhere.

Invent with purpose.

Start free

Sign up for an Azure free account and get:

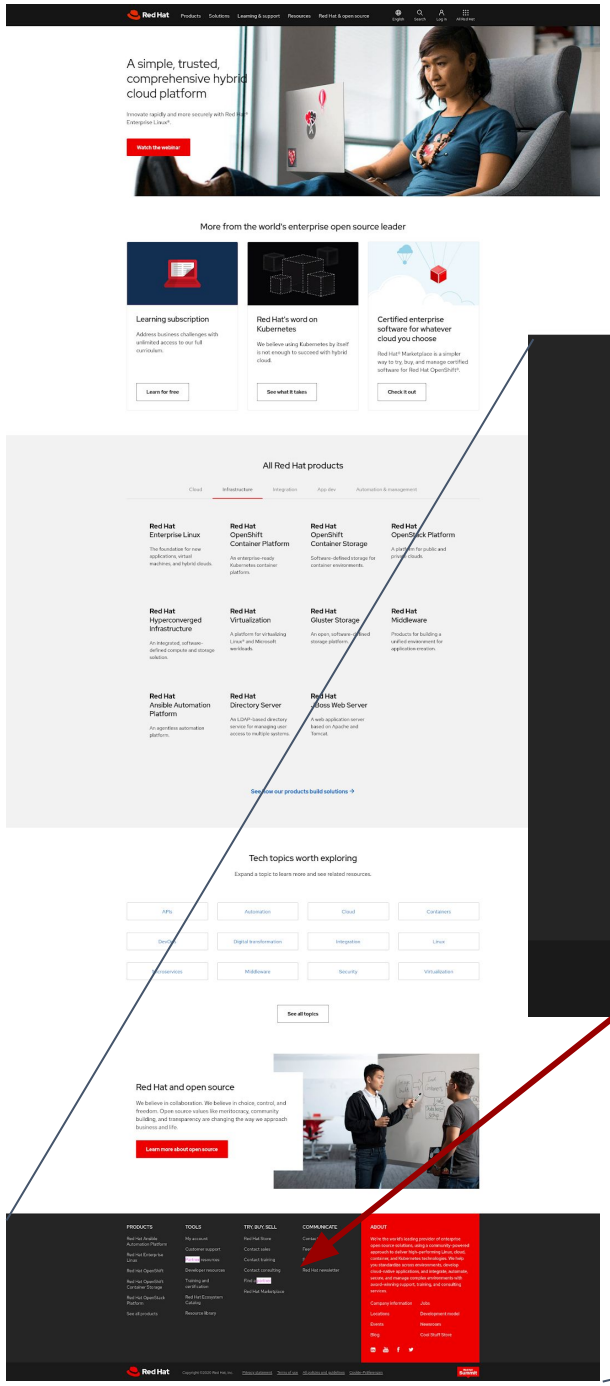
aws

Vertrieb kontaktieren | Support | Deutsch | Mein Konto | AWS-Konto erstellen

re:Invent | Produkte | Lösungen | Preise | Dokumentation | Lernen | Partnernetzwerk | AWS

Beginnen Sie heute die Erstellung mit AWS

Egal, ob Sie Rechenleistung, Datenbankspeicher, Inhaltsbereitstellung oder andere Funktionen benötigen, AWS bietet die Services, die Sie beim Aufbau anspruchsvoller



Partners play an integral role in the success of Red Hat and our customers. From building advanced hybrid cloud solutions to facilitating innovation with open source technology, Red Hat's partner ecosystem enables customers to solve industry problems.

PRODUCTS

- Red Hat Ansible Automation Platform
- Red Hat Enterprise Linux
- Red Hat OpenShift
- Red Hat OpenShift Container Storage
- Red Hat OpenStack Platform
- See all products

TOOLS

- My account
- Customer support
- Partner resources
- Developer resources
- Training and certification
- Red Hat Ecosystem Catalog
- Resource library

TRY, BUY, SELL

- Red Hat Store
- Contact sales
- Contact training
- Contact consulting
- Find a partner
- Red Hat Marketplace

COMMUNICATE

- Contact us
- Feedback
- Social
- Red Hat newsletter

ABOUT

We're the world's leading provider of enterprise open source solutions, using a community-powered approach to deliver high-performing Linux, cloud, container, and Kubernetes technologies. We help you standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with award-winning support, training, and consulting services.

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Red Hat

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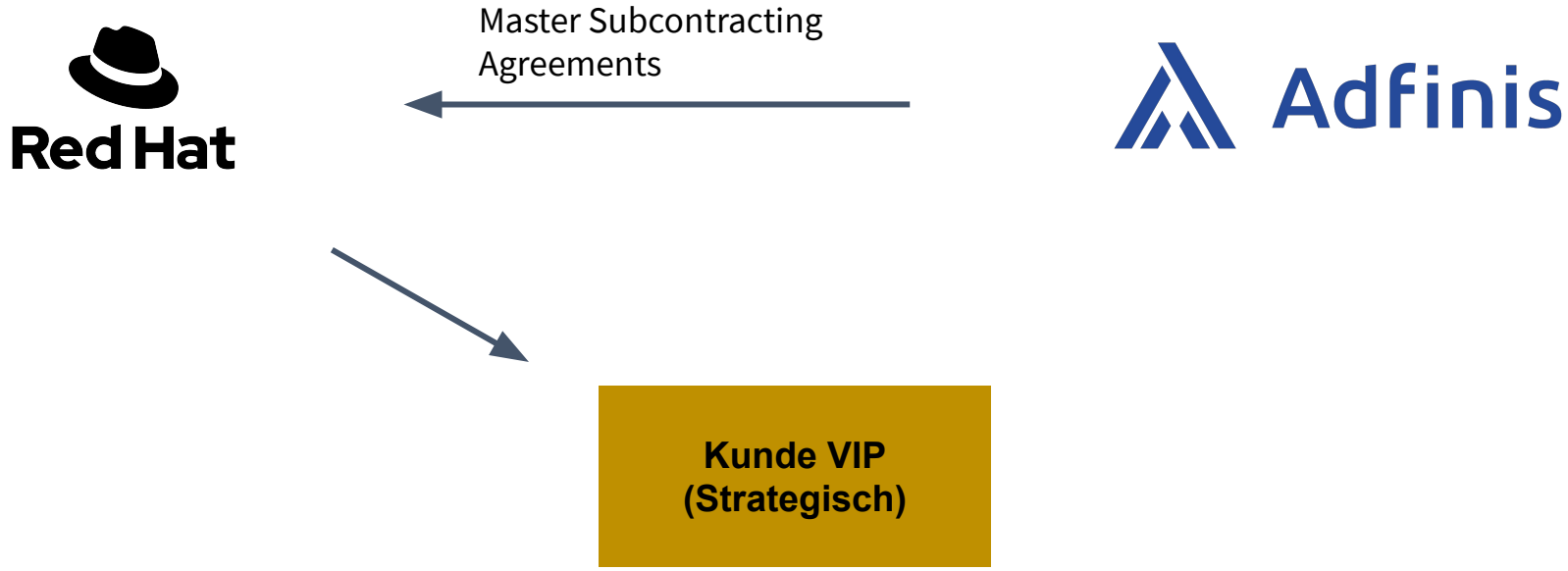
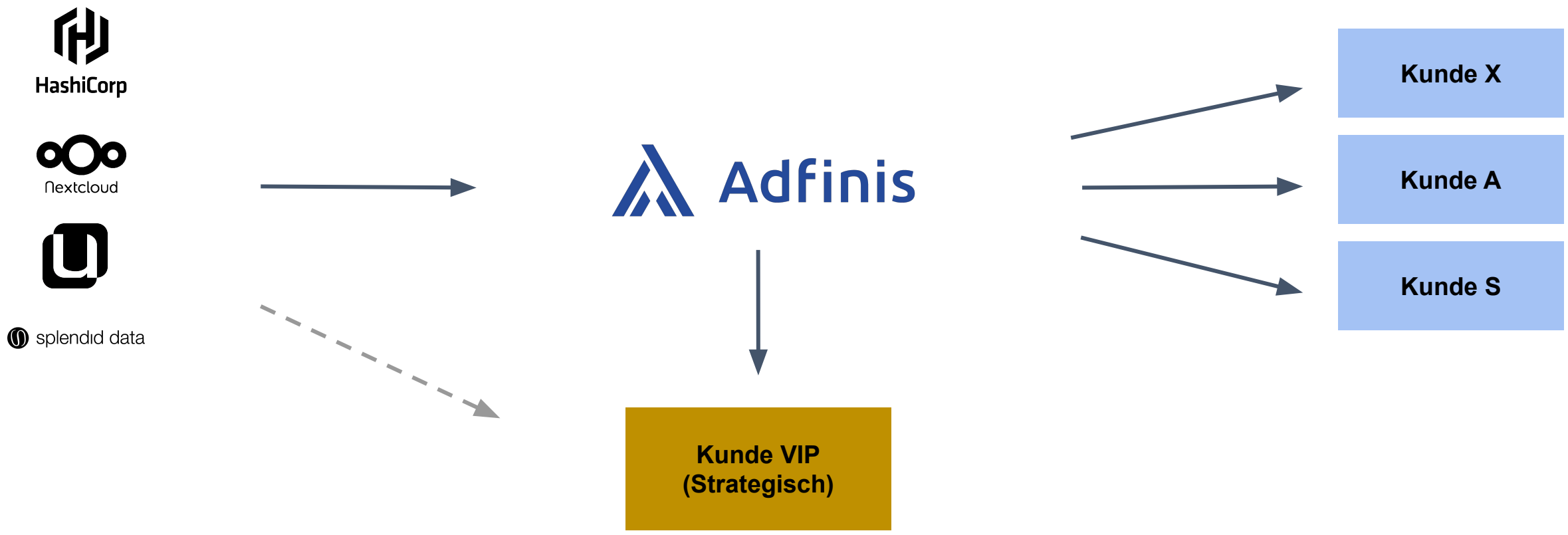
Red Hat Summit

Vertriebswege - Channel-Distribution

Vertriebswege - Hersteller Direct



Vertriebswege - Partner-Centric



Verantwortung & Qualität 24/7/365 (SLA)

HashiCorp

Nextcloud

Red Hat

SUSE

splendid data

Hersteller Support (Subskriptionen)

Basic (10/5)

- **Support**
  Get our Support, when you need it, via a ticket system or by call
- **Operations**
  Operational Engineering covers service requests and change management
- **Monitoring**
  10/5/365 days a year – Alerting and statistics
- **Incident Management**
  Is the basis for the prompt resolution of reported malfunctions
- **SLA Reporting**
  Regular reporting to optimize response and processing time
- **Service Manager**
  Regular sync calls to discuss and actively coordinate current topics

Advanced (24/7)

- **Support**
  Get our Support, when you need it, via a ticket system or by call
- **Operations**
  Operational Engineering covers service requests and change managment
- **Maintenance**
  Cyclical server management for early identification of problems
- **Monitoring**
  24/7/365 days a year – Alerting and statistics
- **Incident Management**
  Is the basis for the prompt resolution of reported malfunctions
- **SLA Reporting**
  Regular reporting to optimize response and processing time
- **Service Manager**
  Regular sync calls to discuss and actively coordinate current topics

Premium (24/7)

- **Support**
  Get our Support, when you need it, via a ticket system or by call
- **Operations**
  Operational Engineering covers service requests and change managment
- **Maintenance**
  Cyclical server management for early identification of problems
- **Monitoring**
  24/7/365 days a year – Alerting and statistics
- **Incident Management**
  Is the basis for the prompt resolution of reported malfunctions
- **SLA Reporting**
  Regular reporting to optimize response and processing time
- **Service Manager**
  Regular sync calls to discuss and actively coordinate current topics

Summary: 1 + 1 = >3

- Die grossen OSS Hersteller sind “amerikanische” Softwarehersteller
- Neue oder kleinere OSS Hersteller sind stärker angewiesen auf lokale Partner
- Kundenfokus richtet sich immer stärker an den Hersteller aus = da der Zugang einfacher wird
- Konfliktpotential wird grösser, wenn der Hersteller selbst Professional Services anbietet = Konkurrenzsituationen
- Schnelles Wachstum = Cultural challenges
- Gemeinsam sind wir stärker!

Stay in Touch

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