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ODF Adoption – Marketing & Affiliate Program 2011/12

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Overview

- Summary
- Challenge: ODF adoption below critical mass
- Analysis: Adoption drivers & roadblocks
- Idea: ODF Marketing & Affiliate Program 2011/12
- Implementation Proposal
- Suggested Action Plan

Executive Summary

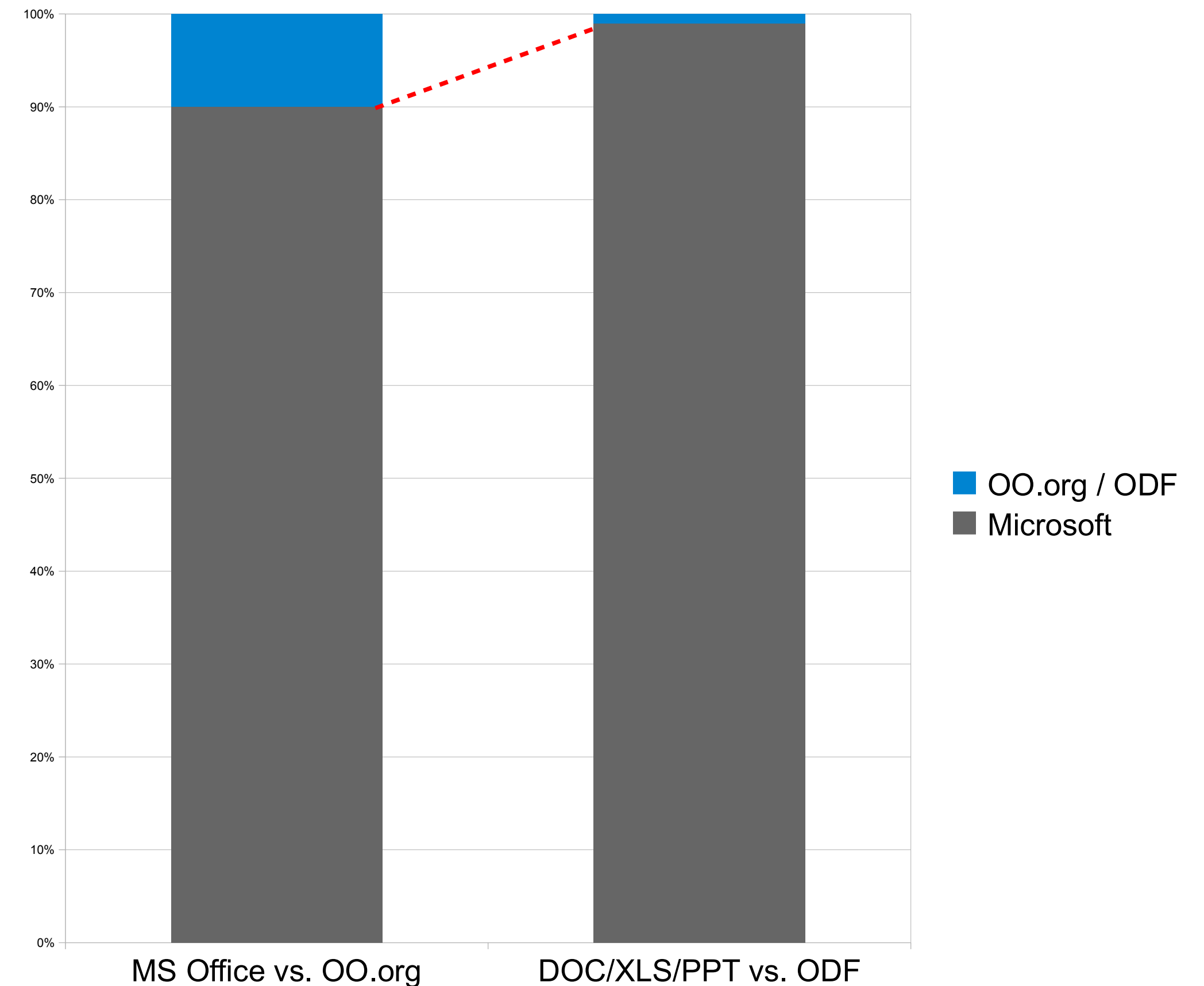
- Low ODF adoption compared to Microsoft Office formats
 - Low ODF awareness (“What is ODF?”, lock-in to Microsoft formats)
 - Past adoption activities did impact Governm. – but not mass-market
- ODF adoption mainly based on OpenOffice.org 100M user base
- Proposal for OASIS initiated adoption campaign:
 - Branding: create ODF branding leveraging 100M user base
 - Marketing: create mass-market compatible online campaign
 - Affiliate: bind ODF logo usage to plug-fest certification

Challenge

ODF Adoption Below Critical Mass

- 10% OO.org market share vs.
- 1% ODF market share (Source: Google)

=> “What's the route to 50% market share for ODF?”



Analysis

Mass-market Adoption Drivers and Roadblocks

Roadblocks

- Network effect (“send me an Excel”)
- Lack of awareness (“what is ODF?” .ods, odt, odp...)
- Missing OS viewers (iOS, Android - “ODF a problem”)

=> market does not see the ODF benefits

Drivers

- Free Office Suite
 - Issue: users still mix up ODF and MSFT format
 - Government standard
 - Issue: no mass-market impact
- => low impact

Example how ODF applications are roadblocks

The biggest strength - open standard - is invisible to users

- User A creates ODF with IBM Symphony, emails to User B
- User B edits with OpenOffice.org, emails to User C
- User C edits with Oracle Cloud Office, shares with User D
- User D downloads, edits and saves with LibreOffice

- The file icon (look & feel, color and wording) would have changed 4x – average user had probably no idea what file format they are exchanging (Excel, Open Office, ODF?)

Idea

ODF Marketing & Affiliate Program

Marketing (2011)

- Create ODF logo and icons
 - familiar to 100M OO.org users
 - Start ODF viral campaign
 - “What is ODF?” video/site
 - Promote ODF icon usage
- => increase visibility

Affiliate (2012)

- Link plug-fest and ODF logo certification for ODF quality assurance
 - Action: link organizations
 - Approach leading OS & HW vendors (embedded viewer)
 - Action: which viewer code?
- => increase reach, quality

Implementation Proposal

New ODF brand and icons

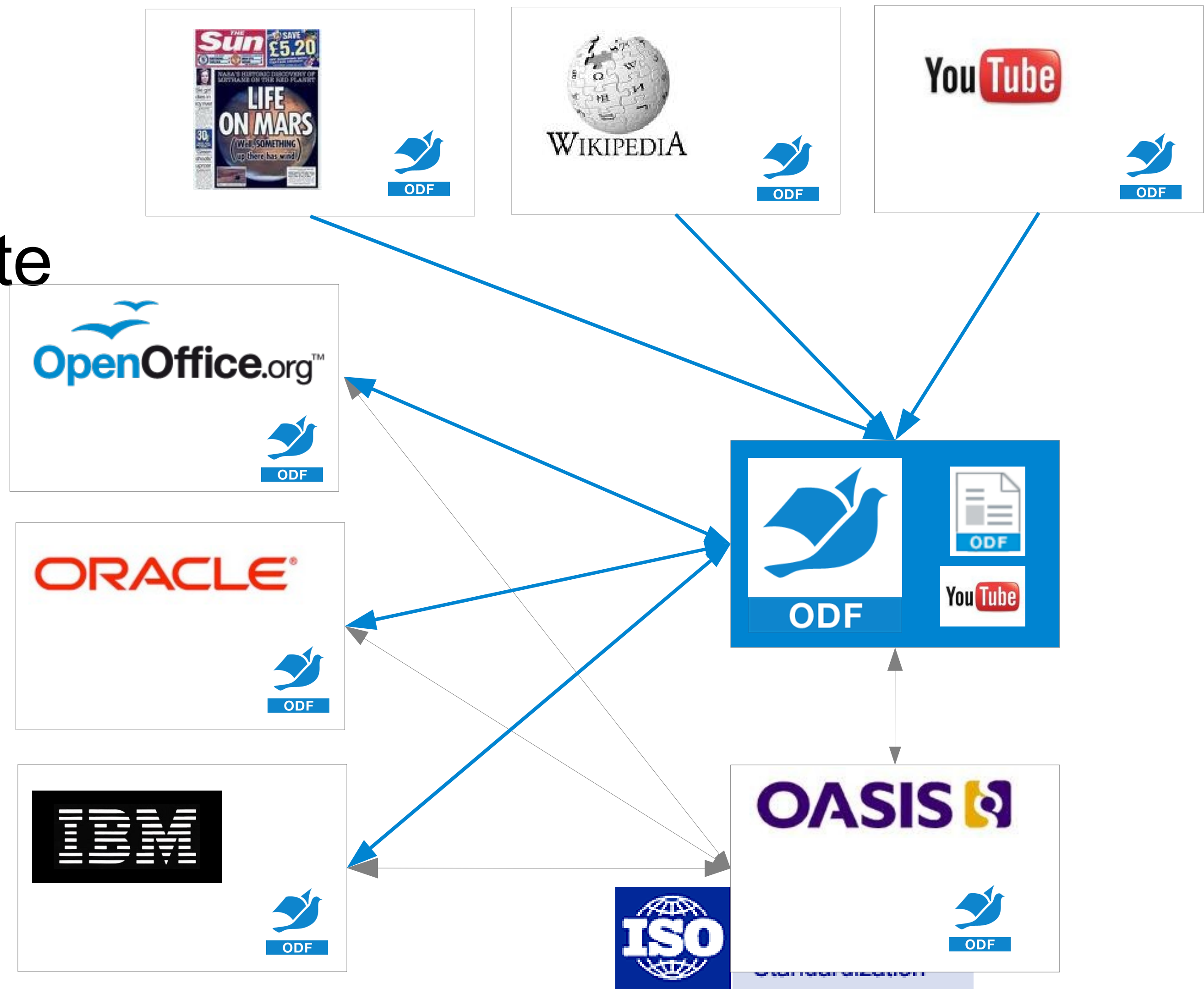
- Strengthen strengths: Logo combines best of current ODF logo with OO.org colors
 - Blue = simple, free, UN, positive
 - PDF = red
 - MSFT & Google = multi-color
- => high redundancy, billions of contacts through documents



Implementation Proposal

Viral Marketing Campaign

- Setup up new consumer-friendly ODF marketing site
 - “What is ODF?” → odf.is/...
 - Viral video
 - Compelling sample docs
 - Blue links: consumer flow
 - Grey links: IT expert flow

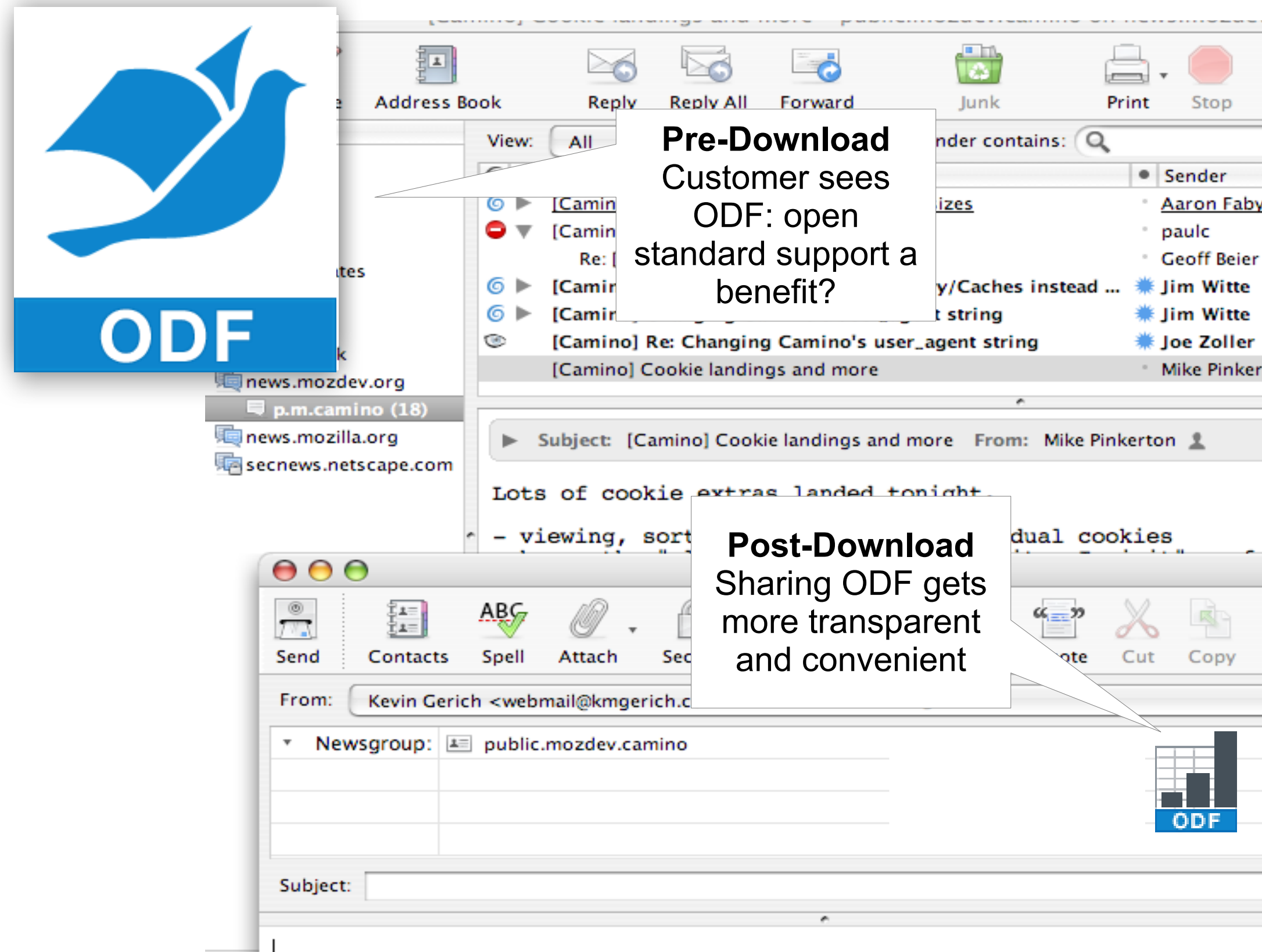


other...

Implementation Proposal

Affiliate program

- Example: Vendors with ODF Viewer support



Action Plan

To Dos:

1. General Feedback OASIS Adoption TC
2. Project goals
3. Project plan, timing and resources
4. Project GO / NO GO