OSS-IAM Business Models

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Peter Gietz, DAASI International
Inconsequences

- Being part of ldapcon since the beginning, I always wanted it to be a general conference on LDAP etc., and always missed more participation from closed source vendors
- Nevertheless this lightning talk adresses more the Open Source companies
OSS IAM Business Models

- IAM is a continuously growing and changing market
- As in other fields, the percentage of OS projects will increase
- Most IAM-OSS companies are very small, some small, only very few big enough to fulfil a big project (> 250 person days)
- We need business models that allow for co-operation
OSS IAM Business Models

- We have different roles in OSS IAM Community and companies take up one or more of these roles:
  - Software developer
  - Software integrator
  - Project manager
  - Managed Service operator
  - Marketing
  - Sales
  - Community building

- All these roles can have different business models

- The chance of an eco-system is that different roles can be taken by different companies in one project

- Beware: Customer very often wants one point of contact

- Also beware: not all roles make money
OSS IAM Business Models

- Customer often wants to buy in all roles, OS companies often only can perform a subset of the roles (because of lack of time or lack of expertise). Thus co-operations are needed.

- One already existing co-operation model is:
  - Company 1 is software developer and makes marketing and community building
  - Company 2 as main point of contact does project management and software integration
  - Company 3 provides SaaS and operates and supports the service

- But also support could be devided, e.g., one company for each level
OSS IAM Cooperation Models

• Such co-operations need a lot of trust between the companies
  – We need a model that prevents that one company suffers from the errors of another company
• We also need interoperable business models
• And we IMHO also need to look different than closed source contracts
• And we should see that subscription fees etc. look very different to license fees
Cost models

• Also cost models need to be interoperable, easy to mediate and reasonable

• Different options for “subscription fees”:
  - Price per entity * number of connectors and if more than X entities
    price per server instance :-(
  - Price per FTEs of the customer :-)
  - Price per server :-|
  - Price per user per month :-|
  - Price per documented helpdesk hours :-|
  - Or a simple but smart combination of these

• Models must take into account that some work is not paid by the customer (e.g. Marketing)
So let’s discuss

- Interoperable Customer Contract options
- Interoperable Business models
- Trust establishing inter-company contracts
- Cost models (not prices)
Disclaimer

• This is not meant to be promoting price-rigging
• This is not meant to prevent competition between open source companies
• It just wants to think about a framework that makes co-operation easier
  – For faster creation of consortia in specific projects or tenders
  – For promoting Open Source and making it easier to buy Open Source for the customer
Thanks!

Contact me at
peter.gietz@daasi.de