

# IBM's Open Source Strategy - Turning Threat into Opportunity - Presented by James Gray

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## Contents

James Gray  
Talk

Panel Discussion

Media James Gray

James Gray is a 20 year veteran of IBM software development, the last 8 focused on helping develop and execute IBM's Open Source and Linux strategy. Currently, he is the Director of IBM's Linux Integration Center (LIC), a global organization that helps customers leverage IBM's software portfolio of open and private source products to build and deploy solutions on Linux. James regularly travels around the world, consulting with and advising customers, industry leaders and government agencies on the value of open and mixed source, open standards and heterogenous middleware environments. Talk

For a commercial software company, open source is often seen as a threat to software revenue streams but it can also be an opportunity. This presentation focused on IBM's open source strategy as part of a larger business model. The talk began with a timeline of IBM's involvement in the open source movement and examined some of the decisions that were made at key stages. The talk reflected upon at the effects that open source has had on the IBM software portfolio and on specific customer engagements where "free" products have been selected over "for fee" products. The talk ended with a short discussion on both the positive and negative impacts of open source software and what the future may hold for open source.

This talk took place on Friday, April 4th, 2008.

Panel Discussion

James Gray was also a panelist in the Flourish 2008 Panel Discussion. More information can be found on the Flourish 2008 Panel Discussion main page.

Media

Embedded video of IBM's Open Source Strategy - Turning Threat into Opportunity:

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Xvid Video (AVI) (388 MiB)

Photos:

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James Gray

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Panel Discussion

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