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OpenOffice at Apache: 2014 and Beyond

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2012-2014: The Community

Two years as Top Level Project

Largely unchanged PMC group, with a few additions and removals

Still with the initial PMC Chair

Growth

Dozens of new committers and new volunteers

Fully translated in 40 languages (up from 15), partially in 120

Maturity

Much more constructive discussion
More responsible usage of private list

Reputation

Some historical volunteers are back

OpenOffice is now a nice community to be part of

Outreach

A million page views per week (download page)

More accurate press coverage

2012-2014: The Product

Innovation

Renewed user interface
IAccessible2 integration
Much, much more...

Stability

Solid Quality Assurance
Careful release cycle

Continued success

125 million downloads
Increased adoption from institutions

Releases

4 releases as TLP (4.0, 4.01, 4.1, 4.1.1)

All well-received by our user base

What Apache brought to OpenOffice

Culture

Balance between innovation and stability
Aim for the highest code quality

Legal framework

Absolute clarity on licensing matters
Competent advice when needed

Trademark management

An important asset for the project
Actively enforced to protect our users and our reputation

Mission

Software for the public good

OpenOffice is a solid basis for others to build upon

What OpenOffice brought to Apache

A different culture of volunteering

Most committers hack on OpenOffice in their spare time

Audience for a different kind of events

Audience

Non-technical membership
Can't expect technical skills from all committers

End users

Forum and wiki are important
End-users lists are fundamental too

An infrastructural challenge (solved)

Buildbots, downloads, release signing

Exceptional website traffic

Exceptions to rules

Policy must be adapted to the situation

Keep the principles, modernize their implementation

Our Community as of 2014

List audience

11,000 members on the announce list

600 on users list, 500 on dev list, 300 on qa list, 500 on others

Website audience

7 million visitors per month

Few recurrent visitors, visits tend to be short and focused

Most common topics on the dev list

1. Project internal discussions
2. Can't download
3. New volunteer

Most common topics on the users list

1. Give me my money back (we must police our trademarks!)
2. Digital signature missing (being addressed soon)
3. Support requests

Most common topics on the marketing list

1. We should do some marketing
2. Why don't we do some marketing?
3. New marketing volunteer

A community survey

Advertised on some lists (excluding user-focused lists)

Meant to explore the potential we have

When volunteer joined: perfect balance

50% are active since before 2011 (incubation)

The other 50% joined later, with 16% joining in 2014

How to reach volunteers

Only 50% of people who answered are on the dev list

Average person is following 2 lists

Time spent on the project

45% spend less than one hour per week

Huge potential for small, targeted actions

Development

80% is unable to help

10% can be activated if we had better information

Localization

25% is active

10% can be activated with better tools

Quality assurance

25% is active

15% can be activated by giving them tasks

Blogging

Only 7% is active

21% can be activated with better tools, tasks, information (+300%)

Overall: a huge potential

In most mailing lists 50% of audience can be activated for that scope

This would lead to 3 times the active volunteers we have now

The Future

A new phase

The "settling at Apache" phase completed successfully
It is time for new challenges

A big risk: obsolescence

Desktop office suites will need to reinvent themselves

Applies to OpenOffice and all derivatives

A bad situation: fragmentation

Companies became skeptical on ODF and free office suites

Work together rather than competing

A big challenge for the PMC

Huge developments are needed to evolve from the desktop suite
The PMC is currently not efficient enough to guarantee success

A new role for the PMC

A good job so far: settling at Apache and activating the community
But now we need to change to be on par with the challenges

Action 1: Restructure the OpenOffice PMC

Now it is time for big changes: the PMC will need to set goals for the future and exploit the full potential we created so far

A new, additional, direction

We focused inward until now
It is now time to focus outward too

And since we are in Budapest...

This is the place where a major fracture in OpenOffice started

Can what was broken in Budapest start to be fixed in Budapest?

Action 2: A new ambition for OpenOffice

Investigate all options for a better cooperation with others.
Give an important signal to users. Gain back credibility for ODF.

Thanks!

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