



JBoss World Keynote

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JBoss Inc.

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Agenda

- Professional Open Source
 - ✓ State of the Union
- JEMS
- Quality of Support
- Expanding the OSS Ecosystem



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State of the Union

- Roll it out
 - ✓ Current stage for many customers
 - Tried it out and it worked
 - ✓ Need:
 - Safety
 - Technical innovation
 - Experts to talk to at 2 a.m.
 - Help managing patches and upgrades
 - Large eco-system
- Standardize on JEMS by JBoss
 - ✓ Consolidate and future-proof your IT investments

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Professional Open Source

The best of both worlds...

- All of the benefits of Open Source software including:
 - ✓ Free licenses (under LGPL)
 - ✓ Free source code
 - ✓ Strong community of enthusiasts
 - Continued development, innovation and QA
 - ✓ 2nd generation open source
- All of the benefits of Commercial software including:
 - ✓ Professional Support (24x7x365 : 2hrs)
 - ✓ Enterprise-quality software
 - ✓ Regular patches and upgrades
 - ✓ Product roadmaps & product management
 - ✓ Professional documentation
 - ✓ Strict QA processes
 - ✓ Legal indemnification
 - ✓ Accountability
 - ✓ Large eco-system of partners



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Customer Adoption

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Professional Open Source Today

- Stable business model
 - ✓ Cash flow positive operations
 - ✓ Stable renewal base/high customer satisfaction
 - ✓ Expanding operations and project scope
- #1 across several markets
 - ✓ J2EE Application Servers (JBoss AS)
 - ✓ ORM (Hibernate)
 - ✓ Web Containers (Apache Tomcat)
 - ✓ Eclipse, JBoss Eclipse IDE



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Momentum

QUESTION 7. Which Java application servers are currently in use at your company (or at the companies to whom you consult)?

Aug. 2002 Nov. 2003 Nov. 2004

JBoss' Application Server	13.9%	26.9%	34.8%
IBM's WebSphere App Server	29.0%	40.1%	33.9%
BEA's WebLogic	24.5%	34.6%	28.7%
Oracle's 8iAS, 9iAS, 10gAS	20.8%	29.1%	22.0%

Java Use and Awareness Study © BZ Research November 2004

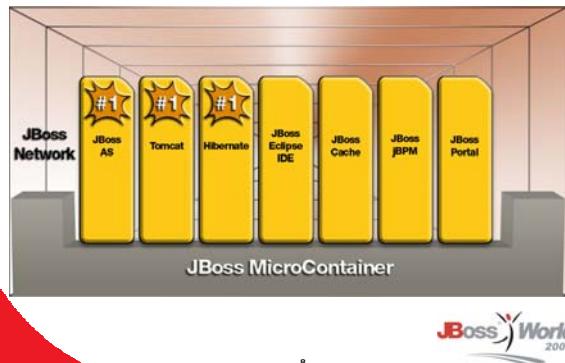
Available online at:

<http://www.jboss.com/services/press/bzresearchjan05.pdf>



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JEMS (JBoss Enterprise Middleware System)



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JEMS Technology Vision

- **Plug-and-Play**
 - ✓ Modular framework; only use what you need
 - ✓ Run together, in other J2EE containers, or stand-alone
 - ✓ Avoid monolithic/proprietary lock-in
- **Simplify, simplify, simplify**
 - ✓ J2EE is overly complex today
 - ✓ POJO Programming, bridging J2ME, SE and EE
- **Innovation & Contribution to Standards**
 - ✓ JCP Executive Committee
 - ✓ EJB 3 Expert Group, JBI and many others
 - ✓ Commitment to open source and open standards
 - Better than proprietary and proprietary
 - At a time when competition is leaving standards



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JEMS Products

- **JBoss AS:** J2EE 1.4 Certified
 - POJO Programming enabled by AO
- **Apache Tomcat:** JSP/Servlet Web Container
 - JBoss supports Apache HTTPD, mod-jk and Tomcat
- **Hibernate:** O/R Mapping & Persistence Solution
 - NEW v3.0: Key role in EJB3 POJO Persistence
- **JBoss Cache:** Distributed Caching
 - JGroups: Reliable Multicast Messaging Toolkit
- **JBoss jBPM:** Workflow Management System
- **JBoss Eclipse IDE:** Eclipse-based Tools for JEMS
- **JBoss Portal:** Portal and Content Management



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JEMS Roadmap – Public and Open



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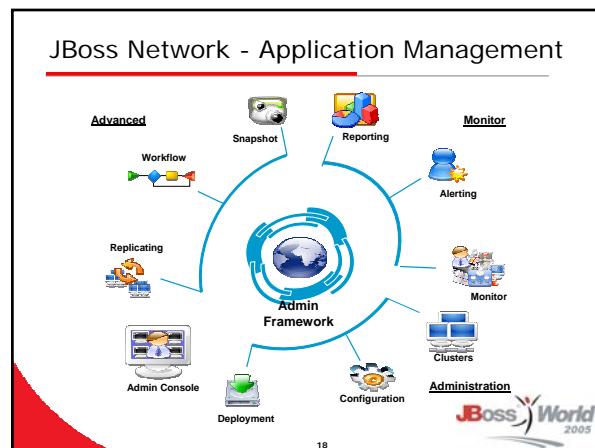
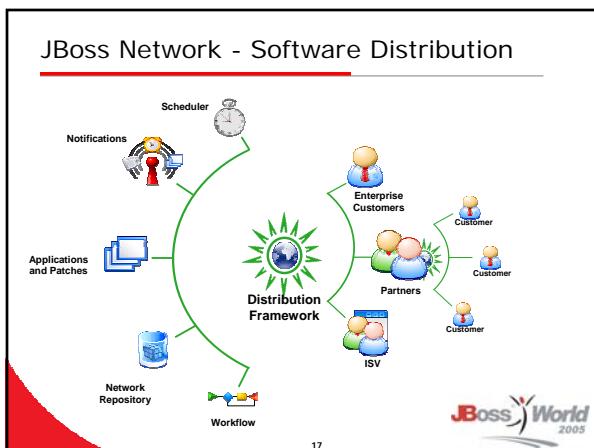
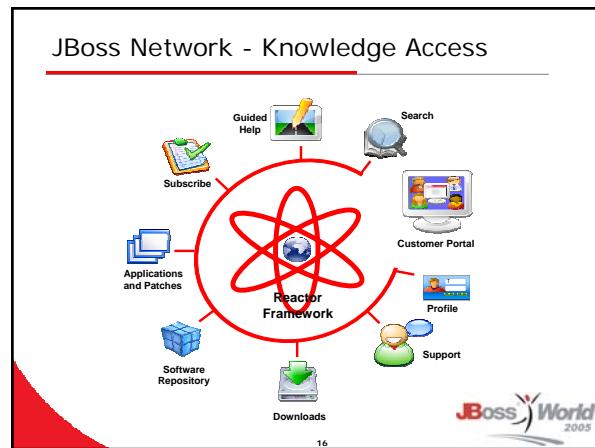
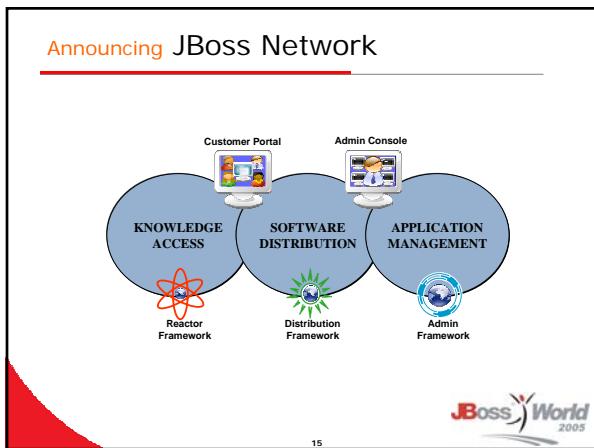
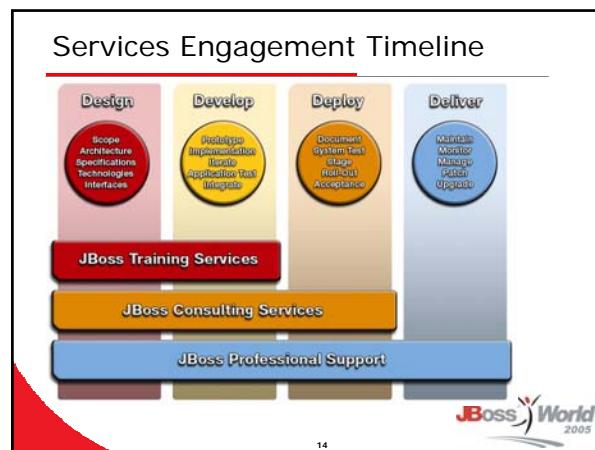
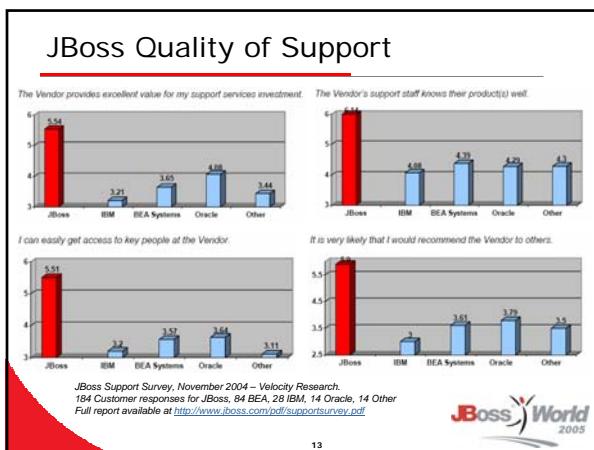
JBoss Open Source Federation



- 3rd Party Open Source Projects
- Expanded menu of products
- Value-added services
- Non-exclusive



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Growing Partner Eco-System



Professional Open Source & JBoss - Here to Stay

- Perfect storm conditions
 - ✓ Increasing adoption of OSS
 - ✓ Emerging OSS stack in middleware
 - ✓ Leadership position, leading brand
- Safety for customers
 - ✓ Quality software and quality support
 - ✓ Large and growing eco-system
 - ✓ Financially viable model
- Professional Open Source is redefining the way software is built, marketed, sold and supported.



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Master of Ceremonies Introduction

Rob Bearden
VP Sales and Marketing
JBoss Inc.

March 8, 2005

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