



Reverting Gravity

Georg Greve, CEO

Introduction

Platform

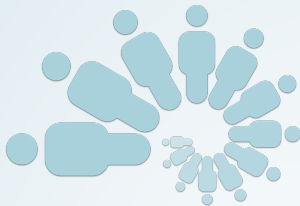
Format

Bundling

Size

Conclusion

Kontakt



Lessons for LibreOffice adoption

Georg Greve, CEO

18. October 2012



Introduction

<https://en.wikipedia.org/wiki/Gravitation>

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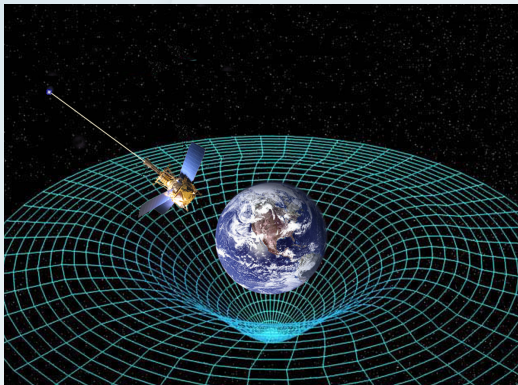
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“Gravitation, or gravity, is a natural phenomenon by which physical bodies attract each other with a force proportional to their masses.”



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https://en.wikipedia.org/wiki/Quantum_gravity

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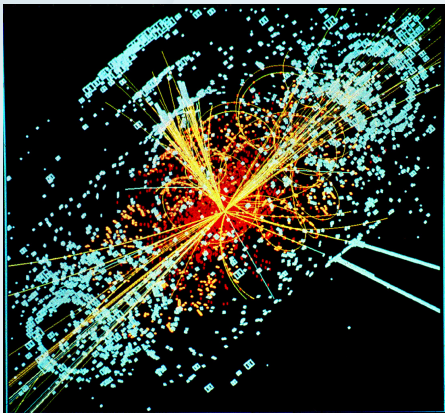
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“If the theory of quantum gravity also achieves a grand unification of the other known interactions, it is referred to as a theory of everything (TOE).”



Introduction

Information Technology is Simpler

Reverting Gravity

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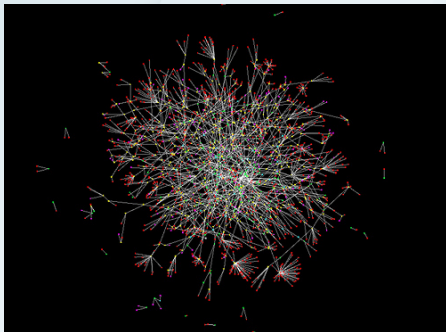
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- ▶ Platform
 - ▶ Format
 - ▶ Bundling
 - ▶ Size
- =
- Network Effect**



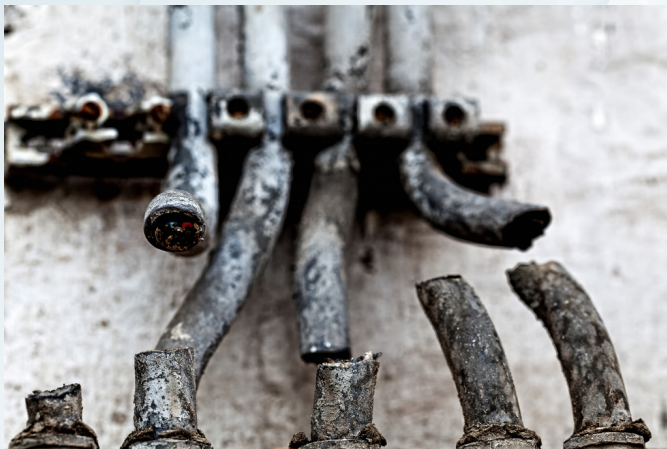
Platform

“Playing a game of gravity against god”

Reverting Gravity

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Remember ECMA 234?



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Platform

But isn't the desktop dead?

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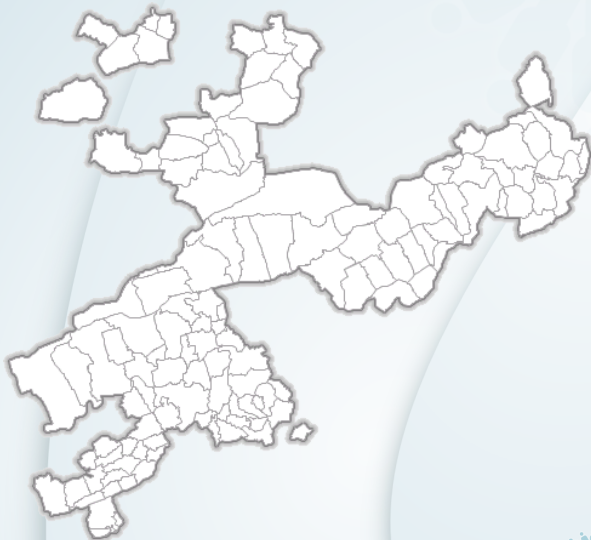
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Format

The gravitational pull of dead trees

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Layman's understanding:
OOXML compliance?
MS-Office application behaviour.





Format

Result: A rigged race

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Format

ODF is still where it's at

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“Open Standards make sense”

 Document Freedom Day

March 28th 2012



Document Freedom Day:
Celebrating information accessibility
through Open Standards.

Find out what you can do at:
documentfreedom.org

“What makes no sense is that large companies in the field still do not understand this. It is time once and for all to end this pointless nonsense of one document sent on one platform being incomprehensible to the user of another”

- Stephen Fry, January 2012

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Bundling

One major roadblock to LibreOffice adoption on Windows

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The screenshot shows the Microsoft Outlook interface. The left pane displays the 'Mail' folder structure, including 'Favorite Folders' (Inbox, Unread Mail, For Follow Up, Sent Items) and 'All Mail Folders' (Email Redemption Test, Deleted Items, Drafts, and a sub-folder 'Inbox' containing various Email Redemption messages like 'Messages from Contacts', 'Newsletter Messages', 'Reported as Spam', 'Trial Certificate Messages', and 'Unverified Messages').

The main window shows an email from 'Email Redemption Messaging System' with the subject 'E-mail verification'. The message content reads:

E-mail verification
Email Redemption Messaging System [messaging@EmailRede...]
This message was sent with High Importance.
To: PTSTester3@intuitivetech.biz

Thank you for joining [The Email Redemption Community](#).

To enable your account we need to verify that the email address provided during sign-up is authentic. Please [click here](#) to do so. This should bring up a page that confirms the successful completion of your registration.

If clicking the link above doesn't bring up such a page, please copy the following URL to your browser's address bar:

<http://aspserver.emailredemption.com/EmailConfirmation.aspx>

The status bar at the bottom indicates '8 Items'.



Displacing Outlook Requirements

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Must consider Client and Server

- ▶ **Server**
 - ▶ Including mobile & web
- ▶ **Client**
 - ▶ Windows, Mac OS, Linux
 - ▶ ideally also mobile
- ▶ **Solution**
 - ▶ based on Open Standards
 - ▶ must **not** be Outlook centric
 - ▶ Add options for LibreOffice?





Displacing Outlook

Mission possible: Server

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The screenshot displays the Kolab Groupware web interface. At the top, the navigation bar includes 'About', 'Kolab Groupware', and user options like 'Mail', 'Address Book', 'Calendar', 'Tasks', 'Files', and 'Settings'. The user is identified as 'bruederli@kolabsys.com' with a 'Logout' option.

On the left, a 'Contacts' sidebar lists various email addresses, including 'Global Address Book', 'Contacts', and several individual contacts like 'abuse@kolabsys.com' and 'Till Adam'.

The main area is an email composition window. The 'From' field is filled with 'Thomas Brüderli <bruederli@kolabsys.com>'. The 'To' field has a dropdown menu open, showing suggestions for 'Brett Brando <brett@brando-inc.com>, ca', 'Casper Cavallieri <c.cavallieri@hotmail.com>', and 'Eva Escalbur <ee@leee.com>'. The 'Subject' field is currently empty.

Below the fields, the 'Options' section shows 'Editor type' set to 'HTML', 'Priority' set to 'Normal', and checkboxes for 'Return receipt' and 'Delivery status notification'. A 'Save sent message in' dropdown is set to 'Sent'.

The email body contains the following text:
Hello folks,
We're proud to announce the brand new **Kolab 3.0 alpha** release including [Roundcube](#) as the new web client. One can compose beautifully colored rich-text messages with embedded images and all kinds of attachments...

The Kolab Cloud goes here!
Have fun,
The Kolab Developers

On the right side, there is an 'Attach a file' button and a list of attachments: 'kolab-cloud.png' and 'kolabXMLFormat.odt'.

At the bottom of the composition window, a green checkmark indicates 'Message saved to Drafts.'



Displacing Outlook

Mission possible: Client

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Address Book

Name	Address
Anton Family	
Christi Holzkopf	
Joseph Wickert	
Ed Duchnow	
Jan Rogers	
Paul James Adams	
Jan Krueger	
Ben Semperon	
Edy	
Georg Greve	
Yves Hubald	
Jan Greve	
Y Meier	
Ed Mueller	
Ben	

Outlook - Certified Kolab

Message: Edit View Options Attach Tools Settings Help

From: Georg Greve <georggreve@kolabsys.com>
To: Georg Greve <georggreve@kolabsys.com>
Date: Wednesday, 23.08.2011

Subject: Certified Kolab

Kolab Groupware Solution

Certified Kolab is the primary offering of Kolab Systems, geared towards the needs of all users of the Kolab Groupware Solution through a flexible set of Service Level Agreements (SLA). Certified Kolab is the Kolab Groupware Solution with professional testing, quality assurance, warranties and integration - including the full freedom and flexibility to the user also provided by the community edition. All offers of Certified Kolab include:

- Access to use Certified Kolab packaging stream of your choice for one of the supported platforms, including updates for three years.
- A Service Level Agreement of your choice, valid for one year without automatic renewals.

Certified Kolab
Kolab Systems AG



There is more Sharepoint

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...and no answer yet.



Size

The moment we stop pushing...

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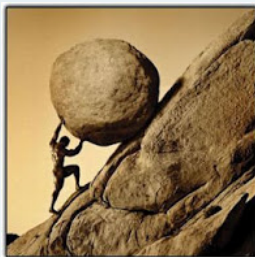
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The answer is collaboration.



Conclusion

An invitation to work together

Three boosters:
Office, Groupware, Browser



Technology & Politics

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More Information

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Try Kolab

<http://kolabsys.com/try>



Kolab Community

<http://kolab.org>



Kolab Systems AG

<http://kolabsys.com>