

Libre Services: Starting with WhiteBerry and ByName

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What Is To Come After Free Software?

- The Free Software movement is just the tip of the iceberg
- Just the first manifestation of a set of deeper and more general set of principles
 - Lots more arenas will be Freed/Liberated
- Plenty of different business opportunities in the Free/Libre paradigm
 - Lots more Business books should be written

Applying the power of Free/Libre Non-Materialism to Internet Application Services

Society in Transition

The Past: The era of **Material Capitalism**

The Present: Challenge to existing institutions and models; uncertainty and confusion

The Future: The era of **Non-Material Capitalism**

Are we equipped for this future?

The Past: Material Capitalism

- **Dominant focus of value:** Material property
- **Legal underpinnings:** Asset protection via patents, copyright, trademarks, & confidentiality
- **Prevailing economic theory:** Laissez-faire, free-market competition
- **Dominant business models:** Market advantage via closed systems, ownership & exclusivity
- **Business financing models:** A closed process, subject to authority/control by a third-party agent -- a VC for private financing; an Underwriter for public financing
- **Societal conventions:** Pervasive reliance on agents and intermediaries for transaction completion

The Future: Non-Material Capitalism

- **Dominant focus of value:** Non-material items: information, software, music, ideas.
- **Legal underpinnings:** Non-material assets reside entirely in the public domain, *without legal protection of ownership*. No patents, no copyright. In place of ownership: attribution of authorship via copyleft and trademarks. Confidentiality frowned upon.
- **Prevailing economic theory:** Greatly expanded role of cooperation and collaboration.
- **Dominant business models:** Market advantage via first mover advantage, superior delivery of service, virtual community building, increasing returns, scale, winner takes all. *Net gain*. John Hagel, Arthur Armstrong. McKinsey & Co., 1997.
- **Business financing models:** Open, egalitarian, with no middlemen. Subject to true supply and demand forces, e.g. via Internet-based Dutch Auction.
- **Societal conventions:** Major shift towards individual responsibility & self-reliance for transaction completion. Greatly diminished role of agents & intermediaries.

Legal Underpinnings

Status Quo: Intellectual property protections based on:

- Secrecy/confidentiality
- Patents
- Copyright
- Trademarks

Problems:

- Existing IPR laws based on material assets
- Patent system in crisis
- Linux, Napster

Solutions:

- Attribution of authorship
- Copyleft; free software, free music
- Trademarks
- Secrecy: merely bad form

Material Capitalism

vs.

Non-Material Capitalism

**Domain of Things
(The Microsoft / WAP Way)**

**Domain of Ideas / Art / Information
(The Linux / LEAP Way)**

Competition

Cooperation

Confrontation

Collaboration

Royalties & Licenses

Sharing - Services & Support

Secrecy

Public

Specification control

Specification stability

Patents

Usage freedom

Copyright

Copyleft

Trademarks

Trademarks

Capital at work

Creativity at work

Libre Services are an extension of the principles of the Free Software movement to the domain of Internet Application Services.

Lessons Of Free Software Applied to ISP/ASPs

$$\frac{\text{GNU / Linux}}{\text{Microsoft Windows}} = \frac{\text{"X"}}{\text{MSN/Hotmail/AOL/Yahoo}}$$

"X" = Libre Services

Criteria For Libre Hood

- Exclusive Use Of Free Protocols
- Pure 100% Free Software / Open-Source
- User Should Be Able To Reproduce The Service

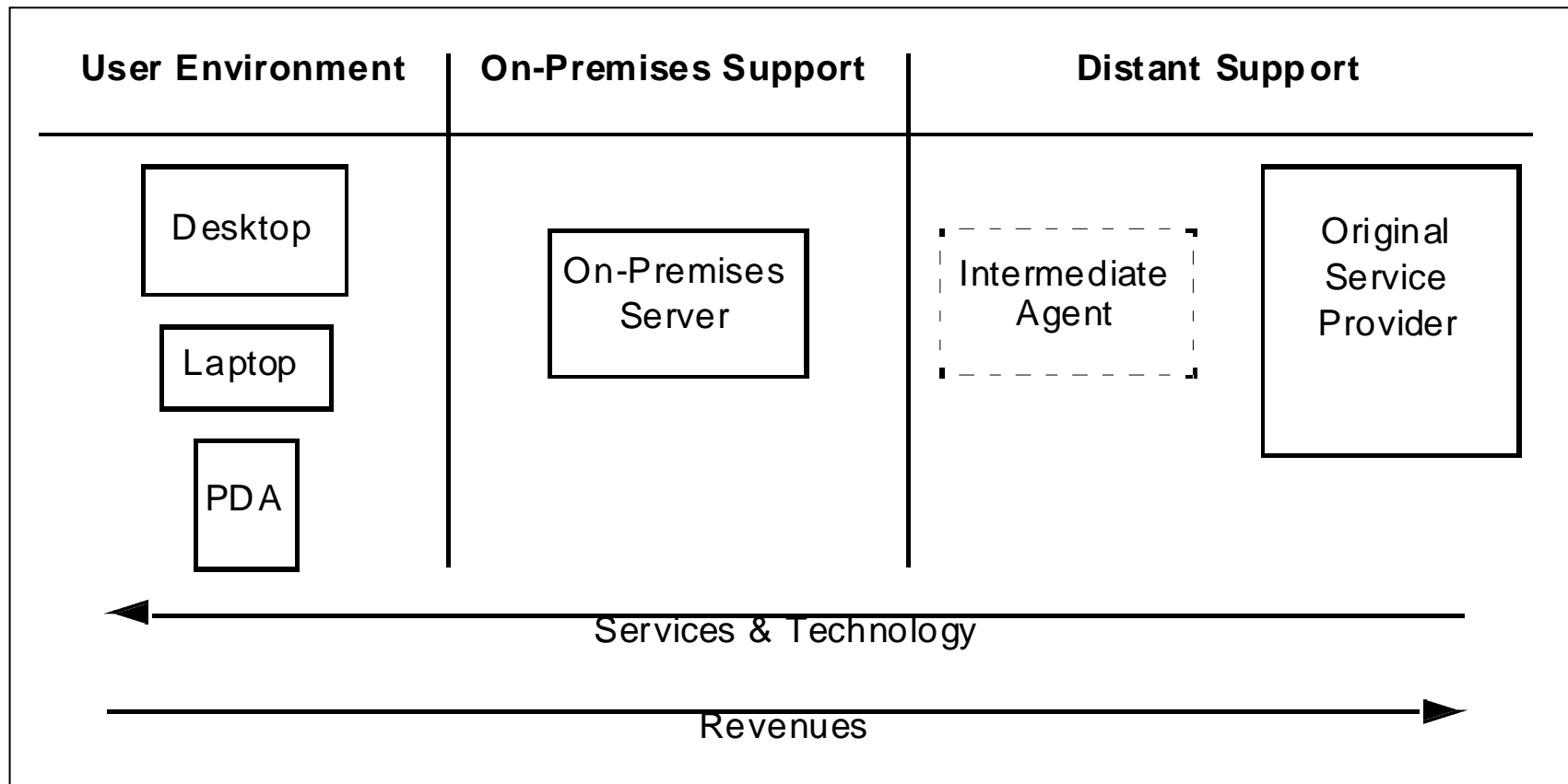
Service Delivery

Today's ASP Model



Service Delivery Distributed Libre Model

A New Model of Computing and Communications



World's First Libre Services

ByName

Augmented by: ByNumber, ByWhere, ...

ByName Features -- Today

- Your Own Domain – mohsen.banan.1.byname.net
- Public Web Page – <http://mohsen.banan.1.byname.net>
- Private My. Web Page – Web based email, personalized portal, ...
- Purpose Based Email Addresses – public@mohsen...
- Integrated support for Mobility (WhiteBerry)
- Phone Access – Voice Integration

See ByName At Work

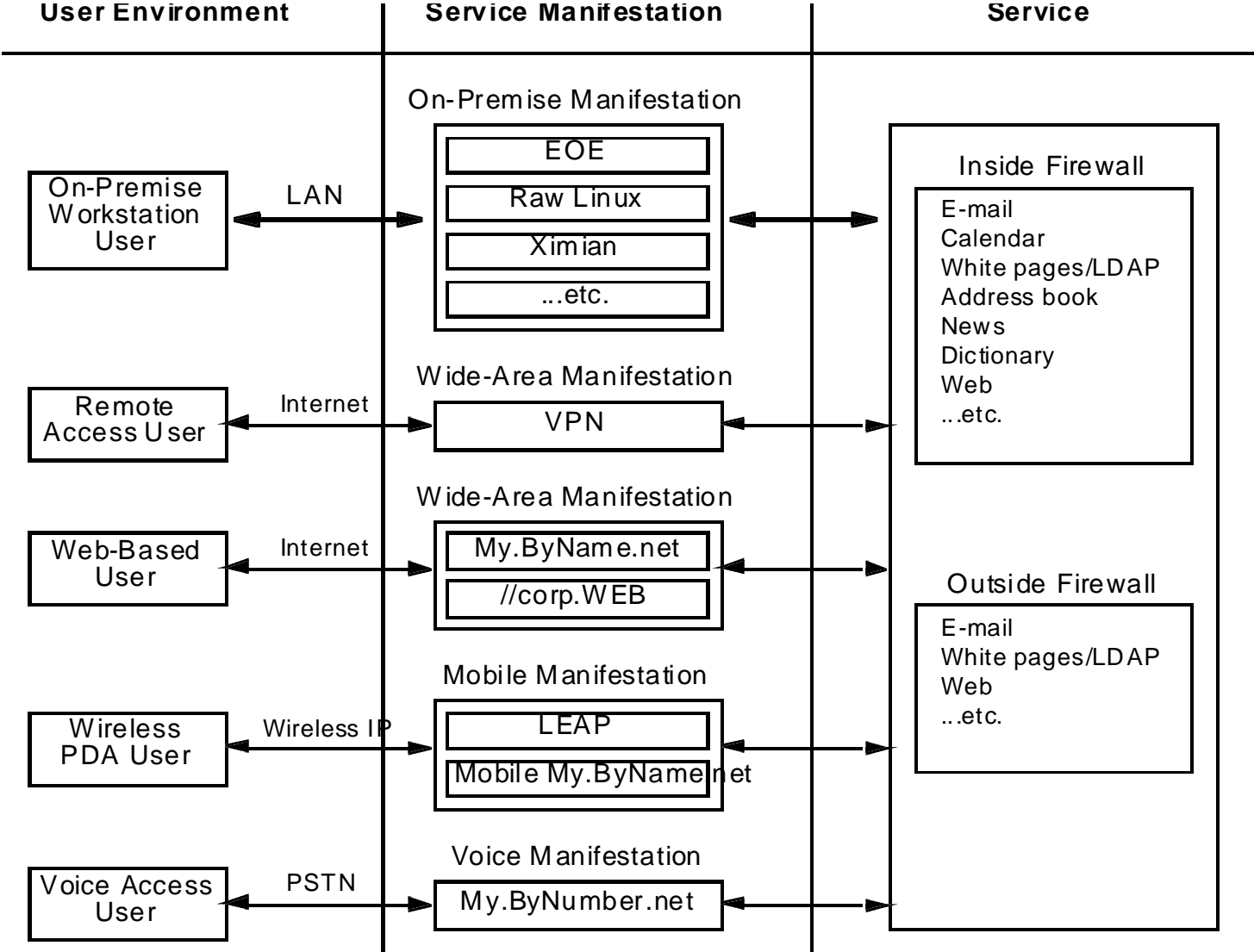
0 cost uncommitted service:

<http://my.byname.com>

Paying Subscribers:

<http://my.byname.net>

ByName Service Access Models



ByName Software Components

Debian Linux, ucspi, daemontools, djbdns, qmail, wuftp, Apache, mySQL, opcron, sudo, oplnetd, ssh, Rsync, opSyslog, EZMLM, MHonArc, Tomcat, Jetspeed, IMP

What Has Been Missing Is The Glue

We Call That Glue

OSMT

(Open Systems Management Tools)