



S A N F R A N C I S C O

**Open Solutions Alliance
PR Summary Report
FEBRUARY 2007**



Highlights – February

- Launched the OSA
 - Press and analyst outreach for launch resulted in more than 50 original articles
 - Counseled OSA on hot button issues and responses and immediate PR priorities post-launch

OSA Press Releases – February

- New 'Open Solutions Alliance' Formed by Leading Vendors to Drive Adoption of Open Source Business Solutions; Fast-growing Demand for Affordable Open Source Business Solutions Drives Industry Response to Improve Interoperability and Lower Integration Costs PR Newswire US, February 14, 2007 Wednesday 12:00 PM GMT, 863 words

OSA Media Coverage – February

-Print-

InformationWeek

“The Ticker”

2/16/07

IT Week

“Body to stack open source apps”

2/19/07

OSA Media Coverage – February, continued

NetworkWorld

“Management and open source software together at last”

2/19/07

ComputerWorld

“Briefs”

2/17/07

ComputerWire

“Open source vendors form Open Solutions Alliance”

2/14/07

NetworkWorld

“Vendors form Open Solutions Alliance”

2/14/07

Technology Daily

“New open source group will focus on compatible products”

2/14/07

-Online-

ComputerWorld

“MySQL, JasperSoft sign joint reselling agreement”

2/28/07

<http://www.computerworld.com.au/index.php/id:323147581;fp:4194304;fpid:1>

LinuxPlanet

“Openbravo’s ERP draws international cheers”

2/27/07

<http://www.linuxplanet.com/linuxplanet/reports/6363/1/>

InternetNews

“What happened to the Open Management Group?”

2/26/07

<http://www.internetnews.com/dev-news/article.php/3661966>

IndiaOutsourceWatch.com

“Unisys joins Open Solutions Alliance”

2/24/07

<http://www.indiaoutsourcewatch.com/displaynews.asp?id=news535>

OSA Media Coverage – February, continued

SDA India Magazine

“Open source business solutions develops alliance to foster innovation”

2/24/07

http://www.sda-india.com/sda_india/psecom,id,102,site_layout,sdaindia,news,15730,p,0.html

SDA Asia Magazine

“Unisys to join Open Solutions Alliance”

2/23/07

http://www.sda-asia.com/sda/news/psecom,id,14084,srn,4,nodeid,1_language,Singapore.html

CRM Directory

“More than 600 attendees flock to New York for first ever LinuxWorld Open Solutions”

2/20/07

http://www.crmdirectory.com/index.php?option=com_content&task=view&id=732&Itemid=44

Monsters & Critics

“Open Solutions Alliance makes its debut”

2/20/07

http://tech.monstersandcritics.com/news/article_1265827.php/Open_Source_Alliance_makes_it_debut

Computing UK

“Open source integration remains elusive”

2/19/07

<http://www.computing.co.uk/vnunet/news/2183690/open-source-integration-remains>

Red Herring

“CollabNet bonds Linux vendors”

2/19/07

<http://www.redherring.com/Article.aspx?a=21349&hed=CollabNet+Bonds+Linux+Vendors>

The Register

“Linux vendors gang up for enterprise”

2/19/07

http://www.theregister.co.uk/2007/02/19/linux_for_entreprise/

OSA Media Coverage – February, continued

NewsForge

“Can open source apps find strength in numbers”

2/18/07

<http://newsvac.newsforge.com/newsvac/07/02/18/0433201.shtml>

InternetNews

“This Alliance wants to ease open source friction”

2/16/07

<http://www.devxnews.com/article.php/3660336>

ComputerWeekly.com

“Linux alliance established for business apps”

2/16/07

<http://www.computerweekly.com/Articles/2007/02/16/221829/linux-alliance-established-for-business-apps.htm>

InformationWeek

“Alliance will push enterprise adoption of open source code”

2/15/07

<http://www.informationweek.com/news/showArticle.jhtml?articleID=197006265>

Also at Dr. Dobbs Journal, CRN, ChannelWeb and ITnews.com.au

ArsTechnica

“Open Solutions Alliance to promote open source interoperability”

2/15/07

<http://arstechnica.com/news.ars/post/20070215-8852.html>

ITWeek

“Open source startups push interoperability”

2/15/07

<http://www.itweek.co.uk/vnunet/news/2183292/open-source-start-ups-team>

Also at VNUnet, Computing UK, PC Authority, and PC World

Linux Magazine (online)

“The news from LinuxWorld New York”

2/15/07

<http://www.linux-mag.com/id/2923/>

InternetNews

“This Alliance wants to ease open source friction”

2/15/07

<http://www.internetnews.com/dev-news/article.php/3660336>

OSA Media Coverage – February, continued

Also at DevX.com

TechNewsWorld

“Unisys joins newly formed Open Solutions Alliance”

<http://www.technewsworld.com/story/55772.html>

2/15/07

SDA Asia Magazine

“EnterpriseDB establishes Open Solutions Alliance”

2/15/07

<http://www.sda->

[asia.com/sda/news/psecom.id,13892,srn,4,nodeid,1, language,Singapore.html](http://www.sda-asia.com/sda/news/psecom.id,13892,srn,4,nodeid,1, language,Singapore.html)

SearchOpenSource.com

“Open Solutions Alliance founded to foster OSS interoperability”

2/14/07

http://searchopensource.techtarget.com/originalContent/0,289142,sid39_gci1243808,00.html

ITBusiness.ca

“Open source non-profit to promote enterprise interoperability”

2/14/07

<http://www.itbusiness.ca/it/client/en/home/News.asp?id=42265>

ComputerWorld.com

“Vendors form open source business alliance”

2/14/07

http://www.computerworld.com/action/article.do?command=viewArticleBasic&taxonomyName=software&articleId=9011267&taxonomyId=18&intsrc=kc_top

Also at InfoWorld.com

TMCNet

“Centric CRM works to establish Open Solutions Alliance”

2/14/07

<http://www.tmcnet.com/news/2007/02/14/2337554.htm>

CIO (CIO Tech Informer)

“Vendors form open source consortium”

2/14/07

http://www.cio.com/blog_view.html?CID=28799

OSA Media Coverage – February, continued

TechWorld

“Open source vendors band together”

2/14/07

<http://www.techworld.com/applications/news/index.cfm?newsID=8034&pagtype=article>

TechNews

“The Open Solutions Alliance”

2/14/07

<http://www.technologynewsdaily.com/node/6008>

LinuxWorld.com

“Vendors form Open Solutions Alliance”

2/14/07

<http://www.linuxworld.com/news/2007/021407-osa.html>

IT Business Edge

“New alliance aims to further open source interoperability”

2/14/07

<http://www.itbusinessedge.com/blogs/osb/index.php/2007/02/14/new-alliance-aims-to-further-open-source-interoperability/>

NewsForge

“New open source advocacy group formed”

2/14/07

<http://software.newsforge.com/software/07/02/14/1159228.shtml?tid=132&tid=138>

Linux Planet

“New OSA group takes alternative tack on Linux/Windows interoperability”

2/14/07

<http://www.linuxplanet.com/linuxplanet/newss/6355/1/>

Computer Business Review

“Open source vendors form Open Solutions Alliance”

2/14/07

http://www.cbronline.com/article_news.asp?guid=D3DA54D6-E83F-43AB-A975-9081785D25D2

OSA Media Coverage – February, continued

CNET

“Open source firms team up for interoperability”

2/14/07

http://news.com.com/Open-source+firms+team+up+for+interoperability/2100-7344_3-6159182.html

Also at ZDNet UK and ZDNet Asia

InternetNews

“Penguins descend on New York City for LinuxWorld”

2/13/07

<http://www.internetnews.com/dev-news/article.php/3659586>

InternetNews

“New open source group to focus on apps”

2/6/06

<http://www.internetnews.com/dev-news/article.php/3658336>

NewsForge

“New open source advocacy’s launch is shrouded in secrecy”

2/3/07

<http://trends.newsforge.com/article.pl?sid=07/02/03/1824249&tid=138&tid=74>

-Blog Highlights-

ZDNet (Dana Blankenhorn)

“Unisys stands alone at first OSA meeting”

2/21/07

<http://blogs.zdnet.com/open-source/?p=948>

CIO (CJ Lynch)

“The Collaboratory”

2/20/07

<http://blogs.cio.com/node/712>

InfoWorld (Matt Asay blog)

“Yet another alliance”

2/14/07

http://weblog.infoworld.com/openresource/archives/2007/02/yet_another_all.html

OSA Media Coverage – February, continued

ZDNet (Blankenhorn blog)

“Open source organizes its developers, developers, developers

2/14/07

<http://blogs.zdnet.com/open-source/?p=940>

OSA Media & Analyst Activities – February

- Interviews/Briefings
 - Al Gillen, IDC
 - Stephen O’Grady, Red Monk
 - Raven Zachary, Jay Lyman, The 451 Group
 - Mark Driver, Gartner
 - George Weiss, Gartner
 - Alex Fletcher, The Entiva Group
 - Amy Wohl, Amy Wohl Opinions
 - Sean Michael Kerner, InternetNews
 - Stephen Shankland, CNET
 - Dana Blankenhorn, ZDNet
 - Robin Miller, NewsForge
 - Lisa Hoover, NewsForge
 - Stephen Faig, Database Trends & Applications
 - Dennis Byron, eBizQ.com
 - Matt Aslett, ComputerWire
 - Lora Bentley, IT Business Edge
 - Don Marti, LinuxWorld.com

OSA Other Activities & Planning – February

- Attended marketing work group weeklies
- Submitted OSCON proposal
- Submitted LWE SF proposal

OSA PR Priorities for March

- Issue new member news
- Help develop OSA positions on key topics
- Identify OSA's top three topics and messaging for each; conduct media outreach accordingly