

OSS-IAM Business Models

1st Open Source Software and
Identity & Access Management Workshop,
Vienna 2019

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OSS IAM Business Models

- IAM is a continuously growing and changing market
- As in other fields, the percentage of OS projects will increase
- Most IAM-OSS companies are very small, some small, only very few big enough to fulfil a big project (> 250 person days)
- We need business models that allow for co-operation

OSS IAM Business Models

- We have different roles in OSS IAM Community and companies take up one or more of these roles:
 - Software developer
 - Software integrator
 - Project manager
 - Managed Service operator
 - Marketing
 - Sales
 - Community building
- All these roles can have different business models
- The chance of an eco-system is that different roles can be taken by different companies in one project
- Beware: Customer very often wants one point of contact
- Also beware: not all roles make money

OSS IAM Business Models

- Customer often wants to buy in all roles, OS companies often only can perform a subset of the roles (because of lack of time or lack of expertise). Thus co-operations are needed.
- One possible co-operation could be:
 - Company 1 is software developer and makes marketing and community building
 - Company 2 as main point of contact does project management and software integration
 - Company 3 provides SaaS and operates and supports the service
- But also support could be divided, e.g., one company for each level

OSS IAM Cooperation Models

- Such co-operations need a lot of trust between the companies
 - We need a model that prevents that one company suffers from the errors of another company
- We also need interoperable business models
- And we IMHO also need to look different than closed source contracts
- And we should see that subscription fees etc. look very different to license fees

Cost models

- Also cost models need to be interoperable, easy to mediate and reasonable
- Different options for “subscription fees”:
 - Price per entity * number of connectors and if more than X entities price per server instance :-)
 - Price per FTEs of the customer :-)
 - Price per user per month :-|
 - Price per documented helpdesk hours :-|
 - Or a simple but smart combination of these
- Models must take into account that some work is not paid by the customer (e.g. Marketing)

So let's discuss

- Interoperable Customer Contract options
- Interoperable Business models
- Trust establishing inter-company contracts
- Cost models

Thanks!

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