



# How to guide an enterprise into Open Source

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Kaplan Test Prep & Admissions

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# Who am I

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- **Job: CTO, Kaplan Test Prep and Admissions**
- **Member: New York CTO Club**
- **Nationality: Australian**
  - **Australian fact – Highest medal count per capita in last 3 summer Olympics**

# Kaplan Test Prep and Admissions



A banner for Kaplan Test Prep and Admissions. The banner features the Kaplan logo and the text 'TEST PREP AND ADMISSIONS'. Below the logo, there are three small images of students. The banner also includes a list of services offered, such as College, Law, Business, Graduate, Medical, Dental, Nursing, Pharmacy, Education, English, Optometry, and High School. Each service is followed by a 'More' link. The banner also includes a 'View All' link and a 'Higher score. Brighter future.' slogan. At the bottom, there are links for 'Visit Our Bookstore' and 'Outside the USA and Canada?'. The banner also includes a footer with contact information and a disclaimer.

College | Law | Business | Graduate | Medical | Dental | Nursing | Pharmacy | Education | English | Optometry | High School

SAT | ACT | Tutoring | AP | More  
LSAT | Bar Prep | More  
GMAT | More  
GRE | MAT | More  
MCAT | USMLE | More  
DAT | NBDE | More  
NCLEX-RN | NCLEX-PN | More  
PCAT | NAPLEX | More  
GRE | Praxis | NYSTCE | More  
English Language | IDEEL | More  
OAT | More  
SHSAT | SSAT | ISEE | More

Higher score. Brighter future.

Visit Our Bookstore | Outside the USA and Canada?



# Our Existing OSS Technology

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- Apache
- Linux
- JBoss
- Tomcat
- Twiki
- Alfresco
- PHP
- Perl
- Moodle
- MySQL
- Mule
- LimeSurvey
- Firefox

# Our OSS Successes

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- **2008 JBoss Innovator of the Year**
  - **Rivet Logic and Kaplan Test Prep and Admissions**

# OSS Plan

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**Phase 1 - Stand-alone successes & “the obvious” (Linux/Apache)**

**Phase 2 - Roadmap & research**

**Phase 3 - Major projects (cycle-driven)**

# Why open source?

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# Why open source?

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- Latest technology
- Highly customizable
  - Good “build” compromise (vs. buy)
  - Agile
- Low barrier of entry
- Low start-up costs, maintenance \$'s only
- Community-based (help, references)
- **Staff retention tool**

# Open Source: the software of choice in a “connected” world

# The Starting Line

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- **Java and Microsoft shop**
- **“build” bias**
- **Few positive vendor experiences**
- **Unconnected in tech community**
- **CEO interview question**

# Phase 1 - First Moves

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- **Hired a chief architect with OSS experience**
- **Acknowledge past OSS successes (Linux)**
- **Deployed twiki - OSS platform**
- **Set an OSS strategy/commitment**
- **Find OSS advocates in dev teams**

# Phase 2 - OSS Roadmap

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- **Open source must be an “option” for all technology refreshes**
- **SaaS is sometimes an alternative (i.e. Salesforce.com)**

# Phase 3 – Major Project

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- **Find a highly visible business-centric project (i.e. ecommerce website)**
- **Seek development partners for expertise (i.e. RivetLogic for Alfresco)**

# The Client/OSS Vendor Relationship

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- **Lean**
- **Trust**
- **Two-way cooperative**
- **Renewable!**

# OSS Issues

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- **When is an OSS product “too early”**
- **Staff resistance**
- **Large vendors and OSS**
- **Contributing code back to community**

# Questions

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