Continental
The Future in Motion

Corporate Infrastructure Strategy

LibreOffice - a Strategic View from “Outside”

Agenda

1 The Setting for this Talk - in Brief, of Course!

2 Why This Strategic View?

3 Strategy 1: Never Change a Running System

- **3.1** Excursion: The Legacy Burden in our Industry
- **3.2** IT Infrastructure's "Bread-and-Butter Topics"

4 Strategy 2: Heading for New Shores

- **4.1** Excursion: Today’s Workplace Paradigms
- **4.2** The Needs Behind - And How to Cover Them

5 Benefits and Chances Regarding Open Source

6 Summary

7 Our Key Questions

8 Your Feedback and Discussion

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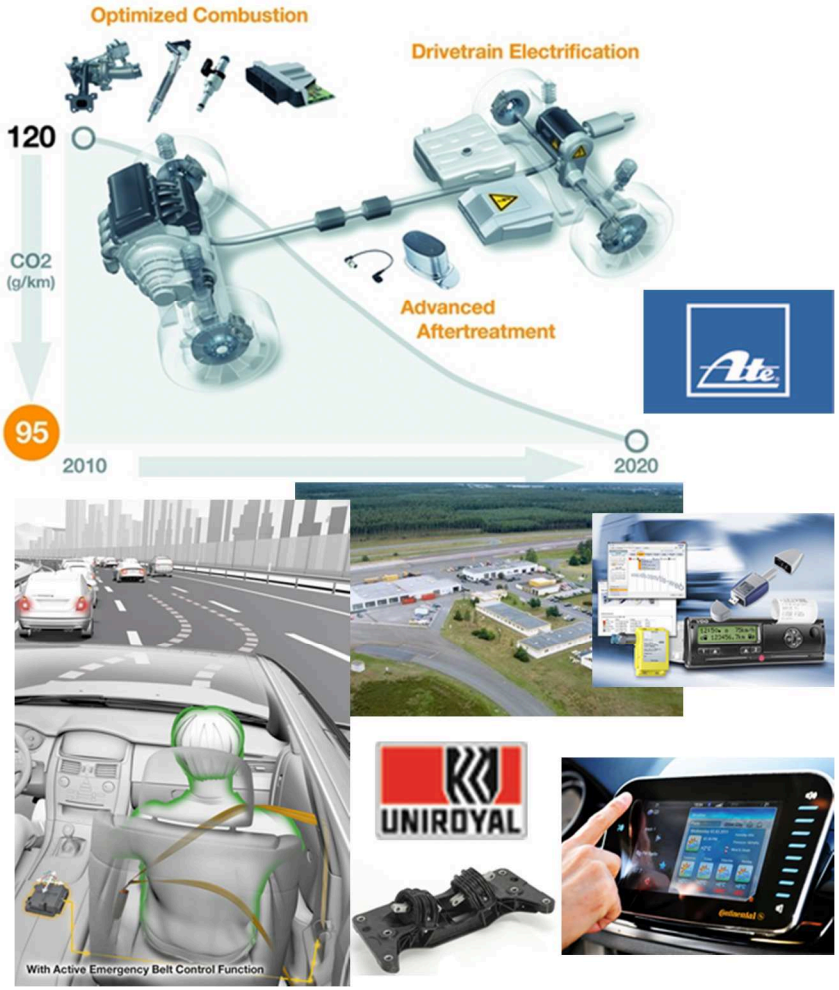
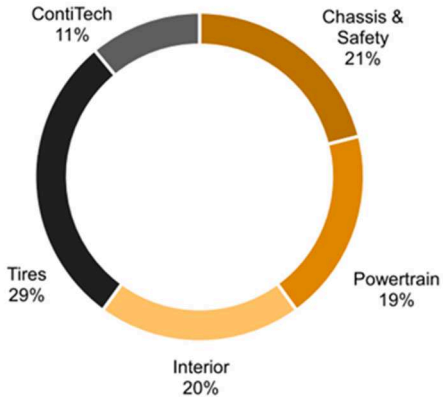
The Setting for this Talk - In Brief, Of Course!
Continental AG



Continental Corporation
Overview 2012

- Since 1871 with headquarters in Hanover, Germany
- Sales of €32.7 billion
- 169,639 employees worldwide
- 291 locations in 46 countries
- One of the top 3 in the automotive supplier industry

Sales by division in %



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The Setting for this Talk - In Brief, Of Course!
May I introduce myself?

- diploma in electrical engineering (control theory, automatization and real-time data processing),
- started 1992 with Siemens Automotive, Powertrain Division (now Continental AG)
- representing my company in “ASAM e.V.” (“Research Group for Standardization of Automation and Measurement Systems) and in the EU-funded automotive project “STAUMECS”, work package lead for sub-standards
- moved to IT, introduced a corporate document management and an archiving system, leading many IT projects (also for Office application suites)
- now responsible in Corporate IT Infrastructure Strategy Workplace and Collaboration for Operating Systems and Tools (such as Office)
- bigger part of working time is actually consumed for my project leader task to promote the decision on Continental’s future use of Office applications

Motto:
Keep Pushing!

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Why This Strategic View on Open Office Suites?

- **Continental wants to investigate all reasonable options for replacing MS Office 2007**
  - our actual position requires a change sooner or later
    - Microsoft Office 2007 is the standard suite for office applications for our > 90 000 users, Microsoft will deliver patches until early 2017 for it
    - three applications are widely used: Microsoft‘s Word, Excel, PowerPoint, Access and InfoPath are of much less global importance but are included in our fully licensed suite
    - we‘re BIG – so we need some lead time for preparing a movement in this field
  - the market is changing significantly
    - Microsoft moves to „service supplier“
    - office tool suites do support much more OS platforms than ever
    - alternative suites have a high maturity and reliability, serving open standards
- **Time for us to wipe the strategy glasses, have a look again and start engines!**

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Strategy 1: Never Change a Running System

- **The „Conservative Way“ ??? „IT-Preserves“ ???**

- What would it mean to just update existing infrastructure?
  - KEEP things running straight as they are – not the worst option, right?
  - Maybe it‘s the most cost efficient path ???
  - It surely doesn‘t bother our business too much with „IT – Disruptions“

- „To Decide is To Abstain“:

A decision for „keep it as it is“ would mean:

  - abstain from significant advantages and benefits that another decision could bring
  - NOT to provide modern tool offerings and features for multiple platforms for the users
  - NOT to improve license usage and NOT to be prepared for upcoming IT challenges

Strategy 1: Never Change a Running System
Excursion: The Legacy Burden in our Industry

Legacy Data,
Customers

Suppliers (we)

- Well, it‘s not exactly as on this picture, but limitations for our decision do apply:
  - we have millions of existing documents in MS Office 2003 and MS Office 2007 format
  - these documents contain still content which is actively re-used and required
  - customers do have the need to receive data and information in „their“ requested format for further processing
    – and that is in most cases
    „the actual Microsoft Office format“
  - we do need to preserve documentation for our products also in the original file format – customers request us to be able to re-engineer new products on the base of existing or even phased out products for up to 30 years
  - we‘re pretty sure that an automated conversion into a „neutral“ format is a killer by means of cost and reliability

Strategy 1: Never Change a Running System
IT Infrastructure's "Bread-and-Butter Topics"

- Also our existing IT infrastructure does play a significant role for a decision:
  - our user PC platform is > 90 000 Windows 7 machines, but also an increasing number of LINUX machines
  - mobile platforms for phones and tablets are Android (various OS versions), Apple, Microsoft Windows, Blackberry – all run in a safe, managed enterprise environment
  - we‘re running Microsoft SharePoint servers as the main storage for our process and project related documentation – and users really appreciate the document handling possibilities between SharePoint and the Microsoft Office suite
  - social media, collaboration functionality, information sharing are established tools, but also today‘s challenges for a decent integration with an office suite
  - virtualization (applications, full clients and complex tool solutions) is a definitive an established option but also a challenge for providing applications like office tools to the end user device

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Strategy 2: Heading for New Shores

- A decision in favor of changing major parts of our office infrastructure can open up chances for significant improvements and benefits
  - πάντα ῥεῖ (panta rhei, "everything flows")
    - supplier move from pure software companies to service providers (good or bad?)
    - innovation moves from product improvement to application interoperability and information transparency (good or bad?)
    - open software tools deliver (good, hopefully)
- New shores unsettle the brave with demanding uncertainties
  - will we succeed and provide better services then before?
  - will the expected benefits realize?

Strategy 2: Heading for New Shores
Excursion: Today's Workplace Paradigms

- Mobility, "Apps", SaaS – what part of the buzz did reach us already?
- Smart Phones and Tablets
  - Apple's iPad, Microsoft's Surface Pro, or tablets from other suppliers are used in some areas, but not yet widely spread in Continental
  - the wide range of operating systems to support make IT-life in an enterprise environment not easy
  - main concern and technical issue is security and central management of such devices
- „Apps" and „software-as-a-service" (SaaS)
  - we're providing solutions from full clients to streamed applications, service based
- **Existing and upcoming paradigms especially but not limited to office software:**
  - services for tools and business processes cover also the needs for highly mobile users
  - transparent access to data, information and social media is a must

Strategy 2: Heading for New Shores
The Needs Behind - And How to Cover Them

- For Continental as “Customer” for office software:
  - delivered services have to be independent from the underlying hardware and software and are available for ideally all supported platforms
  - the services are focused on business processes which create value AND provide access to the basic corporate working environment (data stores, collaboration and social media)
- For Continental‘s “Supplier” for office software:
  - it must be safe, secure, stable, available on common platforms, and „serviceable“
  - it must support Microsoft platforms, LINUX, Android, Apple plus Microsoft SharePoint
  - it must integrate at least on Windows 7 with other software (SAP, MS SQL, Oracle, script and programming environments, Notes, Connections, ..)
  - it must have proven, reliable interoperability with Microsoft Office 2007
  - its cost / benefit ratio must be >>1 in an acceptable time frame

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Benefits and Chances Regarding Open Source

- Benefits
  - we see the innovation potential, the flexibility for developments, the focused approach, the commitment to open standards and the willingness to collaborate with business enterprises as the key benefits of open source communities

- Chances for the community, for all users, as well as for companies
  - breaking up the locked down, revenue driven, bland supplier market with creative solutions, open minded, open-standards-based and integrative approaches fosters broad progress in innovation for the overall user community

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Summary

- Continental wants to investigate all reasonable options for replacing MS Office 2007
- We see two decision paths
  - „just“ replace 2007 by the actual Microsoft version and optimize license usage
    - less impact from „legacy burden“, because we expect no massive data migration
    - would possibly fit neatly into our existing environment
  - introduce other office solution(s) for a high user number / run mixed mode
    - full service models available, innovation driven, go for open standards
    - high benefits expected – but could they be realized in reasonable time?
- Paradigms „services for mobile users“ and „transparent information exchange“ are important for us – besides cost efficiency, integration with our environment, safe, secure and reliable operation of course!

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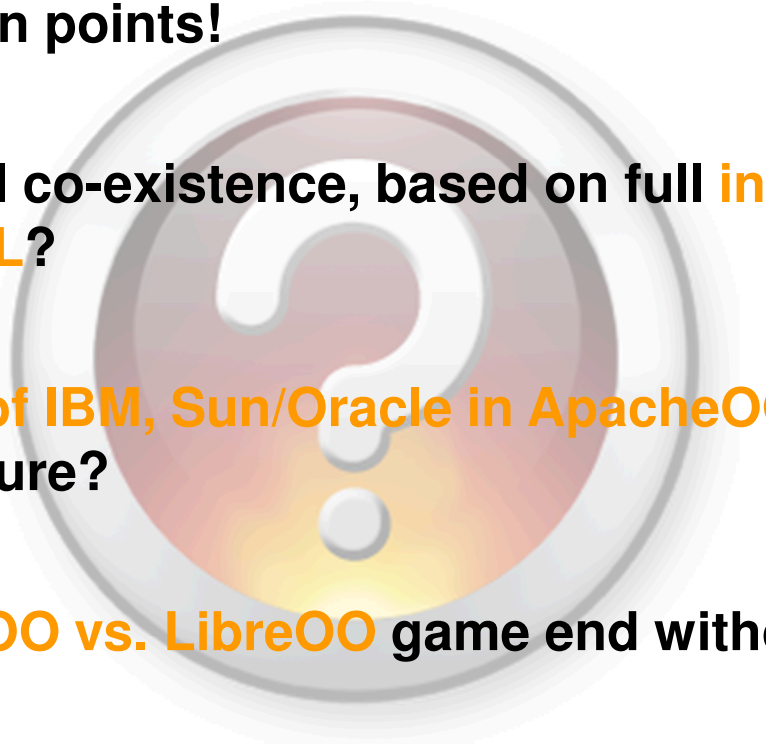
Our Key Questions

- „Open source“ has good benefits and offers great chances, but let‘s clarify the open points!
  - will there be real co-existence, based on full interoperability of ODF and OOXML?
  - what‘s the role of IBM, Sun/Oracle in ApacheOO with regard to LibOO in the future?
  - will the ApacheOO vs. LibreOO game end without an impact on the users?



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Thank You
for your attention!