

Open-Source Projects Need More Than Good Code

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What is Marketing for an Open Source project?

Burning **\$45/click** on google for the keywords ?

PAID SEARCH POSITIONS 1 - 100 (599) 

Filter by keyword



Filters

Ad	Keyword	Pos 	Block	Volume 	CPC 	URL	Traffic % 	Costs % 	Com. 	Results 
 AD	free ecommerce sites	7		50	45.36	 www.odoo.com/	0.03	0.15	0.98	2,150,000
 AD	wave accounting software	10 (8)		140	39.65	 www.odoo.com/	0.07	0.27	0.93	439,000
 AD	free ecommerce site	5		90	35.47	 www.odoo.com/	0.08	0.26	0.93	2,640,000
 AD	free website load testing	10		20	35.18	 www.odoo.com/	0.01	0.03	0.92	5,170,000
 AD	crm open source software	7		20	29.10	 www.odoo.com/Open...ce-CRM	0.01	0.03	0.95	5,970,000
 AD	crm free online	8		30	28.63	 www.odoo.com/	0.01	0.04	0.98	32,200,000
 AD	free ecommerce website	8 (8)		1,600	28.25	 www.odoo.com/	0.89	2.26	0.96	3,180,000
 AD	java ecommerce open source	2		20	27.13	 www.odoo.com/	0.04	0.11	0.75	4,780,000
 AD	best open source project management software	7		70	25.20	 www.odoo.com/Open...roject	0.05	0.11	0.90	3,350,000

or perhaps **this** ?



 **xTuple**
@xTuple Follow

Apple co-founder Steve Wozniak speaks
ow.ly/xWafS <<get your [#xTupleCon14](#) pass
to see him [before June 30]

FAVORITE
1

2:15 AM - 22 Jun 2014



Thank you for a
successful **#xTupleCon14**

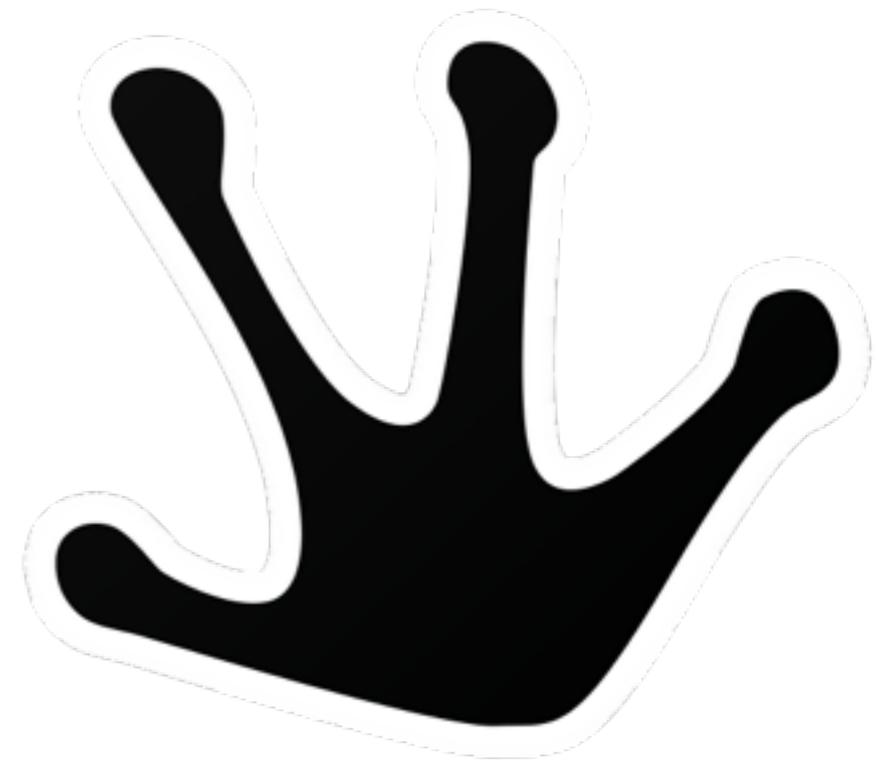
#define Marketing Success

- **Awareness** amongst prospective users
- Established **trust** on the project and community
- **Healthy adoption** and a sane size of contributors

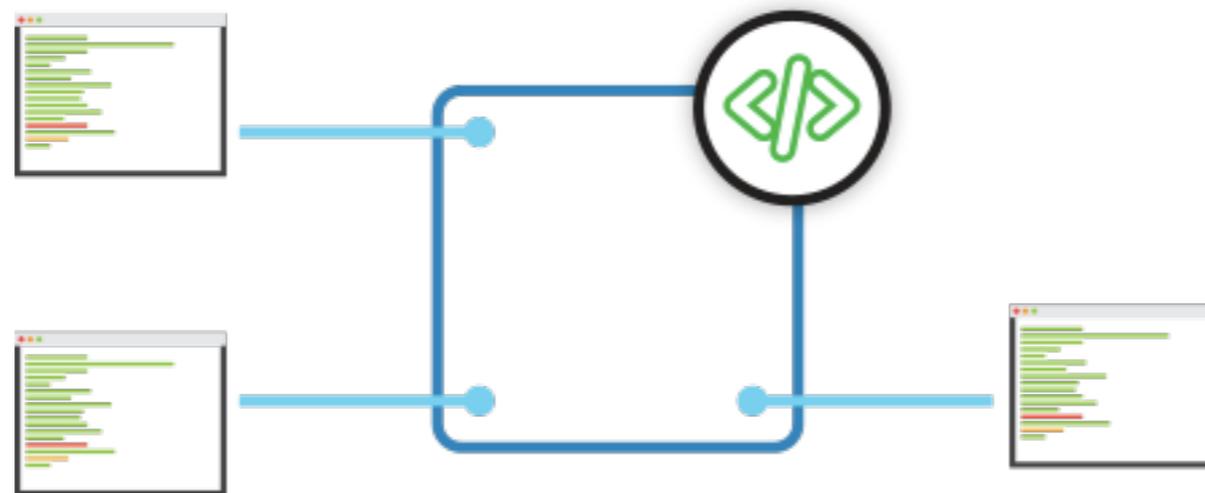


awareness **About** ?

- **Excellent and mature code quality**
- **Small albeit amazing community**
- **Exceptionally high success rate of implementations.**
- **Advantages of License**
- **Scalable and Secure Architecture**



Excellent and mature code quality

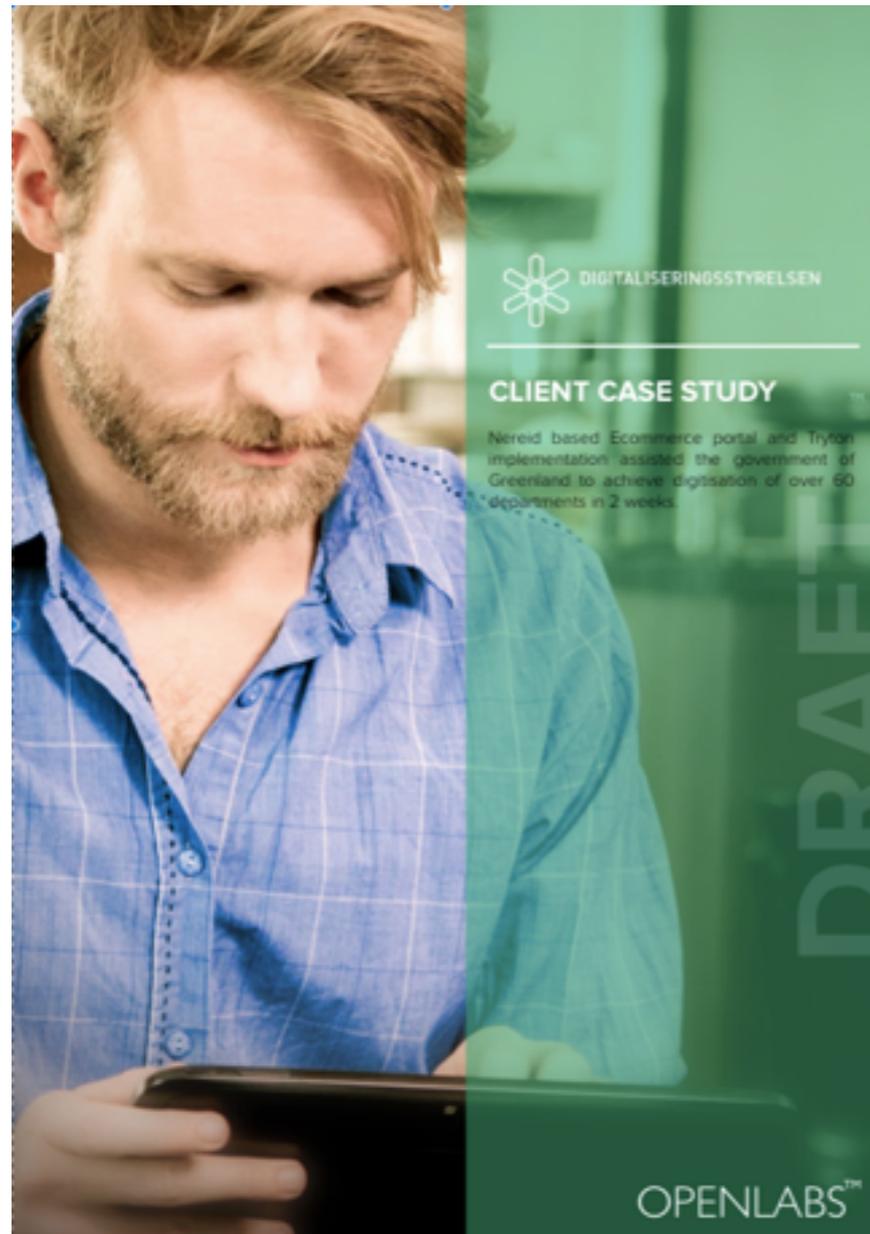


Small albeit amazing community



High Success Rate of Implementations

High Success Rate of Implementations



High Success Rate of Implementations



OPENLABS™
We Listen. We Create. We Deliver.

Client Success Story



THE Client

The GradUit Network is a forward thinking community offering a constant source of support and enlightenment through educational workshops, webinars, and coaching programs. The diverse, respectful and enthusiastic community of Graduit is a positive example of people bringing out the best in each other.



High Success Rate of Implementations



OPENLABS
We Listen. We Create.

Client Success

Client Success Story

Nereid based web portal with Tryton implementation removed the security and scalability issues posed by the existing solution. Franchise holders were granted a unified way of placing their orders.



THE Client

The GradUit Network is a community of support and educational coaching programs and enthusiastic positive examples best in each other.



bSure helps their clients to safely identify the presence of asbestos using a simple process of self-sampling that is quick and cost effective. They supplement this with training and a knowledge base giving their clients the broadest possible service. bSure continues to evolve their services so that they can suit multiple markets. They operate in sectors like construction and engineering, insurance and social housing.

OPENLABS™
We Listen. We Create. We Deliver.

High Success Rate of Implementations



OPENLABS™
We Listen. We Create.

Client Success

Client Success

Nereid based implementation scalability issue Franchise holder replacing their org



THE Client

The GradUit Network is a community of support and educational coaching programs and enthusiastic positive examples best in each other.



CLIENT SUCCESS STORY



gnacode

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High Success Rate of Implementations



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Client Success

Client Success

Nereid based
implementation
scalability issue
Franchise holder
placing their order



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CLIENT
SUCCESS
STORY



OPENLABS™

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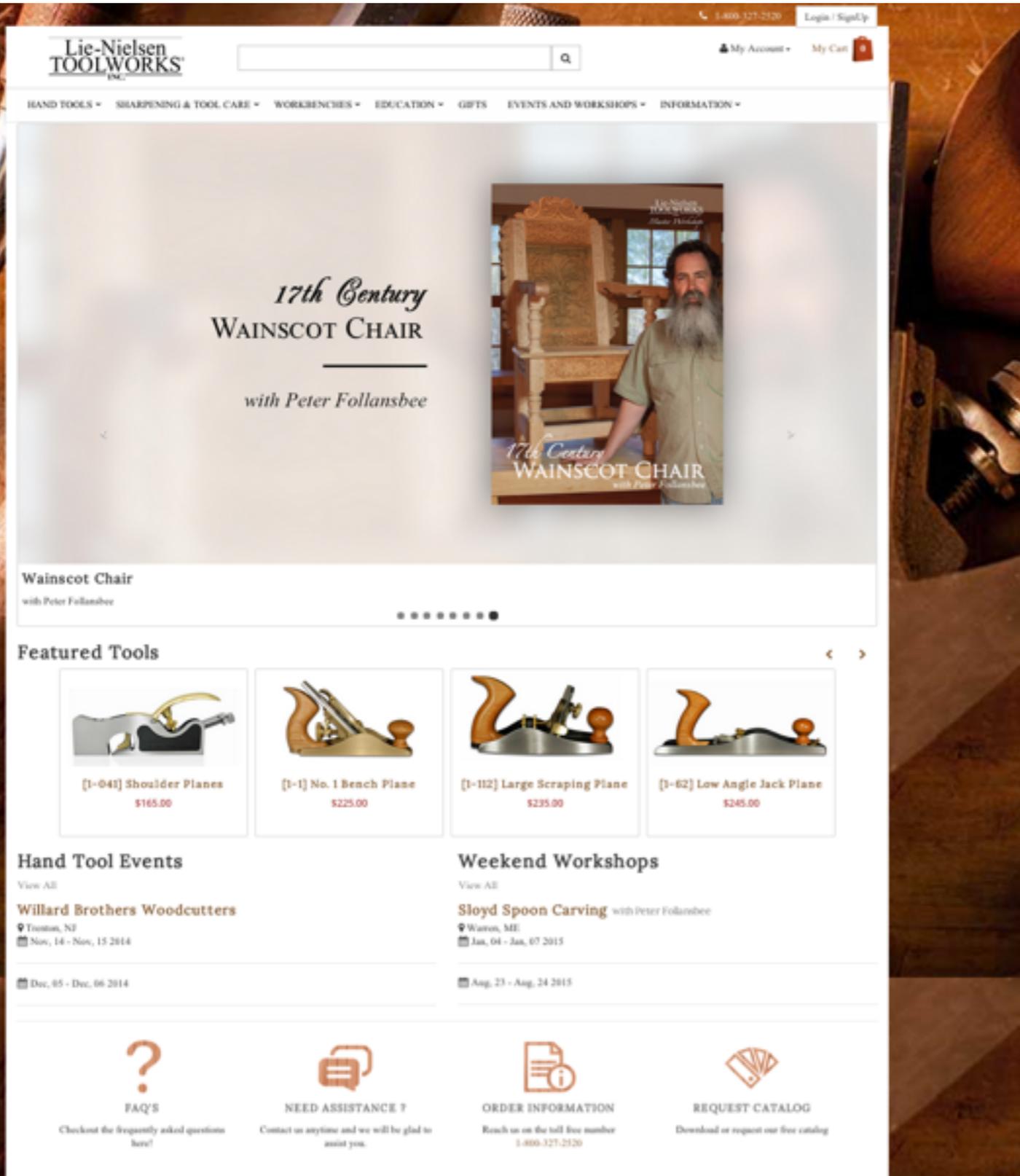
CLIENT CASE STUDY

Creating the Perfect Solution

As the aviation law changed, we assisted Advocate Tax in helping their clients and employees to submit information with ease and interact with the data efficiently leading them to advance their position in the market.



High Success Rate of Implementation - Sep 2014

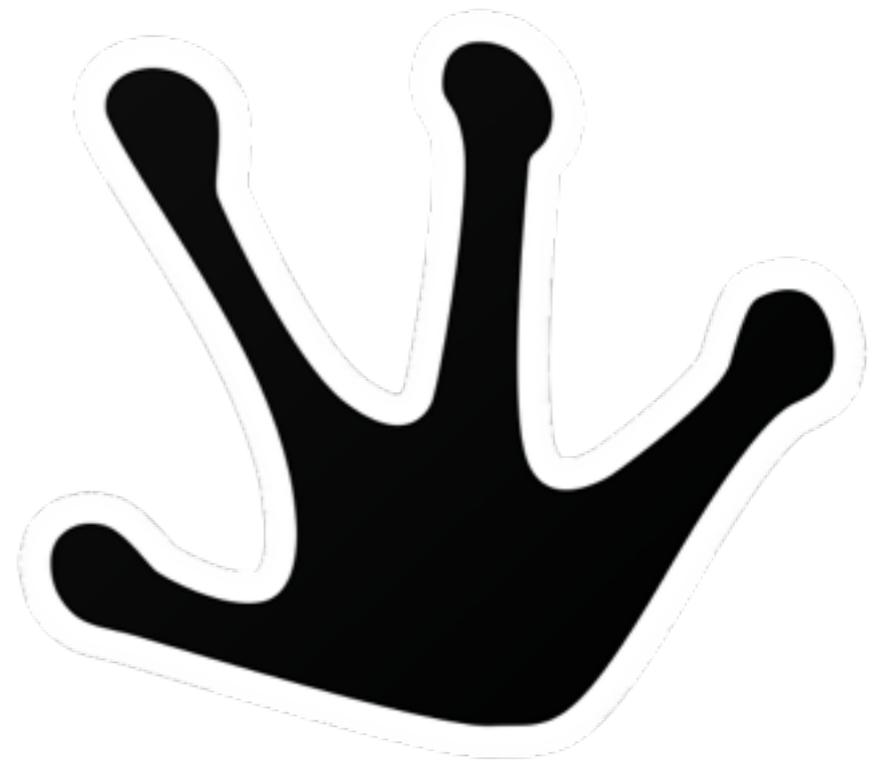


- 75000+ Customers
- 10k+ registered users
- 9K+ SKUs

- Horizontally scaled on AWS EC2 Cluster
- 99.99% Uptime
- Docker based deployment
- Tryton POS Beta Customer

trust **On** ?

- **Project Energy**
 - **Focus on regular predictable releases since v1**
- **Real-world usage of the product**
- **Low TCO (Total cost of Ownership)**
- **Usability of the Software**
- **Support availability**



Adoption

When is adoption **healthy** enough ?

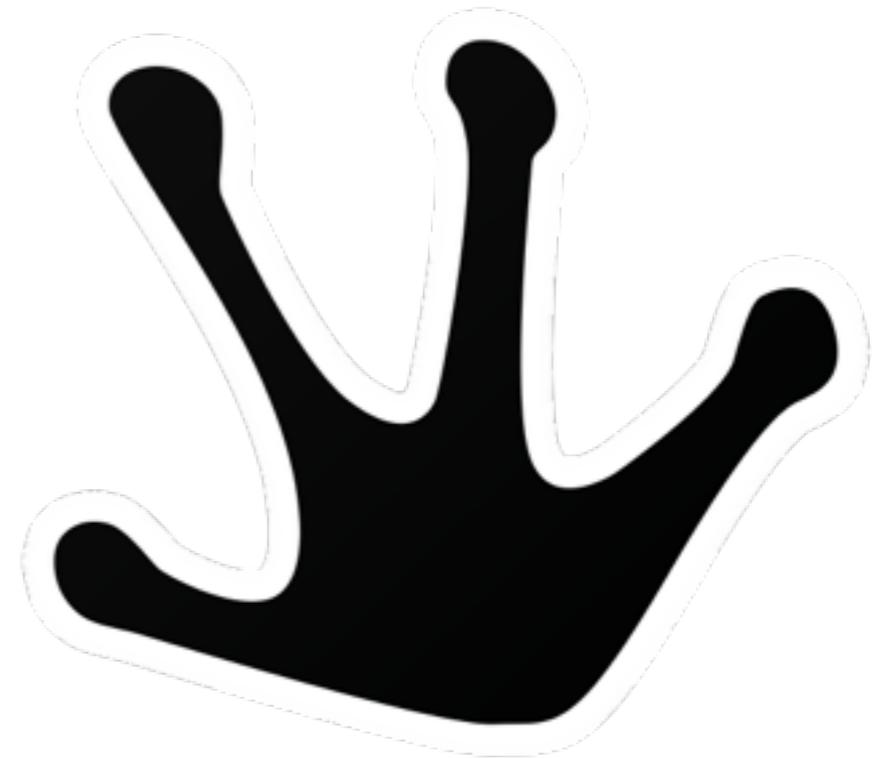
“When you convince a **significant** number of people that your project is the **best solution** to their **problem!**.”

–Nathan März

Former Twitter engineer. Author of Storm and Cascalog.

Healthy adoption - **Users**

- **Documentation**
- **Books and Tutorials**
- **Customer testimonials**



Documentation

<https://github.com/tryton/tryton-documentation>

- **Most successful project of TUB2013**
 - **18 active contributors**
 - **102 commits**
 - **Functional documentation**
 - **Beginners guide**
-

Books and Tutorials

Helping users **learn** Tryton

- **Learning curve should be low**
 - **Broken Guided demos**
 - **Webinars**
 - **User guides**
 - **Tutorial series**

“A lot of open source developers don't realise how crucial docs are: people cannot use your software if they don't understand it“

–Nathan März

Customer testimonials : Helping users **trust** Tryton

3.4.tryton.org:8000



Your connection is not private

Attackers might be trying to steal your information from **demo3.4.tryton.org** (for example, passwords, messages, or credit cards).

Advanced

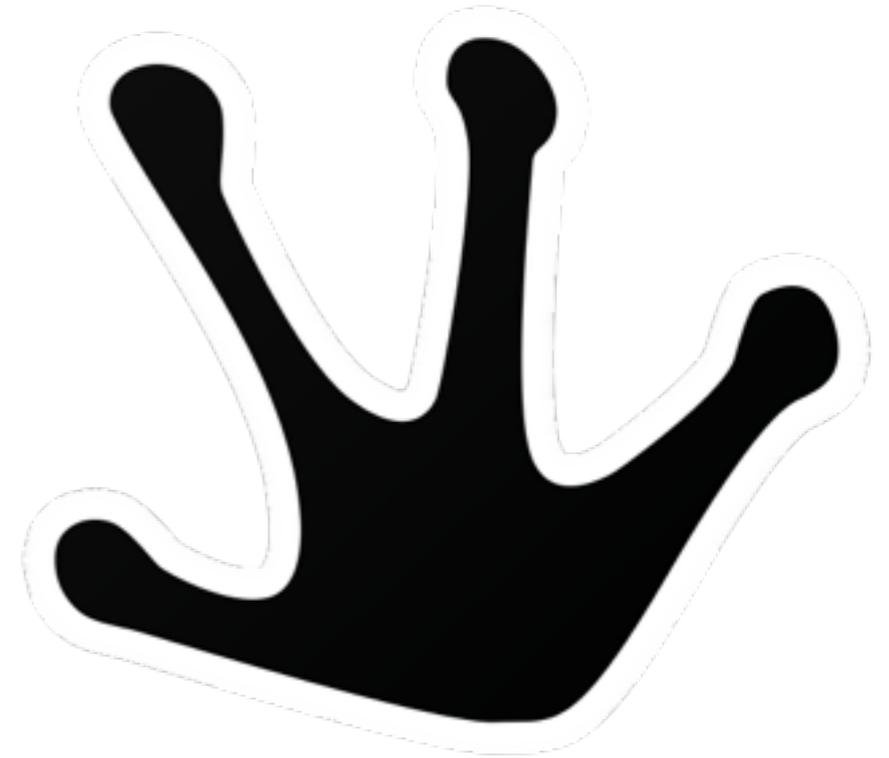
Back to safety

Customer testimonials : Helping users **trust** Tryton

- **Real world usage**
 - **Case Studies**
 - **Stories**
 - **Blogs**
 - **Twitter mentions**
-

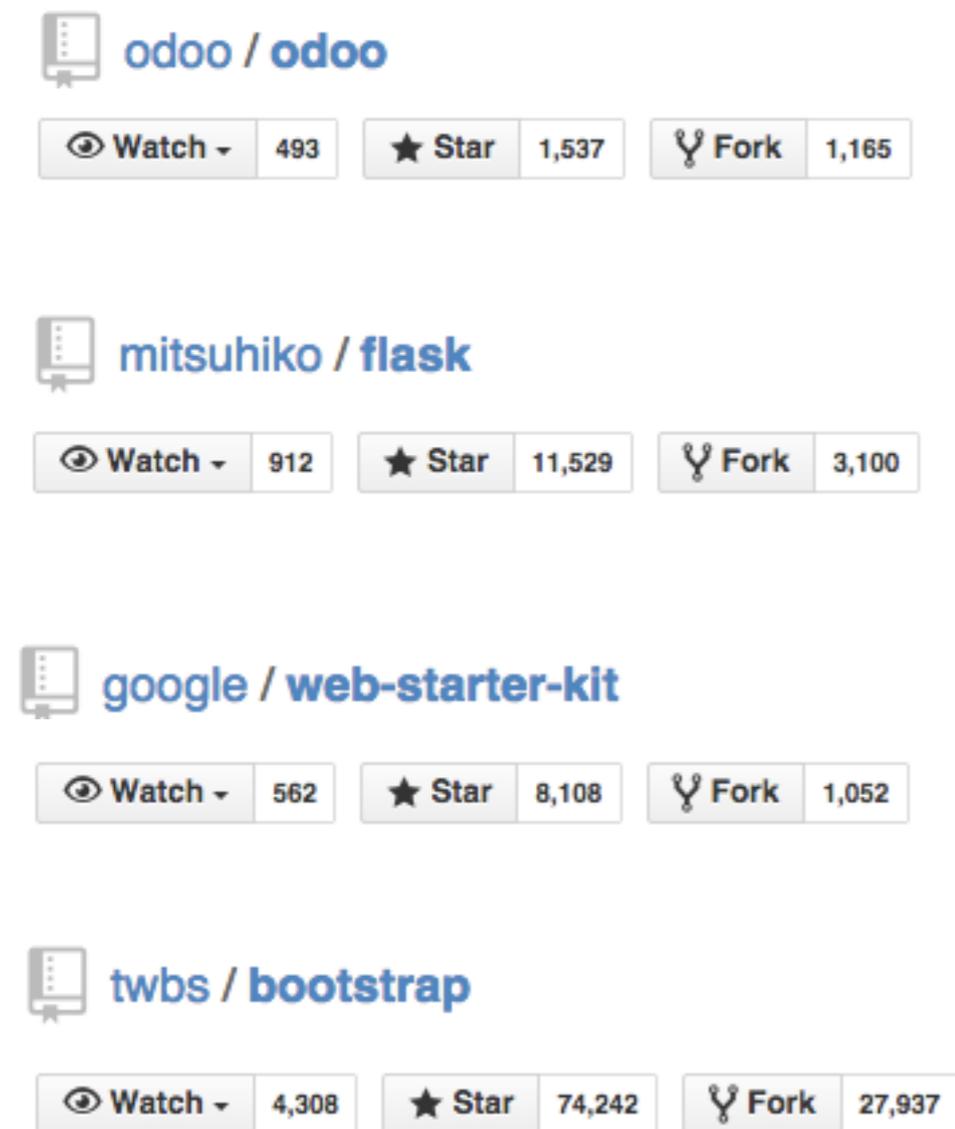
Healthy adoption - **Developers**

- **Ease of contribution ?**
- **Un-conferences**
- **Code Sprints**
- **Social Proof ?**
 - **Github**
 - **Mailing list activity**
 - **Status badges**
 - **IRC**



Healthy adoption - **Developers**

Social Proof: Github Watchers, Stars and Forks



“Riak on GitHub as a mirror was bringing us more attention and driving more community growth than was our canonical repo on BitBucket.”

[\(http://basho.com/a-few-more-details-on-why-we-switched-to-github/\)](http://basho.com/a-few-more-details-on-why-we-switched-to-github/)

Healthy adoption - **Developers**

Social Proof: Github Repo

The Django logo, consisting of the word "django" in a white, lowercase, sans-serif font on a dark green background.A light green horizontal bar containing the text "Django documentation" in a white, lowercase, sans-serif font.

Working with Git and GitHub

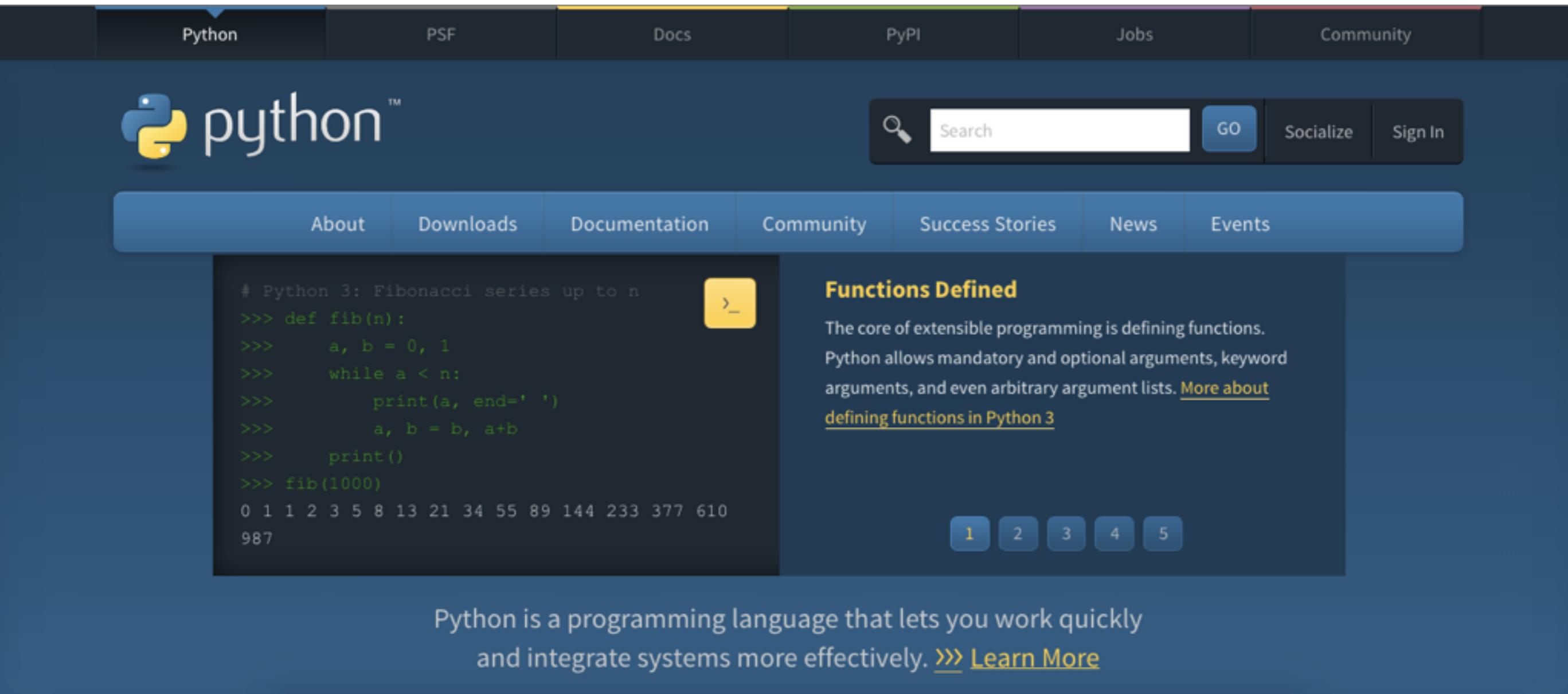
Why Git/GitHub, as opposed to Mercurial/Bitbucket or some other system?

Because it's very well-made, and it's where the people are. Clearly GitHub has won the majority of open-source developers' mindshare. John Lennon said: "If I'd lived in Roman times, I'd have lived in Rome. Where else?" GitHub is Rome.

<http://www.holovaty.com/writing/django-github/>

Healthy adoption - **Developers**

Social Proof: Github Repo



The image shows a screenshot of the Python.org website. At the top, there is a navigation bar with links for Python, PSF, Docs, PyPI, Jobs, and Community. Below this is the Python logo and a search bar with a 'GO' button. A secondary navigation bar contains links for About, Downloads, Documentation, Community, Success Stories, News, and Events. The main content area features a code snippet for a Fibonacci function in Python 3, followed by the output of the function. To the right of the code is a section titled 'Functions Defined' with a brief description and a link to 'More about defining functions in Python 3'. Below the code and text are several small blue buttons with numbers 1 through 5. At the bottom of the page, there is a text block stating: 'Python is a programming language that lets you work quickly and integrate systems more effectively. >>> [Learn More](#)'.

```
# Python 3: Fibonacci series up to n
>>> def fib(n):
>>>     a, b = 0, 1
>>>     while a < n:
>>>         print(a, end=' ')
>>>         a, b = b, a+b
>>>     print()
>>> fib(1000)
0 1 1 2 3 5 8 13 21 34 55 89 144 233 377 610
987
```

Functions Defined

The core of extensible programming is defining functions. Python allows mandatory and optional arguments, keyword arguments, and even arbitrary argument lists. [More about defining functions in Python 3](#)

1 2 3 4 5

Python is a programming language that lets you work quickly and integrate systems more effectively. >>> [Learn More](#)

Ease of **contribution**

- **Hosting on Github**
 - **Modern tools compatibility**
 - **Testing tools**
 - **Google** hosts on Github for adoption



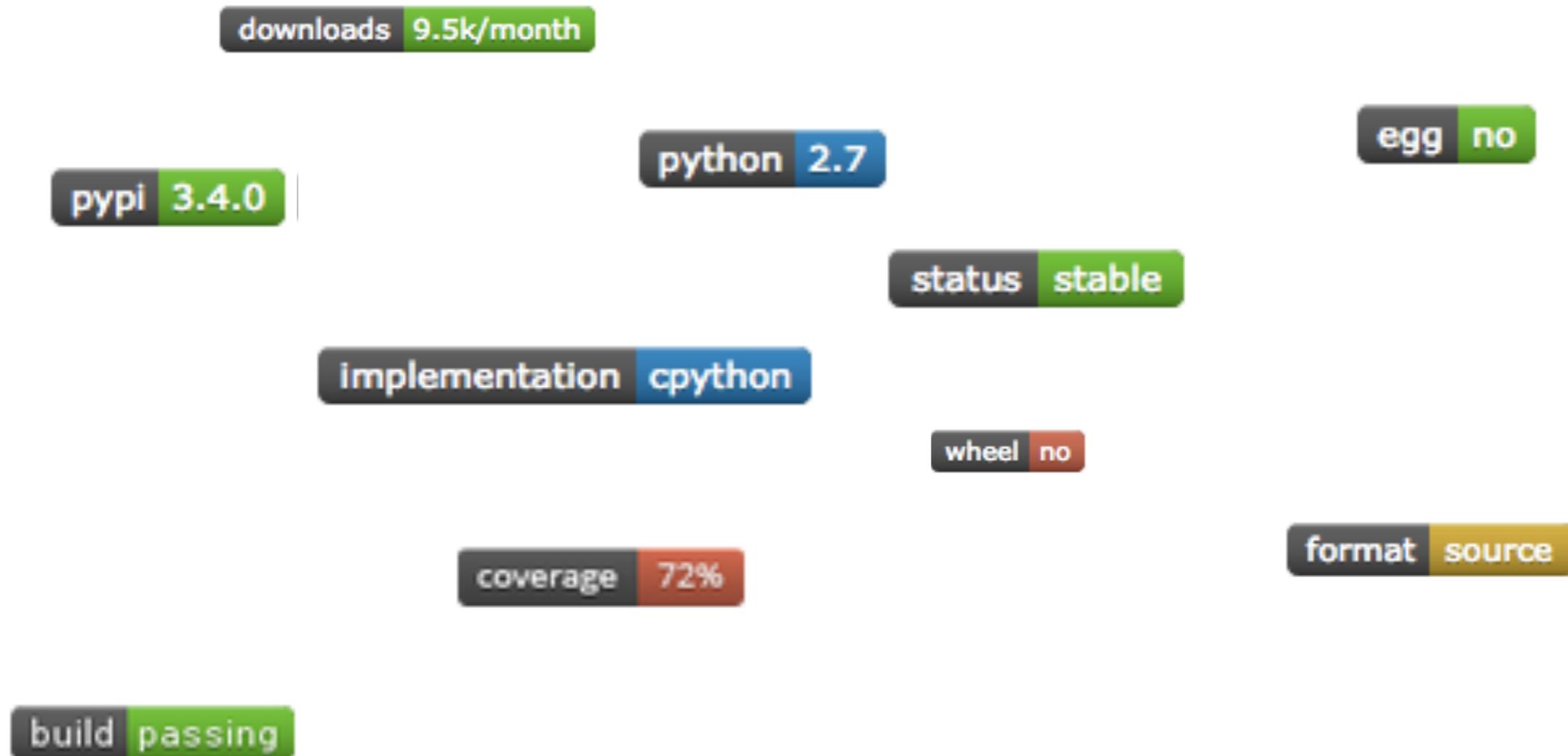
Ease of **contribution**



Despite being clearly marked as a readonly & unofficial mirror, the project receives more pull requests to individual modules than bugs on bugs.tryton.org

Healthy adoption - **Developers**

Social Proof: Badges



Spread the **openness** of Tryton

- Participation in PyCon'15 and euro python'15
- Proposals of booth by TSF
- Code sprints

PyCon 2015
Montréal • April 8-16



europython 2014
berlin 21-27 july

WHERE
TO
START
?

#1. Our Website



Is a three-tier high-level general purpose application platform under the license GPL-3 written in Python and using PostgreSQL as database engine.

It is the core base of a complete business solution providing modularity, scalability and security.

Core

The core of Tryton (also called Tryton kernel) provides all the necessary functionalities for a complete application framework: data persistence, extensive modularity, users management (authentication, fine grained control for data access, handling of concurrent access of resources), workflow and report engines, web services and internationalisation. Thus constituting a complete application platform which can be used for any relevant purpose.

Modules

Currently, the main modules available for Tryton cover the following fields of activity:

- **Accounting**
- **Invoicing**
- **Sale Management**
- **Purchase Management**
- **Analytic Accounting**
- **Inventory Management**
- **Manufacturing Resource Planning (MRP)**
- **Project Management**
- **Lead and Opportunity Management**

They establish a core base and an easy-to-use abstraction of some of the key concepts for

Our Website - hmmm

Openlabs Experience

If you inform a prospect about Tryton and the customer decides to explore....

1. 64% of them did **not** believe they were on the **right website**
2. 72% of them believed the project was **abandoned/dead** or had no activity
3. 45% of them decided to **drop** tryton from options after visiting website

Our Website - sucks!



Richard [REDACTED]

Oct 31 (12 days ago)



to me, Sharoon, Varun

Hi Rohit, Sharoon,

After sitting down and thinking about this, I don't want to waste my time or yours, so let me just state that we would not be moving forward. The biggest reason is that Tryton is not a popular platform. I believe there is a place for open source, however, I cannot stake my business operations on an unknown entity. Yes, there may be other developers working on Tryton, but I do not have the time or energy to seek them out should you not be there.

Just one of the several false misconceptions people arrive at
looking at our website
:(

Welcome to www.tryton.us



[FEATURES](#) [APPS](#) [FOUNDATION](#) [BLOG](#) [CONTACT](#)



TRYTON UNCONFERENCE 2014

Leipzig, Germany. 14th - 16th November

[See Complete Schedule](#)



World's Most Stable OPEN SOURCE ERP SOLUTION



OPEN SOURCE



MATURE AND QUALITY CODE



PREDICTABLE RELEASE CYCLE

1. Work in Progress
2. For the English speaking world (at the moment)
3. Creative Commons License
4. Fork on Github and update the site (Like python website)

```
git clone git@github.com:openlabs/tryton.openlabs.us
```

#2. Tryton Web Client

Heads Up!

Time Travel is not invented yet!

#2. Absence of modern interface for web client ??

Tryton web interface (in 2014)

Demo - Michael Scott Paper Company [US Dollar] Logout

Party

- Parties
- Addresses
- Categories
- Product
- Financial
- Invoices
- Entries
- Payments
- Charts
- Statements
- Processing
- Reporting
- Inventory & Stock
- Purchase
- Sales

Parties Parties

Parties

New Save Switch Reload Previous Next Attachment(0) Action Relate Print

Filters Bookmark Previous Next

<input type="checkbox"/>	Code	Name	Language	VAT Code	Receivable Today	Payable Today
<input type="checkbox"/>	2	Albright Memorial Libr			2299.24	0.00
<input type="checkbox"/>	13	Angela Martin			0.00	0.00
<input type="checkbox"/>	14	Charles Miner			0.00	0.00
<input type="checkbox"/>	3	Cooper's Seafood Hou			1502.56	0.00
<input type="checkbox"/>	9	Dunder Mifflin inc			0.00	0.00
<input type="checkbox"/>	10	Dunder Mifflin Scrantc			0.00	0.00
<input type="checkbox"/>	12	Dwight Schrute			0.00	0.00
<input type="checkbox"/>	1	Electric City Trolley M			0.00	0.00
<input type="checkbox"/>	11	Jim Halper			0.00	0.00
<input type="checkbox"/>	6	Michael Scott			0.00	0.00
<input type="checkbox"/>	5	Michael Scott Paper C			0.00	0.00
<input type="checkbox"/>	7	Pam Beesly			0.00	0.00
<input type="checkbox"/>	8	Ryan Howard			0.00	0.00
<input type="checkbox"/>	4	Saber			0.00	-8627.50

ERP Interfaces of our Cousins

▼
*
🗑️
217.92

12-08-2014 - 11:01 - VBS1/0000171

VBS Customer	Pau Claris 138 1-1
Tent 3 season 2 person <small>2 man tent, From 200 to 250€, Pop-up Tent -- Get 5% Off over 200</small>	1 210.50 210.50
Headlamp ultralight <small>-- Get 5% Off over 200</small>	1 18.90 18.90
TOTAL	2 217.92

Tax breakdown

VAT 21%	180.09	37.83
---------	--------	-------

SCAN **BROWSE**

Best sellers

	WVG/M0019 - Avalanche transceiver	150.50
	WVG/B0012 - Bottle 1 L	9.50
	WVG/M0020 - Digital transceiver	80.90
	WVG/L0001 - Headlamp ultralight	18.90
	WVG/B0016 - Insect repellent	14.50
	WVG/B0001 - Multi-day backpack 44 L	105.50
	WVG/T0020 - Multi-tool	64.90
	WVG/B0013 - Plastic bottle	7.90

SEARCH EDIT

Categories

-  **Best sellers**
-  Backpacks & Travel
-  Lighting & Electronics
-  Mountaineering
-  Ski
-  Trekking & Camping
-  Pack
-  Combo

ERP Interfaces of our Cousins



You are using ERPNext Demo. To start your own ERPNext Trial, click here

Navigation bar: Home, File, History, Bookmarks, Help, Search or type a command, 193 notifications.

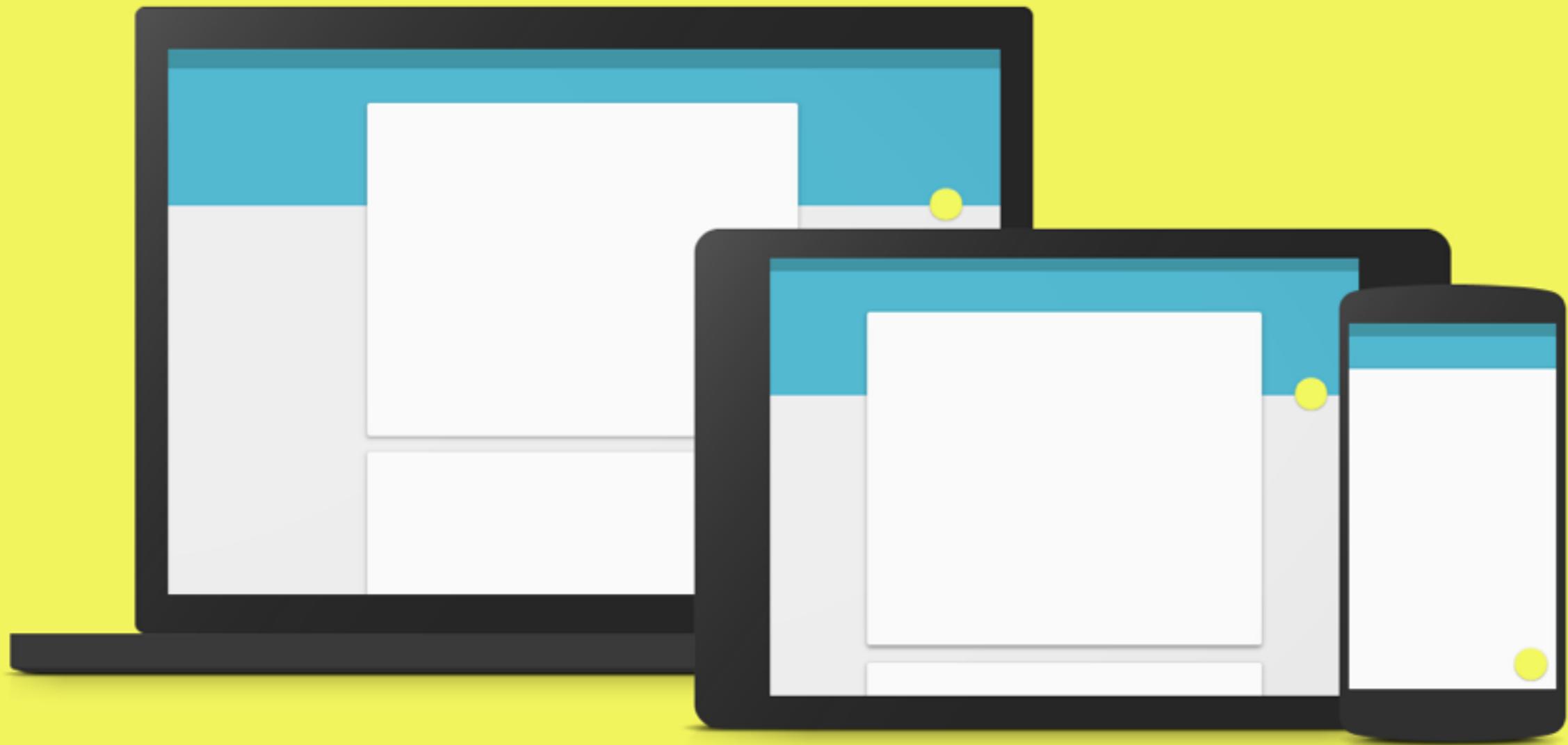
Module	Count
To Do	45
POS	
Selling	28
Buying	10
Accounts	30
Website	
Calendar	4
Support	
Stock	53
Projects	15
Activity	
Notes	
Human Resources	3
Messages	
Manufacturing	1
All Applications	

ERP Interfaces of our Cousins

The screenshot displays the Odoo ERP interface for the Warehouse module. The top navigation bar includes 'Messaging', 'Warehouse' (selected), 'Reporting', and 'Settings'. The user is logged in as 'Administrator'. The main content area is titled 'All Operations' and features a search bar and window controls. A left sidebar lists various modules: Operations (with 'All Operations' selected), Inventory Control, Traceability, Schedulers, Procurements, Products, and Configuration. The main dashboard consists of three yellow panels, each representing a different operation type: Receipts, Internal Transfers, and Delivery Orders. Each panel shows '0 Ready' and 'All Operations' status, accompanied by a barcode icon. Below this, two gauges are displayed for 'Late (%)' and 'Backorders (%)', both showing a value of 0. The '0 Late' and '0 Backorders' text is also displayed below the gauges.

Operation Type	Ready	All Operations	Late (%)	Backorders (%)
Your Company: Receipts	0	All Operations	0	0
Your Company: Internal Transfers	0	All Operations	0	0
Your Company: Delivery Orders	0	All Operations	0	0

Alright! our cousins are crazy, but what's everyone else doing ?



Material design

Welcome to the future



Announcing a modern web client project



1. Web components for Tryton Widgets
2. Only support modern evergreen browsers
3. Paper Elements

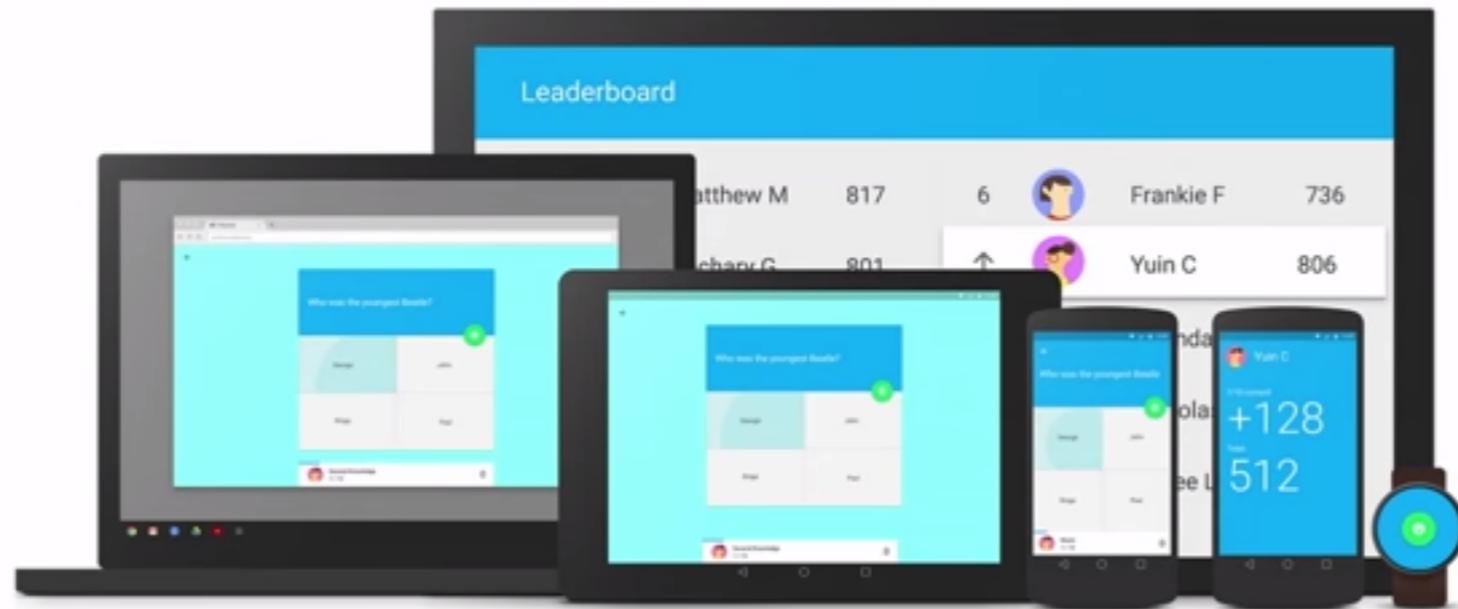


Announcing a modern web client project



Unlock the next era of UI

Developing with Polymer



<https://www.youtube.com/watch?v=HKrYfrAzqFA>

Reference and link glossary

- **Openerp/Odoo paid keyword data captured from free tool - SEMRush - <http://www.semrush.com/>**
- **Xtuple Conf2014 - <http://www.xtuple.com/press/apple-co-founder-steve-wozniak-announced-as-xtuplecon-opener>**
- **Nathan Cruz Blog - <http://nathanmarz.com/blog/history-of-apache-storm-and-lessons-learned.html>**
- **Tryton documentation project - <https://github.com/tryton/tryton-documentation>**
- **Tryton online demo - <https://demo.tryton.org:8000/> (login/password = demo/demo)**
- **Google public repository on github - <https://github.com/google>**
- **Tryton Mirror hosted at - <https://github.com/tryton>**