



click2try™

Open Source Software

No Downloads. No Installation. No Sweat.

Mark Smallwood
Marketing Communications Manager

July 20, 2009

Underpinnings



click2try™

- Xen hypervisor framework
- Homegrown virtual machine jukebox
- Joomla! site
- Apache, Tomcat servers
- Secure, hardened data center
- Dozens of servers running CentOS and RedHat
- Lots o' PHP and Java

<http://www.click2try.com>

Why click2try?



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- For non-technical users, many OSS apps are hard to install and configure.
- Can make it easier for in-company advocates to sell management on using OSS
- Provides a way for OSS developers to provide a SaaS version of their software
- Facilitates sharing of OSS applications among remote workers
- Offloads IT management tasks

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Team

- Very small full-time, permanent team
- Mario Grech, CEO (Sybase, Sun, Oracle, and Cray)
- Tom Callaghan, VP Technical Services (Compaq, Bradmark VP R&D)
- Steve Hayward, VP Engineering (Compaq, Bradmark VP Eng.)
- Peter Sanchez, CFO (Bradmark CFO)
- Contract employees for specific projects



click2try™

CRAY
THE SUPERCOMPUTER COMPANY

COMPAQ

 **SYBASE**

 **Sun**
microsystems

ORACLE

 **bradmark**
technologies

<http://www.click2try.com>

Internal Components



click2try™



- Jukebox Manager
- VM Dispatcher
- Viewer
- Provisioner
- Storage Manager

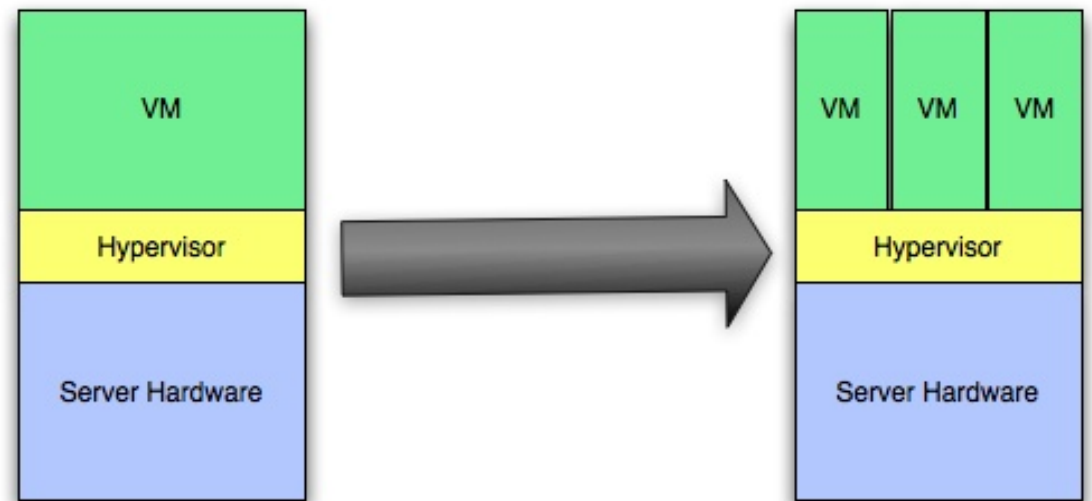
<http://www.click2try.com>

Problems with VMs

- Resource intensive
- Each VM must be managed (disk, memory, IO)
- Multiple VMs can sit over one hypervisor
- Each VM launches as full stack



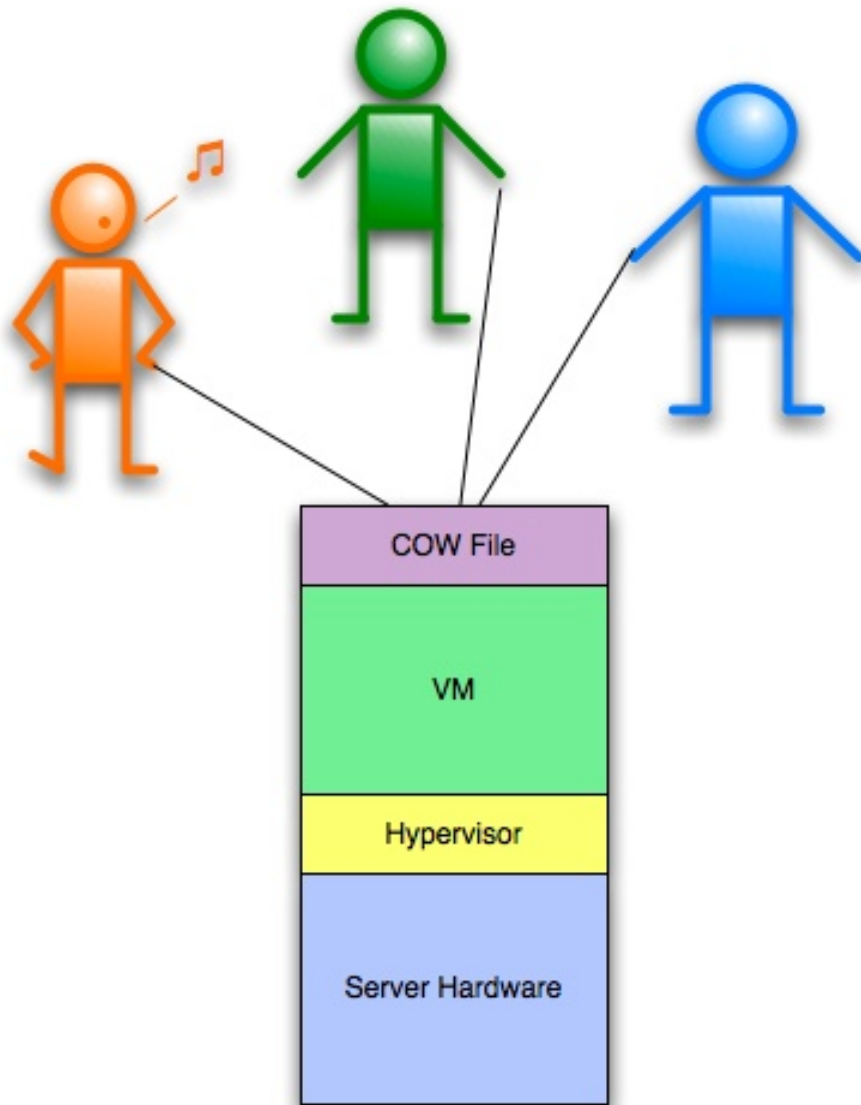
click2try™



Traditional VM Architecture



click2try™



click2try VM Architecture

Instead...
COW files give us multiuser,
concurrent access
with efficient resource
management

<http://www.click2try.com>

Products: Currently 60+



click2try™

A screenshot of the click2try website homepage. The page has a yellow header with navigation links: "Why click2try?", "Applications Catalog", "Community", "News", "Support", and a search bar. The main content area is white with a purple sidebar on the left. The sidebar contains the click2try logo, "Applications Catalog", "Applications Selection & Quality Assurance Process", and a "View Our Applications Catalog" button. Below this, it lists various application categories with counts: Business (15), Education (6), Linux (3), Office/Productivity (3), Software Development (8), System/Network Admin (4), Utilities (2), Vertical Applications (1), and Web Development (12). At the bottom of the sidebar is a booth sign for "Visit Booth #312" at OSCON, featuring a cartoon owl and the text "I'm Attending", "O'REILLY OSCON Open Source Convention", and "JULY 20-24, 09 SAN JOSE, CA". The main content area has a "Categories" section with the heading "Your search starts-and stops-here." and a paragraph explaining the service. Below this are two links: "Sign up to get started." and "Learn more about click2try.". The main content area also features three columns of category lists: "Business" (Accounting, CRM/ERP, Document Mgmt, E-Commerce, Groupware, Human Resources, Project Management), "Education" (Administration, Course Management, Library, Student Information Systems, Testing/Exams), "Linux" (Suse Desktop, Centos, Ubuntu Desktop), "Office/Productivity" (Office Suites, Productivity), "Software Development" (Developer Workstations, IDEs, Software Project Management), "System/Network Admin" (Backup, Help Desk, Monitoring), "Utilities" (File Management), "Vertical Applications" (Real Estate), and "Web Development" (Blogs, Content Management, Editors, Forums, Wikis).

- Make suggestions
- Projects must be alive

<http://www.click2try.com>

The Catalog



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The screenshot shows a web browser window displaying the 'Applications Catalog' page for SugarCRM. The page layout includes a left sidebar with navigation links, a main content area with product details, and a right sidebar with 'PRODUCT INFORMATION'. The browser's address bar shows the URL: <http://www.click2try.com/catalog/Business/CRM-2FERP/SugarCRM/details>. The browser's toolbar includes various social media and utility icons.

Applications Catalog

SugarCRM [Try This Application](#)

★★★★★ | [Submit review](#) | [Recommend](#) |

SUGARCRM COMMERCIAL OPEN SOURCE

SugarCRM lets you sweeten your relationship management tools to your own taste. You can customize SugarCRM's flexible open source architecture in a variety of ways: expose or hide functionality for specific groups or individuals, change the look and feel with 3rd-party themes, use one of dozens of plug-ins for email, mobile, VOIP, back office, and shopping cart integration, and much more.

Features & Benefits

- Flexible deployment options
- Transparent and customizable
- Low cost of ownership
- Manage projects, tasks, events
- Multi-channel campaigns
- Marketing analytics
- Email campaigns
- Opportunity management and forecasting
- Outlook plug-in for email integration
- Bug tracking capability
- Integrated knowledgebase system
- Fully-customizable layout

PRODUCT INFORMATION

Category: **Customer Relationship Management**

Last Update: **0000-01-01**

Applications Installed: **5.0.0f**

Miscellaneous Info:

Project Main Site: <http://www.sugarcrm.com/crm/>

Resources

Reviews

User reviews (redhat.com)
Test Drive Review #2 (insidecrm.com)

Testimonials

CLICK2TRY

[Tutorial Videos](#)
Creating a Team

Visit Booth #312

OSCON Open Source Convention

Business (15)

- Accounting (2)
- CRM/ERP (6)**
- Document Mgmt (2)
- E-Commerce (1)
- Groupware (1)
- Human Resources (2)
- Project Management (2)

Education (6)

Linux (3)

Office/Productivity (3)

Software Development (8)

System/Network Admin (4)

Utilities (2)

Vertical Applications (1)

Web Development (12)

- Description of product
- Links to external resources
- Team Info
- Tutorials
- Reviews

<http://www.click2try.com>

Distros



click2try™

click2try™ Expires: July 19, 2009 5:57:*

QuickStart Guide

Gnome Desktop SSH

Applications Places System Mon Jul 20, 12:20 AM

Ubuntu

Logon using your click2try credentials shown under the main window

Ubuntu is an Open Source UNIX operating system for laptops, desktops, and servers. Ubuntu contains a variety of applications, from word processing and email applications to web server software and programming tools.

- Run UNIX Commands
- Surf the Web
- Use the OpenOffice Word Processor
- Use the OpenOffice Spreadsheet
- Use OpenOffice Presentation
- Run the Graphics Editor

Copyright 2009 Pressage Technologies, LLC. All Rights Reserved. For Desktop & SSH Terminal access use: UserID: **tmp106065** Password: **nj7aet**

- Ubuntu Hardy
- openSUSE 11.1
- CentOS 5.2
- Fedora (upcoming)
- Debian (upcoming)

<http://www.click2try.com>

Applications Manager



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The screenshot shows the click2try Applications Manager interface. At the top, there's a navigation bar with links for 'Home', 'Contact Us', 'My Dashboard', and 'SIGN OUT'. Below this is a search bar and a main navigation menu with 'Account Overview', 'My Profile', 'Applications Manager' (selected), and 'Billing History'. The left sidebar contains a 'View Our Applications Catalog' button and a list of application categories: Business (15), Education (6), Linux (3), Office/Productivity (3), Software Development (8), System/Network Admin (4), Utilities (2), Vertical Applications (1), and Web Development (12). Below the categories is a 'Visit Booth #312' banner for O'Reilly OSCON Open Source Convention, dated July 20-24, 09 in San Jose, CA. The main content area is divided into two columns. The left column has an 'Alerts' table with one entry: 'VM_FORCE_SHUT...' on 5/7/09. The right column has an 'Applications' table with three entries: 'msmallwood-centdesk51-...', 'msmallwood-oscomm22-247', and 'msmallwood-ubgdm804-248'. Below the tables are two sections: 'Plan Resource Information' showing 'Running VMs: 0 of 99' and 'Persistent VMs: 3 of unlimited', and 'Application Information' for 'msmallwood-centdesk51-239' with a 'LAUNCH' button and various management actions like 'Delete', 'Shutdown', 'Copy', 'Compress', 'Grow', and 'Set Mode'.

- Start and Stop VMs
- Delete VMs
- Copy VMs
- Share VMs
- Backup and Restore
- Add Resources

<http://www.click2try.com>

How You Can Use click2try



click2try™

- Try Applications for Free.
- Register for a Free Account to Save Data.
- Install other F/OSS Apps onto a distro VM on click2try and save it.
- Use the Premium account we're giving to Bill.
- Let us know when you get a cool app installed and configured on a distro VM. We can turn it into a standalone VM if you want.

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OK, so tell me...how do you make money?



click2try™



- Subscription plans (aimed at small IT shops)
- Consulting partner program (work with OSS consultants to deliver custom solutions)
- White Label Service (this is where we will make money and pay for the free services)

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THANKS

THANK YOU

THANKS

GRAZIE

THANK YOU

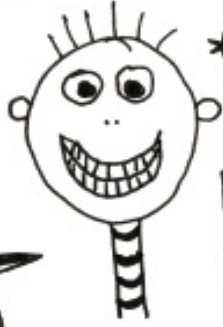
THANK YOU!



!skwat

THANK YOU
Thank You
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GRAZIE
MERCİ
GRACIAS

THANK YOU



THANK YOU

THANKS

Merci

GRACIAS *

THANK YOU

THANK YOU!

THANK YOU

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COMPAQ



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ORACLE®

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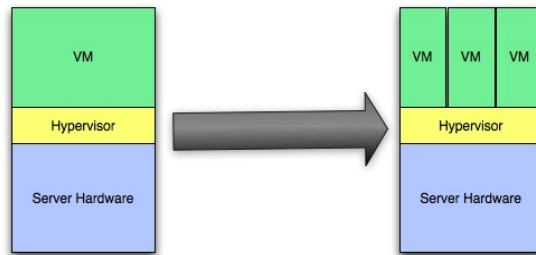
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- Jukebox Manager: - It coordinates the activities for all components of the VM Jukebox™ and maintains configuration information for users and servers.
- VM Dispatcher - As the size of a concert dictates the appropriate venue, the dispatcher determines which server in the data center will run your virtual machine and software application.
 - Viewer - It's the interface that handles all interaction with an application you select. It features a Quick Start guide pane and links to other resources so you can master the application as quickly as possible.
 - Provisioner - Responsible for collecting management and monitoring information for system planning and reliability, this software opens the Viewer and handles all aspects of a virtual machine's lifecycle.
 - Storage Manager - Like the final take in the recording studio, the last saved state of your virtual machine is preserved on centralized storage servers.

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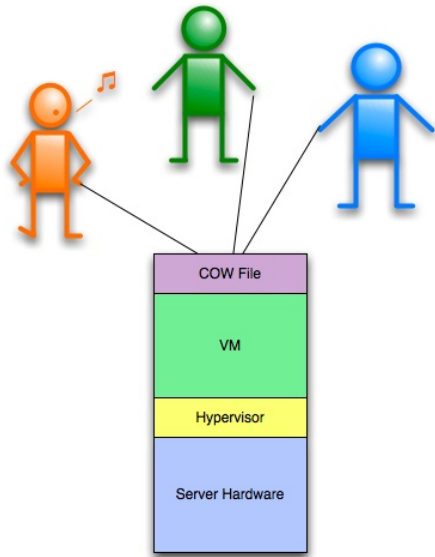


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The Catalog



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The screenshot displays the 'Applications Catalog' for SugarCRM. The main content area includes a description of SugarCRM as a flexible open-source architecture, a list of features and benefits such as 'Flexible deployment options' and 'Fully-customizable layout', and a 'Resources' section with links to 'User reviews' and 'Test Drive Review #2'. A 'Visit Booth #312' banner is located at the bottom left of the main content area.

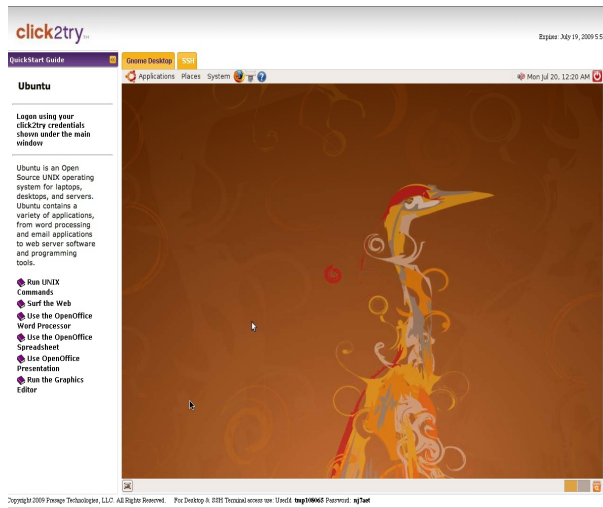
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Applications Manager



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