# Open Technologies: Thought Leadership

**Executive Summary**

Open source is one thing, but as this white paper will discuss, highlight and explain, 'open technologies' is another.

While not unrelated, they are different terms with important distinctions to be made, not least in terms of the implications for integration, and limitations of open source versus open technologies.

Being an industry thought leader is all about not just success in terms of sales and business, but also having the most experienced, sought after employees, people who are considered to be at the top of their field.

Based on this, and our over-arching contributions to the field, in terms of open technologies, our leadership credentials are firmly established.

As a growing company, with one eye always on the future landscape in our chosen field, Appnovation is dedicated to open source, always looking not only to contribute to, but to redefine how we research, develop and interact with these technologies.

Having built, contributed funding to, and helped drive Drupal, we have more than enough background in open source expertise…

In fact, we, as a company, are so innovative, (and committed to being thought leaders, not followers) that we coined a more far-reaching, expansive and meaningful term: "open technologies".

Open access to data, so anyone can use and access that data, is something that continues do drive our company and fuel our success, helping us become thought leaders in the field.

Once we looked beyond the term 'open source', and coined the aforementioned term 'open technologies', it became about more than just open APIs (designed and able to integrate). It became open, if you'll pardon the pun, to many more integration options.

Open technologies widens the playing surface, allowing to not only incorporate and include all open source software, but allow the inclusion and integration of non-open source tech, such as Janrain, among others.

In simple terms, open technologies is a term which represents a broad church beyond just open source.

While still incorporating open source software, where the majority of users do not get involved with the source code, rather, they employ the final open source application. Our dedication goes far beyond our love of Drupal, and our ongoing contributions in terms of development.

When it comes to the competitive and ever-changing horizon of open technologies, here at Appnovation, we are constantly, and consistently broadening those horizons, forging ahead and ensuring that progress is continuous.

When it comes to leadership, too many people seem to equate that, or consider it the same as 'managing', but there is more to managing that just project delivery.

**Management and Leadership… an important distinction…**

Indeed, there is an important distinction to be made between 'managing' and 'leading'. For one, managing can be done within an existing framework, where leading is defined by spearheading progress and change, advancement and innovation.

To be true open technology thought leaders, however, means far more than managing teams, budgets, timelines and projects. Though the day-to-day elements of management are important on a practical and business level, leadership is dynamic.

**Competitive Review**

It's patently obvious that IT, and the tech world in general is an ultra-competitive market. We know that, we appreciate it, and we embrace it.

Before we take a look at the competitive review, could the advantages of open technologies, driven by thought leader-

ship beyond individual open source, be distilled into a few points? We think so.

Certainly, there is more to be said than can be explained in a few points, but there are some distinct reason why open technologies represent value:

- Integration
- Development
- Collaboration
- Design
- Maintenance

…they may sound like software buzzwords, but, if you read on, you'll discover that they are tangible, realistic, easy to implement elements.

With so many companies, all claiming to be the best, offer the best, deliver the best, it is often difficult to identify those who harness the power of existing technologies, versus those who actively contribute to the development of software. In terms of 'Open Technologies', and having coined the term, we continue to remain competitive in this arena.

When development meets integration, design meets innovation, open source becomes 'open technologies', with a much greater scope for projects, design, collaboration and integration.

So, why is thought leadership so important, in terms of competitive company offerings?

To borrow from the Oxford English Dictionary, a thought leader can defined as "an individual or firm that is recognized as an authority in a specialized field, and whose expertise is sought after".

If you think about journalism, to highlight my point by referencing another industry, publications such as Harper's, Time, The Economist, are considered to be thought leaders. Not just regurgitating or replicating existing content, but pushing the envelope in terms of how we think about current affairs, the economy, politics, etc.

Open source, to use that term for a moment, is an area where we, at Appnovation, have plenty of cachet…and the project delivery success to back that up.

Open technologies, now that is where we, and our team of designers, developers and managers, go from being a top-level service and product provider, a technical and digital solutions provider, to a genuine thought leader.

Being competitive is not just based on client lists or reputation, as important as those things are. In terms of being thought leaders, the attention of respected publications plays a significant part.

**Prestigious Publication Presence: Appnovation Cited for Open Technologies Prowess**
In August 2016, the Forrester Report, a highly respected publication in the open source world, included our company in their article about the importance of open source platforms for delivering an optimized digital experience.

It may seem like a minor inclusion to those outside the industry, but anyone who knows Forrester, and anyone who knows our company, can appreciate the importance of this recognition: LINK

Innovation and thought leadership is precisely what we continue to do in terms of open technologies. It's where innovation and management transform into true thought leadership.

As well as contributing to Drupal development for many years, (and having a team which includes some of the leading lights in the Drupal community), we also know how to identify, and subsequently deliver to our clients, the benefits of our thought leadership in open technologies…

**Business Benefits Summary**
So, with all this talk of open technologies, integration, APIs, digital experiences and how we approach these things, it is also valuable to take a look at some of the predominant business benefits for adopting open technologies.

*Reduced licensing / operating costs*
The fiscal benefit for your business is fairly obvious here. Whenever a company looks to use, or integrate open source, licensing costs are an important factor. Companies such as Appnovation lead the charge here, specifically in terms of open source integrations.

*Leading tools / software usually extensively tested and documented (technical benefit)*
On a purely technical level, open technologies are, as goes the phrase, a "no-brainer". Conventional thought demands that QA be rigorous, and often a lengthy process, something which is a consensus among the Drupal community.

In terms of open technologies, being a thought leader is not just about project specs and deliveries; it's also about further highlighting the open technology community's drive towards, and focus on integration and open technologies, design and user experience.

The symbiotic relationship between an aesthetically professional design, development and consultation and the quality of an overall user experience, is both innovative as well as effective (in both time and project budget terms.

The net gain here is both time saving, as well as, potentially, a less problematic framework for a companies website.

*Extremely customizable, given their open nature (see GPL etc., versatility benefit)*
Customization is next to integration, in terms of design, development and the subsequent user experience and site administration/editing. Open technology is tailor made for companies who wish to both customize, as well as run, edit and maintain their own website content and functionality.

*Operation Meets Integration*
Open technologies usually operate and integrate very well with other technologies. This allows both adherence to open standards and open nature (customizable, new plugins etc).

This, in turn, allows integrated elements and customized functionality to be written, and integrated, on demand.

(To clarify the above point: Notably with the Linux kernel, security fixes are FAST compared to proprietary vendors (looking at you, MS...)

**Conclusion**
So, put simply, the difference between 'open source' and, 'open technologies' is a seemingly minor, but obviously major distinction to make.

It's like the difference between management and leadership, keeping up with technology trends, and setting those trends, following the pack, or leading from the front.

While not unrelated, 'open source' and 'open technologies' are different terms with important distinctions to be made, not least in terms of the implications for integration, and limitations of open source versus open technologies.

Being an industry leader is all about not just success in terms of sales and business, but also having the most experienced, sought after employees, people who are considered to be at the top of their field.

When it comes to thought leadership in open technologies, we proudly lead the way, and with every year of growth and success, it is that kind of leadership that brings open technologies to more businesses, delivering more success through collaboration, integration and delivery.

Appnovation. Open Technologies: Open Digital Delivered.