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MEDIA ADVISORY

What No One's Telling Your Audience About The Real Costs of Proprietary Software

A recent headline on www.itnews.com.au states "Open Source Not Free, Senate Hears." It seems the Australian Government Information Management Office (AGIMO) is under the impression that moving to Open Source and away from proprietary solutions doesn't make the grade when it comes to saving money.

But did your audience know...

- Once you "lock in" to a proprietary software solution, you are forced to pay essentially whatever licensing fees they mandate.
- Software support always costs money, regardless of whether you're going with an Open Source solution or one from a proprietary vendor. And with Open Source, you typically have a vast community providing continuous updates and resources to assist in managing and promoting those solutions.
- Proprietary vendors mean the money spent by the Australian government gets sent out of the country, including the funds spent on ongoing support. Australia has a vibrant Open Source community in place, with local resources that are passionate and skilled in these technologies – thereby keeping the money at home and creating jobs for the Australia.
- Finally, the article only addresses the cost of "switching" from a proprietary system to Open Source. It fails to consider that the switchover is a one time cost, whereas software licensing and support for proprietary systems continues for years thereafter. It's not a direct "apples vs. apples" kind of comparison.

Getting the real story on the benefits and advantages of Open Source Software out to Government agencies, Enterprises, and Businesses of all sizes is our core mission here at KB Conferences. That's the key purpose underlying the Open Source Software Pacific-Asia Conference (OSSPAC) that will be held in Sydney in the SMC this coming September 13-15.

OSSPAC Australia's primary objective is business applications for Open Source and high level enterprise architecture in the corporate environment. Enterprise architecture companies that produce Open Source software of services, and companies that want to use or are thinking of using Open Source software in their corporate environment or government agency should attend.

For more information about OSSPAC Australia 2010, go to <http://www.osspace.com>.