OSLC assessment

July 2012

By Sean Kennedy, IBM

This assessment is driven by Action Item 4 from the inaugural OSLC Steering Committee meeting: develop a preliminary assessment of the current state of OSLC, use the website as a starting point (membership, participation, implementation, usage)

Review: OSLC strategic goals

Mission: to standardize the way that lifecycle tools can share data.

Achieved by:

- Broad participation in the community, both from tool implementers and domain experts: workgroups, Eclipse Lyo
- Implementations of the specifications for many tools (commercial and open source)
- Simplifying the creation of integrations by end-users for their own tools

Suggested actions

1. Focus on implementers
   a. Includes "big vendors" realizing that some degree of implementation may precede their formal and public participation
   b. Includes current implementers to share their successes, and the advantages they have seen from integrating using OSLC, both from a technical and business perspective
   c. Includes enablement through the Eclipse Lyo project and beyond
2. Pursue contacts at the companies currently listed on the Members page to sign the Members Agreement and continue to re-engage in the community
3. Improve marketing with the ultimate goal of increasing community membership, participation, and implementations

Analysis

Overall, IBM continues to be dominant. Whether it is workgroup participation, social media engagement, or webcast attendance, IBM employees are the (super) majority. Ultimately IBM's employees are paying so much attention to OSLC because IBM leads the way in implementing OSLC. That may be a key insight: implementation drives participation, so to drive more diverse community participation, we can focus on enabling and recruiting more implementers.

Tied in with OSLC being an "IBM thing", as some critics have labeled it, which still carries water based on participation, regardless of the composition of the Steering Committee, the most frequent objection to OSLC is that no other large ALM, PLM, or Systems Management vendors are participating. OSLC is technically mature enough that should one of those vendors decide to participate that decision would

signal their public intent to implement OSLC in their products as well (assuming they hadn't completed the implementations, at least in "beta" form, before publically announcing their participation).

Still, objections based on the need for a more diverse set of active contributors are not stoppers to moving forward and growing. Experience shows that demonstrating the power OSLC in action, and the value it can provide, tends to overcome this objection. Especially, when it can be done using software and showing a scenario the objector cares about. Ultimately, this brings us back to the need for more implementations, which make it more likely that the "power of OSLC" can be demonstrated using software and a scenario that "the objector cares about."

Membership

As we transition to the new governance model "re-signing" representatives from the companies mentioned on the Members page needs to be a focus, especially before we "flip the switch" and are completely in the new governance model. Growth in the number of "member companies" is good, but we could also look at better engaging those already listed. Even if workgroup participation is not a regular interest, a small endorsement, anecdote, or other input from each would be excellent.

The absence of other large players in the ALM space is one of the first things noted by people new to OSLC. It was an excellent step forward when the Software page was updated to show all the different tools that can be integrated using OSLC adapters, but this does not replace actual participation by the vendors of those tools. There should be a strong focus on recruiting the big players in ALM (especially, and all areas for which an OSLC specification exists), while continuing to enable implementations through Eclipse Lyo and other initiatives.

Participation

Most workgroup participants are IBM employees, though a number of new workgroups are being driven by the IBM Tivoli organization. While this is still IBM, the investment in new specifications especially, indicates recognition of the value and possibilities that OSLC has brought to ALM, and is a significant expansion of OSLC's scope, even if it comes from within the same company.

Workgroups themselves, perhaps with some central assistance, should spend some energy trying to recruit new members, especially from outside of IBM. This could be as simple as raising their profile through wider publication of agreements, interesting discussions, and upcoming meetings. For example, the #LinkedData hashtag on Twitter is moderately active, but if OSLC workgroups regularly made updates about their work using #LinkedData (and #OSLC!) they'll certainly raise their profiles, and may even recruit a new member(s).

Implementations

Commercial implementations are still limited to IBM and its business partners. There has been some usage in open source, but limited.

The efforts being made in the Eclipse Lyo project have received positive feedback from current implementers. To maximize the investments in Lyo, we should use it to drive our discussions with potential implementers. This can be at several levels, e.g.: gather metrics such as time-to-market and

maintenance costs from existing implementers (it should be a good story without Lyo, made better by it) to support an ROI model and business case; and developer-centric communication and advocacy to position OSLC as a "cool" technology and Eclipse Lyo as the major enabler.

Whatever strategy is chosen and whatever tactics are employed, focus and resources need to be dedicated to having more vendors support and implement OSLC. Still, in the early days of Eclipse, most integrations happened via adapter. OSCL is still in the early adoption curve, and just beginning to mature. We should not neglect encouraging 3rd-party adapters, nor be(come) embarrassed about championing them, but if our goal is to take OSLC to yet another level, we must pursue more 1st-party vendor support and implementation.

It has been observed that some potential implementations outside of ALM are at risk because the existing specifications do not cover important scenarios for those domains, or use a language or structure that does not map to the conventions or standards of that domain in an obvious way. While there are certainly cases where domain-specific workgroups should augment the "base" specifications with extensions or mappings to solve this problem, there may also be times where these additional perspectives should influence the whole of the "base" specification. The PLM workgroup has been doing some of the former, the need to re-charter the SCM workgroup is an example of the later. Technical leaders from all possible domains cannot be pursued to participate in OSLC, however, given the domains where OSLC is being applied today, or will be in the foreseeable future, it does make sense to recruit these domain experts to participate in the OSLC community.

Usage

Specifications are the most accessed part of the website; the Core and CM specs having received the most interest. This makes sense for both people learning about OSLC and those already involved. The [Resources](#), [About](#), and [Software](#) sections are also in the top ten. The high amount of access to these sections could indicate that many users are learning about OSLC (and possibly re-referencing materials to share with others).

Recently, the OSLC blog has been syndicated to PlanetEclipse (when posts are tagged with "eclipse" or "lyo"), PlanetJazz, and the developerWorks ALM community (when posts are tagged with "alm", "clm", or "ibm rational"). Additional syndication options should be explored for the blog, and more regular communication using the blog should be a focus. By blog, or otherwise, we should find a way to broadcast work group activity to a wider audience, e.g. upcoming meetings, highlights of past meetings, active discussions.

For recent webcasts, the majority of registrations have come from IBMers. This indicates that we are not doing a very good job driving interest in (and/or selecting) topics that resonate with the broader community, or outside of the community. The best attended webcasts were hosted by community members who actively promoted their presentations. More involvement from the Communications WG is needed in topic selection and webcast promotion.

Collected data

As of 13 July 2012.

Membership

Registered to the forums	Registered to the wikis	Signed Members Agreement
87	575	9

The [Members page](#) continues to show data based on the previous "participatory" definition of membership, rather than the definition in the new governance model (39 organizations are listed). Confirming that we are still "between" governance models, a [new workgroup (Reconciliation) was announced July 16](#) without previous discussion at the Steering Committee. Conspicuous by their absence are many larger players in the ALM space.

Participation

Even though the "membership" numbers show quite a lot of participation in OSLC, when it comes to active participation, the numbers are much lower. Also, most participants are employed by IBM; even though there are supporters (and implementers) from many companies, it is IBM employees doing most of the work at oslc.co.

Workgroups

Participation assessment by Parham Vasaiely, EADS
1 June 2012

OSLC Status Participation
- OSLC-Core: No general issues
- OSLC-AM: 60 Meetings since 07.2009: 2-7 Attendance (80-90% IBM)
- OSLC-RM: 45 Meetings since 05.2009: 5-9 Attendance (70%-75% IBM)
- OSLC-QM: 20 Meetings since 08.2009: 5-7 Attendance (90% IBM)

Outside View
- Goal of OSLC is not clear enough
- To be used as overall tool integration approach OSLC is too weak on the semantic side - this is also not the purpose of OSLC so we need to make this clear –
- IBM presence is not an issue if the technology and approach delivers an powerful, open and common tool integration and interoperability approach

Proposals
- Focus on Java and .NET SDK development:
    - Implementation of major Specifications RM, CM, QM
    - TestSuites
    - Clear Work plan for Lyo involving new partners!
- Bring OSLC into Academics
    - Thesis/Project work:
        - Students can do some prototyping for tools and Lyo Development work
        - Students do research to introduce OSLC in new domains or for existing standards
- Focus on Three main features: LinkedData

- o Sharing of data
- o Engineering artifacts (e.g. Requirements, Architecture Elements, Test Cases)
- o Traceability of all artifacts
- o Engineering artifacts (e.g. Requirements, Architecture Elements, Test Cases)
- o Work items (e.g. Tasks, Defects)
- o Visibility into all aspects of the impl. process (performance and historical trends)
- o Control through policies and processes

Possible future assessments

Metrics for each workgroup:

- Meeting this year
- Last and next meeting dates
- Current number of listed members
- Number and list of organizations represented by those members
- Number of active participants (measured by mailing list and wiki activity, and meeting attendance)
  - o For the year, last 3 months, last month
- Number and list of organizations with active participants
  - o For the year, last 3 months, last month

A deeper dive on workgroup activity could also be part of this work, e.g. number of emails, number of email threads, number of email authors.

Wiki contribution

Wiki stats: http://open-services.net/bin/view/Main/WebStatistics

Top contributors are all from IBM.

Implementations

The Software page shows the commercial and open source implementations, custom implementations are known to exist, but not represented. While we list by products that can be OSLC consumers or producers, nearly half of the products listed are available through adapters, not natively (20 of 32 producers and 1 of 11 consumers), and all non-IBM products are OSLC-enabled through an adapter. Not all OSLC-based integrations have been listed on the page, for example: Oracle TPC and the SAP Connector from IBM are not listed.

Notes from a discussion with Parham Vasaiely, EADS, Tuesday, July 17, 2012

As recorded from memory by Sean Kennedy on Wednesday, July 18, 2012.

Parham and I had about an hour long discussion mostly focused on this document. During that conversation Parham shared some experiences, and while I didn't make a record of all the details, I retained the following points:
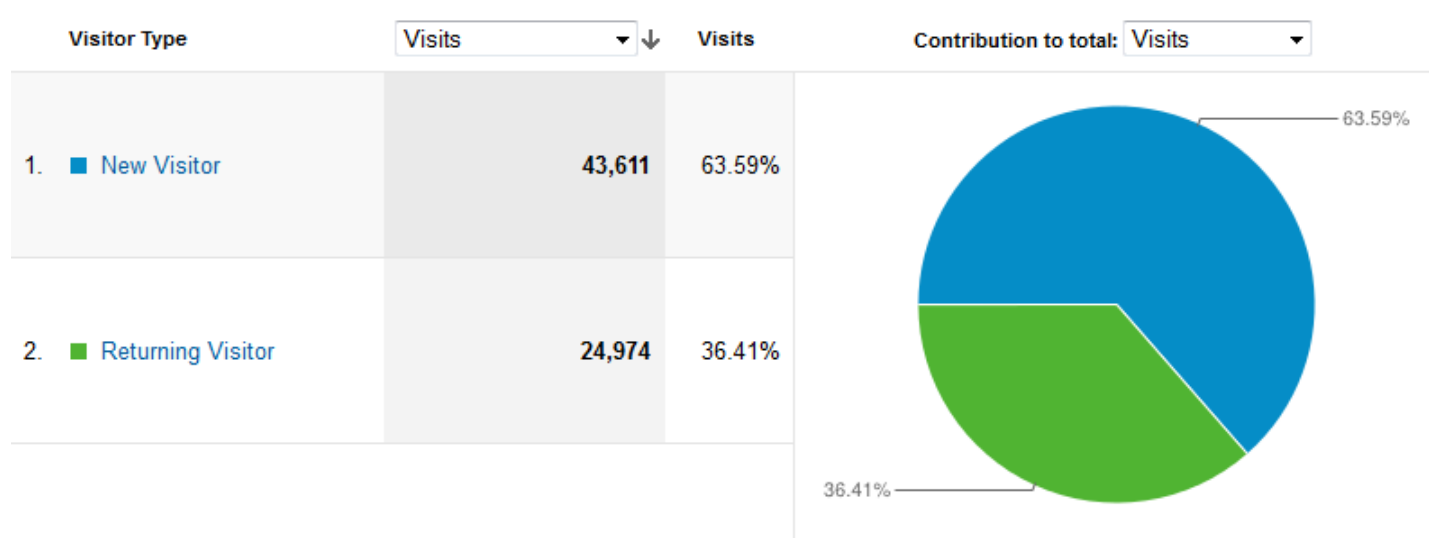
1. It is fairly easy to get agreement on using OSLC for integration at the highest level of project discussion.
    1.1. Often a demonstration of software using OSLC for their integration is part of facilitating understanding and getting initial buy-in.
    1.2. The business-level benefits are generally obvious.
2. A challenge often arises when technical leaders begin to look at the details of the completed specifications.
    2.1. Sometimes important aspects of the scenario in the particular domain are not covered by the general case.
    2.2. Sometimes terminology and organization does not follow the conventions and/or standards of the industry.
3. When this happens, there is a risk that the technical leader will advise the business leader that while OSLC is great in theory, it has practical drawbacks for their specific use cases.
4. A related risk is that their implementation ends up being OSLC Core + some tool-specific RDF.
5. Suggestion: we should focus on getting technical leaders, especially those already involved in other standardization work, to participate in OSLC workgroups.
    5.1. Several benefits:
        5.1.1.Participation of these leaders in OSLC will help raise the profile of OSLC, (e.g. drawing more interest when they speak at conferences).
        5.1.2.When (potential) implementers from a specific domain look at a specification, it could appear more familiar to him through the influence of these leaders.
6. Observation: getting more implementations is the key to growing OSLC's presence in the industry, and objections from technical leaders in non-ALM domains are a major challenge to seeing those implementations come into being.

Usage

OSLC Website

Statistics provided by Google Analytics. It would be very good to get data from a comparable website, perhaps opensocial.org.

Most visits are by "new visitors":

Visitor Type	Visits ▾ ↓	Visits	Contribution to total: Visits ▾
1. ■ New Visitor	43,611	63.59%	
2. ■ Returning Visitor	24,974	36.41%	

63.59%

36.41%

Over 25% of visitors (both new and returning) spend over 1 minute on the site, and about 60% of our returning visits happened in the same day.

Recent

Recently	Last Month
Today	**Overview**
117 visits 355 pageviews	11,114 visits
3.03 pages/visit 00:04:32 avg. visit	33,597 pageviews
Yesterday	3.02 pages/visit
469 visits 1,460 pageviews	46.71% bounce rate
3.11 pages/visit 00:04:31 avg. visit	00:03:48 avg. visit
	63.23% new visits
Viewing stats for open-services.net	June 13th 2012 – July 12th 2012

Top Content

URL	Views
/	3,847
/specifications/	1,430
/bin/view/Main/OslcC…	1,358
/resources/	1,131
/software/	936
/about/	863
/bin/view/Main/WebHo…	721
/bin/view/Main/OslcC…	671
More…	

Top Referrers

Referrer	visits
(direct)	6,143
google	3,602
bing	137
en.wikipedia.org	61
eclipse.org	45
publib.boulder.ibm.com	39
gartner.com	37
google.com	37
More…	

Top pages year-to-date

Page	Pageviews	Unique Pageviews	Avg. Time	Entrances	Bounce Rate	% Exit

	s		on Page			
/	**25,483**	20,982	0:01:05	19,934	36.32%	35.12%
/specifications/	**9,664**	8,851	0:01:00	2,604	78.26%	73.02%
/resources/	**7,876**	5,853	0:00:56	862	49.54%	20.40%
/bin/view/Main/OslcCoreSpecification	**7,069**	5,649	0:02:13	2,401	50.31%	41.24%
/about/	**6,295**	5,304	0:01:55	1,003	64.61%	36.31%
/software/	**6,041**	4,752	0:02:40	1,123	66.43%	42.72%
/bin/view/Main/WebHome	**4,867**	3,235	0:00:45	1,714	34.66%	25.56%
/bin/view/Main/OslcCore	**4,066**	3,177	0:00:40	2,369	21.36%	21.13%
/bin/view/Main/CmHome	**3,730**	2,869	0:00:52	1,907	28.79%	24.72%
/bin/view/Main/CmSpecificationV2	**3,507**	2,816	0:02:22	1,050	50.95%	35.93%

Blogs

There have been 54 posts published in 2012, here are the top by unique pageviews:

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
/upcoming-webcast-highlights-of-eclipse-lyo-milestone-1/	404	**314**	0:03:26	75.12%	62.38%
/upcoming-webcast-announcing-the-rational-oslc-adapter-for-atlassian-jira/	325	**270**	0:04:09	77.73%	68.92%
/oslc-at-innovate-2012-oslcs-growing-impact-on-the-technology-industry/	313	**260**	0:04:00	74.63%	66.13%
/proposing-a-new-governance-model-for-the-oslc-community/	259	**197**	0:03:10	73.55%	51.35%
/new-video-steve-speicher-on-getting-started-with-implementing-oslc/	228	**188**	0:04:21	72.73%	62.72%
/upcoming-webcast-oslc-governance-updates/	141	**129**	0:04:06	85.29%	73.05%
/minutes-of-the-inaugural-steering-committee-meeting-are-now-available/	146	**121**	0:02:10	67.00%	54.11%
/upcoming-webcast-making-alm-work-with-oslc/	136	**118**	0:02:18	78.12%	69.12%
/upcoming-webcast-systems-engineering-tools-integration-and-interoperability/	157	**110**	0:03:30	63.51%	49.04%
/oslc-part-of-the-vision-for-interoperability-of-critical-embedded-systems/	148	**105**	0:02:18	70.00%	47.97%
/now-available-ibm-rational-oslc-adapter-for-atlassian-jira/	130	**102**	0:02:00	67.16%	47.69%
/take-the-oslc-2012-community-survey/	126	**99**	0:02:34	69.23%	52.38%
/oslc-news-round-up/	102	**88**	0:03:32	70.91%	60.78%
/try-it-today-tivoli-oslc-betas/	114	**85**	0:05:31	64.15%	55.26%
/a-proposed-trial-of-w3c-community-groups/	95	**84**	0:03:56	65.45%	58.95%
/inaugural-oslc-steering-committee-meeting-set-for-	100	**81**	0:01:57	59.09%	41.00%

sunday/					
/interest-and-engagement-at-the-oslc-for-alm-plm-integrations-roundtable/	97	**79**	0:01:27	64.29%	46.39%
/instantiating-the-vision/	87	**75**	0:05:22	67.35%	51.72%
/oslc-at-plm-world/	96	**74**	0:01:30	69.23%	57.29%
/kovair-software-announces-kovair-omnibus-integrations-with-support-for-oslc/	110	**73**	0:00:57	71.11%	54.55%
/upcoming-webcast-introduction-to-and-demonstration-of-the-w3c-community-gro/	96	**73**	0:02:24	79.55%	52.08%

Forums

The forums are hardly used.

Social media

Twitter, @oslcNews: 322 followers, Klout score 35. Most retweeting happens from IBM corporate or employee accounts. Only following 5 people.

LinkedIn, OSLC group: 197 members, growth of 106 members in 2012. Little discussion taking place, mostly a repeater of news shared on oslc.co and using @oslcNews.

Facebook, OSLC interest page auto-generated from Wikipedia: 14 likes. We don't control this page.

Original webcasts

Topic	Date	Presenting Org.	Attendance actual (registered)	Youtube views + link

Making ALM work across multi-vendor and open source solutions with OSLC	19 Jan	Tasktop	50 (95)	476
Systems Engineering Tools Integration and Interoperability using OSLC in the SPRINT project	2 Feb	SPRINT (IBM & EADS)	15	PDF only
Introduction to, and demonstration of, the W3C Community Group Tools	7 Feb	W3C	6 (7)	107
Using OSLC in the context of Strategic Planning for IT	16 Feb	Corso	7 (7)	PDF and blog
Announcing the Rational OSLC Adapter for Atlassian JIRA	1 Mar	IBM	23	163
Eclipse Lyo M1	20 Mar	Eclipse Lyo project (IBM)	50	121
Sharing Kovair Experiences in Developing OSLC Based Integrations	20 Apr	Kovair	26 (50)	Non-youtube video
OSLC Governance updates	8 May	IBM	20 (41)	32 (vimeo)
Any Record, Any Where, Any Time: OSLC-enabled Applications	26 June	IBM	13 (23)	56

System Development				
SAP Connector: Join SAP Solution Manager and IBM CLM using OSLC	24 July	IBM	(23, to date)	
OSLC access and debugging using you browser	21 Aug	Eclipse Lyo project (IBM)	(not yet promoted)	

Possible future Opportunity Assessment

From the SVPG Opportunity Assessment, a possible future assessment outline:

1. value proposition
2. target market
3. business metrics
4. competitive landscape
5. our differentiator
6. market window
7. deployment strategy
8. cost
9. critical factors to success
10. recommendation