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Open Source Software: The Future of Technological Innovation

A Special Advertising Section Produced in Partnership
with the Open Source Software Institute

How can IT navigate within a new software world order?

The next big idea may develop from the well of a maverick start-up or a forward-thinking researcher working for your competitor. The notion that the only good idea comes from within one's own organization, or that, "if you want something done right, you've got to do it yourself," is inherently shortsighted and tends to be more expensive. Today's leading innovators are increasingly adept at harvesting ideas from outside their organizations. They benefit by sharing advances with the greater community — those open source communities that encompass Linux, Java and other collaborative technologies.

In this brave new software world, companies are adopting an "open innovation" model. They are harnessing internal and external resources to deliver a more value-oriented software product, better technology, and in some cases enabling whole new ways of doing business. Who are these pioneers? What do they have in common? How can their offerings make IT more efficient and less complex?

CIO and IT leaders are looking for that innovation that will set them apart from their competitors and allow them to grow with business needs. This special Forbes section will profile how this new social movement is freeing corporations from institutional red tape and hierarchies and ultimately improving the bottom line.

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*Does your product have
what IT takes to survive
in the new software
world order?*

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About the Open Source Software Institute

The Open Source Software Institute (OSSSI) is a nonprofit organization whose mission is to promote the development and implementation of open source software solutions within federal, state and municipal agencies and academic entities. OSSSI serves as a facilitator and coordinator of R&D projects, systems and applications evaluation and development and academic studies regarding technical, policy, economic/market and legal aspects of open source software.

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Source: Subscriber Advertising Measurement (S.A.M.) Studies, Jan.-Dec. 2003.

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