



Selling Apache Camel in the Enterprise

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About the presenter



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- ▶ Corporate “architect” by day
- ▶ Code hacker by night
 - ▶ www.TripLingo.com



- ▶ Code repo:
 - ▶ <http://github.com/prpatel>
- ▶ Twitter: prpatel

Publications



Topics

- 1 Challenges with using Open Source Software
- 2 A Recipe for Success
- 3 Getting your team on-board
- 4 Getting management on-board

#1 - Courage

- 1 You'll need to stick your neck out
- 2 Show that you can own the software & architecture
- 3 Show that you're not alone
- 4 Show that you **can** get support

Evaluate & Discriminate

- 1 I like lightweight, transparent solutions, do you?
- 2 Show cost savings (licenses + hardware)
- 3 Show control (OSS = you are in charge)
- 4 Put together an evaluation matrix

Pitch it to your team

- 1 Show them how cool Camel is!
- 2 **Simplicity** - Makes life easier for devs
- 3 We have the source - we are in charge
- 4 Still have the ability to “blame the vendor” :)

Pitch it to management

- 1 Cost saving over complex solutions
- 2 Licenses + Hardware
- 3 Complexity & velocity of development <-- HUGE
- 4 Ability to quickly fix bugs = less down time <-- HUGE

Testability - A Cornerstone

- 1 Solutions like Camel are easily testable
- 2 Can you say the same about the black box ones?
- 3 Ask yourself and your mgt this:
- 4 Build something that can't easily/automation tested?

Slideware

- 1 We all hate slideware, but that's how mgt communicates
- 2 Multiple vendor evals for comparison
- 3 Show how it fits in overall architecture
- 4 Stuff from last slide

Are you really an architect?

- 1 Take ownership
- 2 Show leadership
- 3 Know what you're getting into
- 4 Support your business & management

Dealing with the Ivory Tower

- 1 It's important to not leave them out of the loop
- 2 Get technical
- 3 Show business value
- 4 Be persistent

Do a prototype

- 1 Will help you understand limitations & value
- 2 You'll know what to expect
- 3 Validates your assumptions
- 4 Integrate it with your platform(s) (Weblogic, MQ, etc)

Thanks for attending!

Samples:

<https://github.com/prpatel/>

Blog:

<http://www.mypatelspace.com/>

Links:

<http://camel.apache.org/>

Feedback Welcome
Fill out the Session Eval