

# The Open Source Promise

- Reduce sales and marketing costs
  - Free try before you buy model
  - No expensive pilot
  - No evangelical sale: potential customers are already users
  - Sell enterprise software more like we sell small business software
  - **Let the user come to us!**
- Reduce development costs
  - Still do most of the development work
  - Leverage Open Source for testing, edge cases, interfaces, etc.
- Open Source results in a fundamental business model advantage

