

# The future is Open Source

Andrew Mann

Managing Director at Synchromedia

# Introduction

- **Synchromedia Ltd**
- **Smartmessages - Email Marketing Platform**
- **1CRM - A CRM for SME Business**

# Synchromedia Ltd

- Brighton Based
- Two people
- Loads of Computers
- Started in 1999
- Met at Apple in 1993



Marcus Bointon

Technical director

# Open source

- Open doesn't necessarily imply zero cost
- Important distinction between Free (gratuit) and Free (libre) - English is deficient!
- Open source software may be free in either, both, or neither of the two senses.
- It's a two-way street, give and take
- Licenses are important - GPL, LGPL, MIT, Apache, Creative Commons and others



- An open source (LGPL) project that provides a programming library to build and send email messages from the PHP programming language.
- Possibly the world's most popular code for sending email - used by Wordpress (over 60 million sites!), Drupal, Joomla and others.
- We have been the maintainers for the last few years, gained over 2,700 stars and 1,900 forks on GitHub, putting it in the top 0.01% of projects!

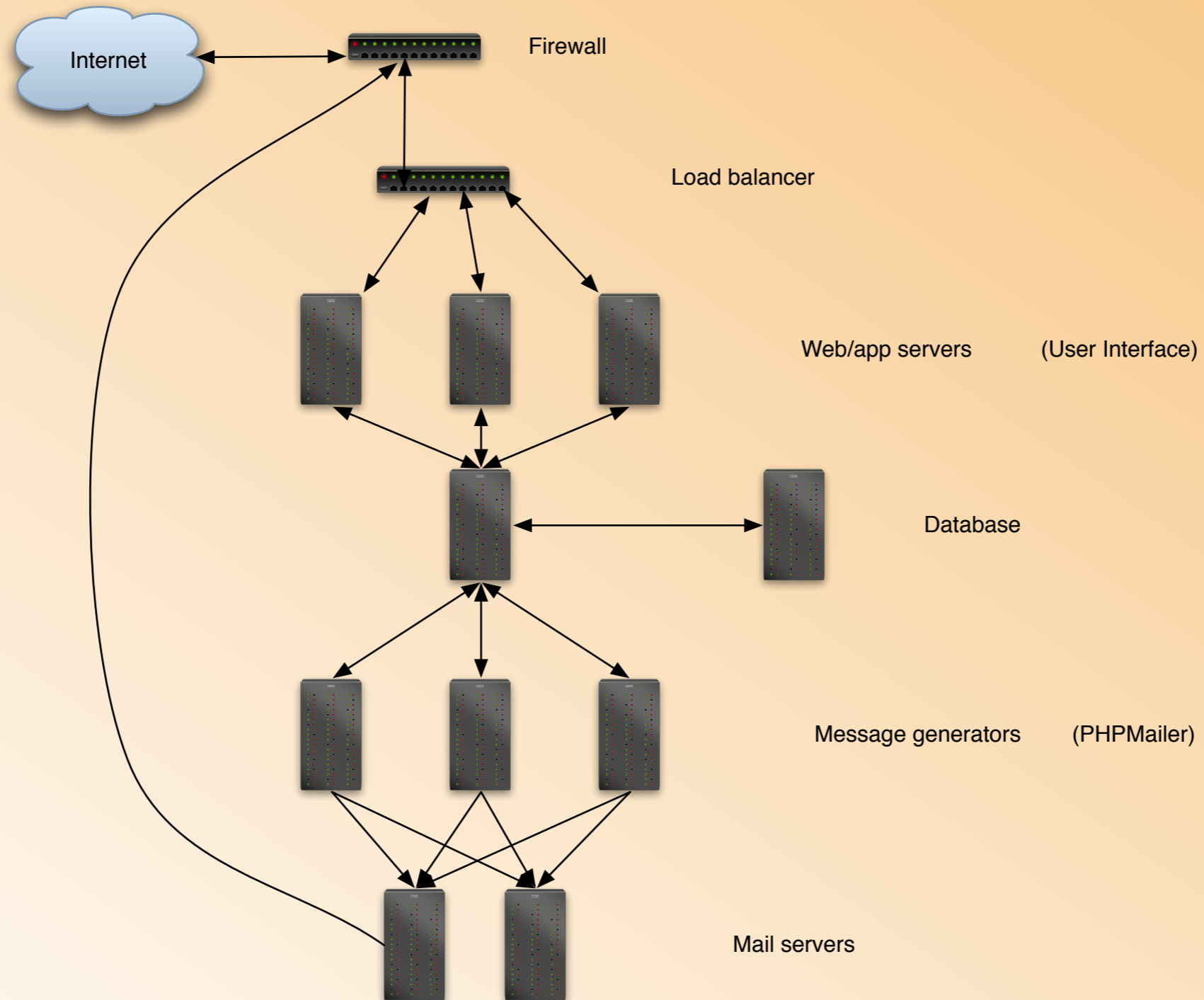
# Smartmessages

- Email Marketing Platform
- Launched 2003
- Located in the UK

# smartmessages.net

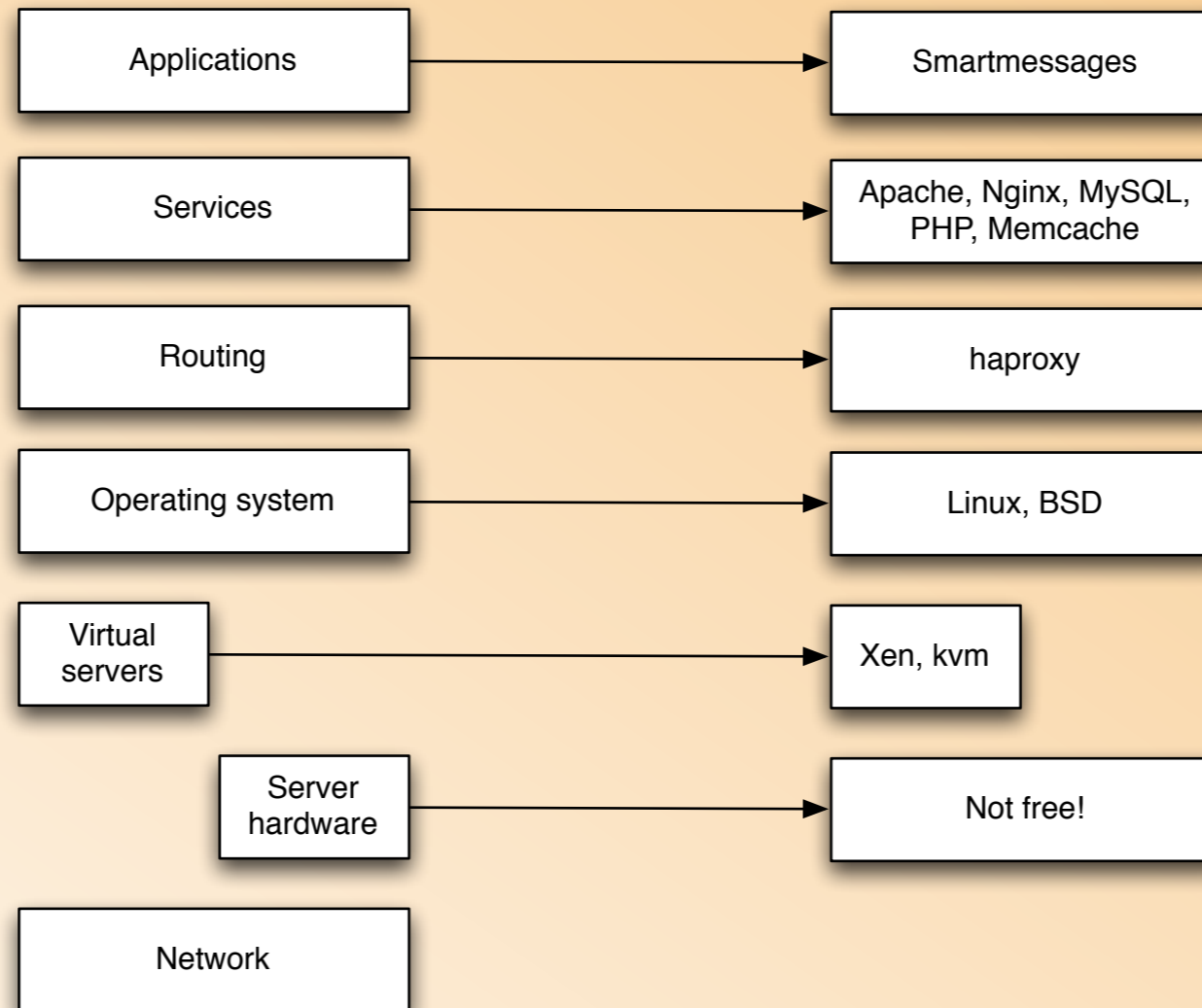
- Built and deployed with over 60 open-source technologies at every level of the stack
- Commercial solutions at some critical points - doesn't need to be all-or-nothing
- PHPMailer at the core

# Smartmessages Overview



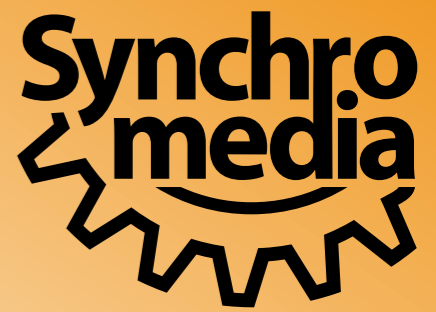


# Stack Overview



# 1CRM

- 1CRM originally forked from SugarCRM; has since gone its own way
- Good example of commercial open-source software.
- “The cloud” is essentially a euphemism for “on someone else’s server”



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