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The 2nd Annual  
**EURO OSCON** OPEN SOURCE CONVENTION  
 18 - 21 SEPTEMBER 2006 • BRUSSELS, BELGIUM

Convention   
 News & Coverage

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## Conference Overview

### Why Attend?

- See what's on the horizon, locally as well as globally
- Learn about the coming technologies and business models before they disrupt your business
- Make new contacts: customers, vendors, peers, partners, and competitors
- Discover the emerging important technologies, new products, new data, and skills from other experts—all under one roof
- Network across the whole spectrum of the open innovation community in Europe
- Explore IT best practices for open source adoption, integration, and deployment

### Who Should Attend

**Entrepreneurs** ready to catch the new wave of innovation sweeping onto the technology, data and services scene.

**CIOs and CTOs** looking to position technology strategy as a central pillar of the future growth and health of the most successful businesses in Europe.

**Policymakers** who want to learn what will drive the future of Europe, within the technology, media and services and the people who use this.

**Lead developers and software architects** ready to learn from the frontrunners, and to explore how the notion of open is impacting not only the code, but also the products and services, they ship.

**CEOs** who want to understand the disruption of open technology and how it will impact how products and services are produced and consumed and the ecosystem of employees, customers, partners, and competitors.

### What to Expect

EuroOSCON will be filled to the brim with keynotes, tutorials, sessions and conversations. Look for mindbending demos, provocative keynotes, hands-on practical tutorials, and lots of two-way interactivity. Open technology is at the core of the conference but the real fun starts as we look at the applications, interactions and ultimately disruptions that open technology and communication will give rise to.

We're bringing in the best of Europe and the world to engage with you and fellow participants from across the spectrum of technology, business, culture, and government in Europe.

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## Session

### Design Patterns for Positive Externalities

[Marc Goldberg](#)[Didier Beck](#), CEO, ecenter solutions**Track:** Open Business**Date:** Tuesday, 19 September 2006**Time:** 11:55 - 12:35**Location:** Upper Foyer

What happens when micro economics (customers as rational agent) meets open source practices (shared open community of practice where meritocratic processes) meets business strategy (how to optimize ROCE and accelerate growth)?

What can be learned from examples like Swift, Reuters, Sita, or Visa that all build a shared infrastructure and evolve them into legal monopolies?

How can today's business use open source practices to build a sustainable business model and create positive externalities through user-generated value?

What business pattern can be identified, described, and reused to create positive externalities?

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## Speaker

### Marc Goldberg



Based in Paris, Marc Goldberg is the managing partner of Occam Capital, with over 20 years of experience in the software industry in the U.S. and Europe. Goldberg started Occam Capital in 2004 to focus on under-served Europe IP in the information technology industry, and to build a technology consolidation fund that would support the local innovation community and deliver superior return to its investors.

Before Occam Capital, Goldberg was a general partner and CTO of RVC, manager of the Reuters Greenhouse Fund, the corporate VC arm of Reuters. RVC was instrumental in some of the most profitable European transactions with ID2 (sold to Sonera), MetaMerge (sold to IBM), Orchestream (LSE IPO), Fantastic Corporation (Neue Merk IPO), and Tradeum (sold to VerticalNet). The Greenhouse fund was invested in 82 companies and generated 16 IPOs and 27 trade sales.

Goldberg has been an entrepreneur and senior executive in technology and product management in large and small technology companies, including Renaissance Software (sold to SunGard), Rational Software (sold to IBM for \$2.1B), Thales-Syseca (Paris), KMPG-Nolan Norton (Palo Alto), and Reuters (London).

Goldberg lives in Paris with his wife and three children.

- **Session:** [Design Patterns for Positive Externalities](#)

See [all sessions presented by Marc Goldberg](#).

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## Speaker

### Didier Beck

CEO, ecenter solutions



Didier Beck is cofounder and CEO of a product software company, ecenter solutions, that spun-off from the Helvetia Group, an European insurance company. ecenter solutions is designing, implementing, and operating a front-end J2EE platform for the past 7 years. This business infrastructure now contains all the essential insurance-oriented services required and is enabling a very large reuse (80%) of existing platform components for the implementation of new applications.

The platform is built on top of an open source stack of commercial infrastructure components. ecenter solutions is launching a gated Insurance Community offering the SOA platform, the architecture team, and the processes to its members.

Beck has a master of science in computer engineering and a master of business administration. Between 1995 and 1998, he was in charge of different IT architecture and project management functions within Helvetia Patria Switzerland. From 1999 to 2000, he worked as the assistant of the CIO, before starting the development and implementation of the e-business strategy within the Corporate Center. As one of the founders of the Helvetia Patria Group eBusiness Center, he was director of this unit from 2002 to 2005.

- **Session:** [Design Patterns for Positive Externalities](#)

See [all sessions presented by Didier Beck](#).

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