Best Kept Secret in Making Money from Open Source Revealed at OSBC

Open Source Luminaries from The 451 Group, Alfresco, LoopFuse, SugarCRM, and Zend Technologies to Discuss Strategies for Converting Open Source Leads

ATLANTA – March 18, 2008 - LoopFuse, LLC, the world leader in open source marketing automation, will participate in a panel at the Open Source Business Conference (OSBC) on Converting the Open Source Lead Funnel on Wednesday, March 26. CEO Roy Russo will be joined by Alfresco CMO Ian Howells, SugarCRM senior director of product marketing Chris Harrick, and Zend Technologies CMO Mark de Visser in the session moderated by Raven Zachary, research director of open source for The 451 Group.

Panelists will discuss both successful and ineffective marketing strategies deployed in the past in order to convert mere interest into paying customers. In the open source industry, where software is freely available, many companies struggle to find customers willing to pay for services. Speakers take up topics related to fleshing out revenue from those free downloads. LoopFuse provides the tools for organizations to capitalize on their marketing initiatives.

"Tracking and nailing down leads is vital to any organization, open source or proprietary," said OSBC content chair Matt Asay. "Personally, I'm really looking forward to this panel not only because the topic sparks my interest, but it could well be the best assemblage of open source marketing firepower on the planet."

Many executives feel the best marketing techniques are being developed and used at open source companies because they are forced to examine thousands of downloads to find paying customers.

 "In commoditized markets innovation occurs through marketing and business models. Open source has led marketing innovation over the last few years, making it easy to discover the product, research it, trial it and purchase support," commented Dr. Ian Howells, CMO, Alfresco Software. "To do this efficiently, given the massive scale of interest in open source requires innovation in marketing process and automation to optimize conversation rates throughout each stage of engagement. Being a low cost alternative is simply not enough."

"Successful open source businesses are made today by maximizing free-to-paid-user conversion rates," said Russo. "Discussing how to effectively increase conversion and retention rates will make for an exciting panel that everyone interested in open source business should attend."

With LoopFuse having a large number of open source organizations as customers and having contributed to the marketing and sales build-out while at JBoss, LoopFuse is an authority on open source lead conversion. Its product, LoopFuse OneView, is designed to sift through countless leads and zero-in on qualified leads ready for the sales team to

act on. LoopFuse OneView reduces the cost of a marketing campaign and shortens the sales cycle by capturing, qualifying, and routing targeted leads on a web site — all automatically. It helps turn web site browsers into buyers.

About LoopFuse
Headquartered in Atlanta, Georgia, privately-held LoopFuse is the company behind the leading open source marketing automation solution, LoopFuse OneView. Leveraging enterprise-class open source components from the JBoss and Apache projects, LoopFuse engineers with experience at Red Hat, JBoss and Novell developed a full-featured marketing automation suite that combines easy implementation with affordable pricing. LoopFuse OneView is the leading alternative to limited features available in Google Analytics and high prices of proprietary solutions.

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