Sironta: From Research to Market
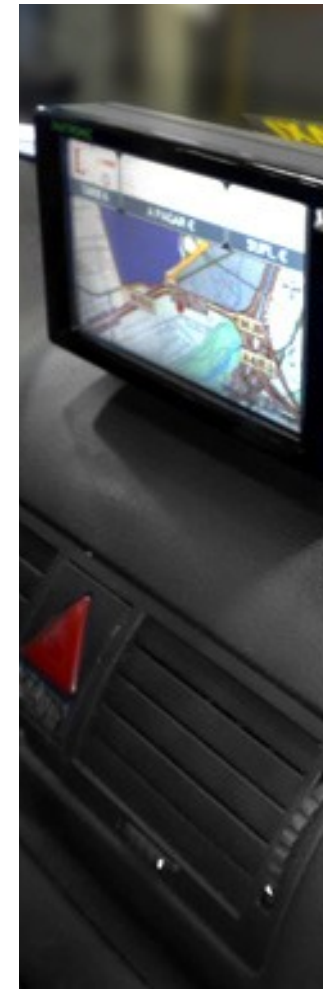

Manu Arjó. VP Business Development of Sironta

manuel.arjo@sironta.com

About TechIDEAS

TechIDEAS in figures

| Executive summary	2003	2004	2005	2006	2007	2008	2009
INCOME	7.369,60	269.290,22	415.213,32	600.508,25	569.908,69	774.974,79	808.095,80
% Annual increase	-	-	54%	45%	-5%	36%	4%
OUTLAY	9.431,04	156.648,08	257.626,87	460.557,59	687.187,11	653.817,98	742.911,34
% Annual increase	-	-	64%	79%	49%	-5%	14%
Development costs	9.197,84	143.650,56	236.277,64	399.010,81	609.006,28	560.806,41	531.558,53
% Annual increase	-	-	64%	69%	53%	-8%	-5%
Overhead	233,20	12.997,52	21.349,23	61.546,78	78.180,83	93.011,57	211.352,81
% Annual increase	-	-	64%	188%	27%	19%	127%
OPERATING PROFIT	-2.061,44	112.642,14	157.586,45	139.950,66	-117.278,42	121.156,81	65.184,46
% Annual increase	-	-	40%	-11%	-184%	203%	-46%
EBITDA	-2.076,28	108.440,34	157.586,45	139.950,66	-117.278,42	120.385,81	65.184,46
% Annual increase	-	-	45%	-11%	-184%	203%	-46%

Executive summary
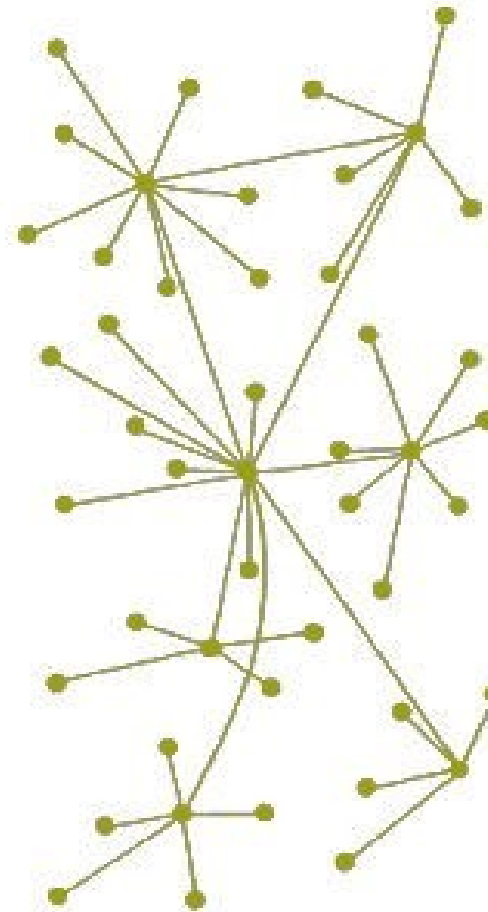2003-2008
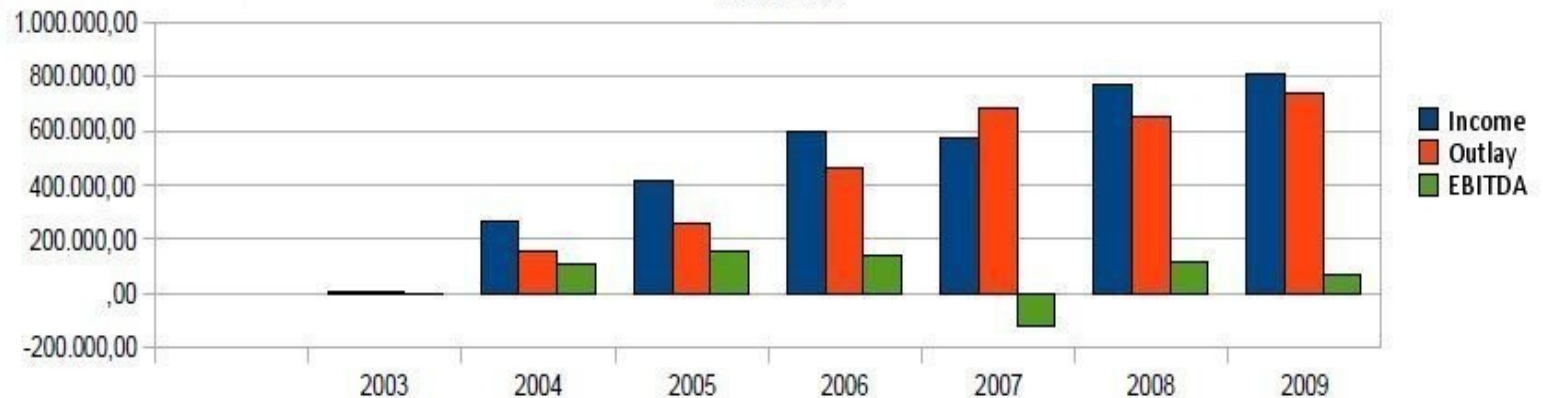
Systems based on the nature

- **OPAALS** (Open Philosophies for Associative Autopoietic Digital Ecosystems)
- **DEN4DEK** (Digital Ecosystems Network of regions for DissEmination and Knowledge Deployment)
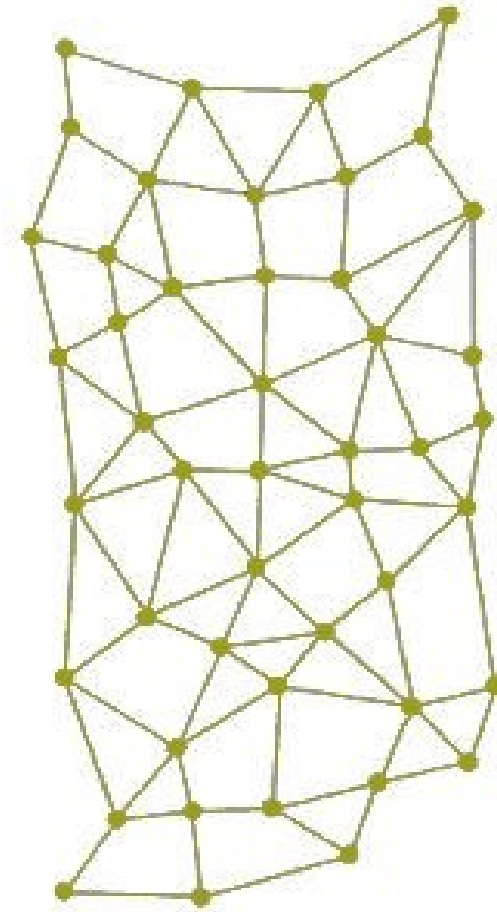
Types of Networks
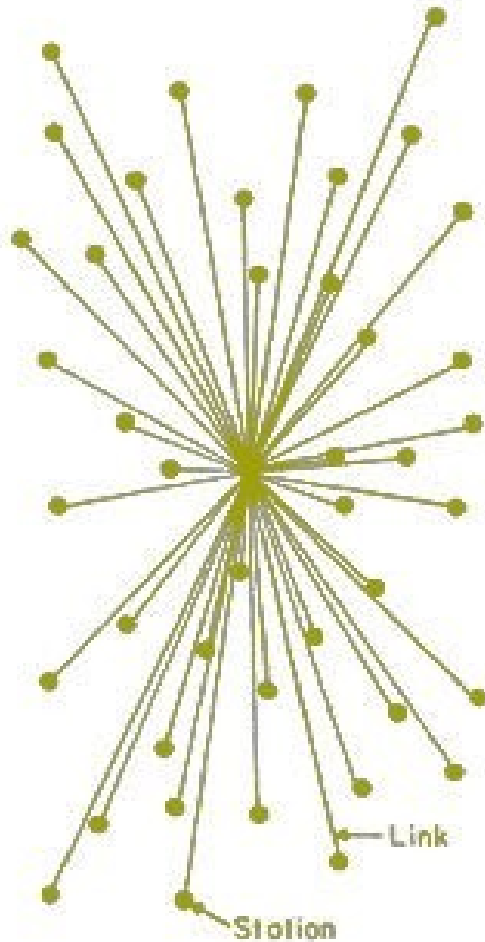
CENTRALIZED DECENTRALIZED DISTRIBUTED

Distributed networks: Main goals

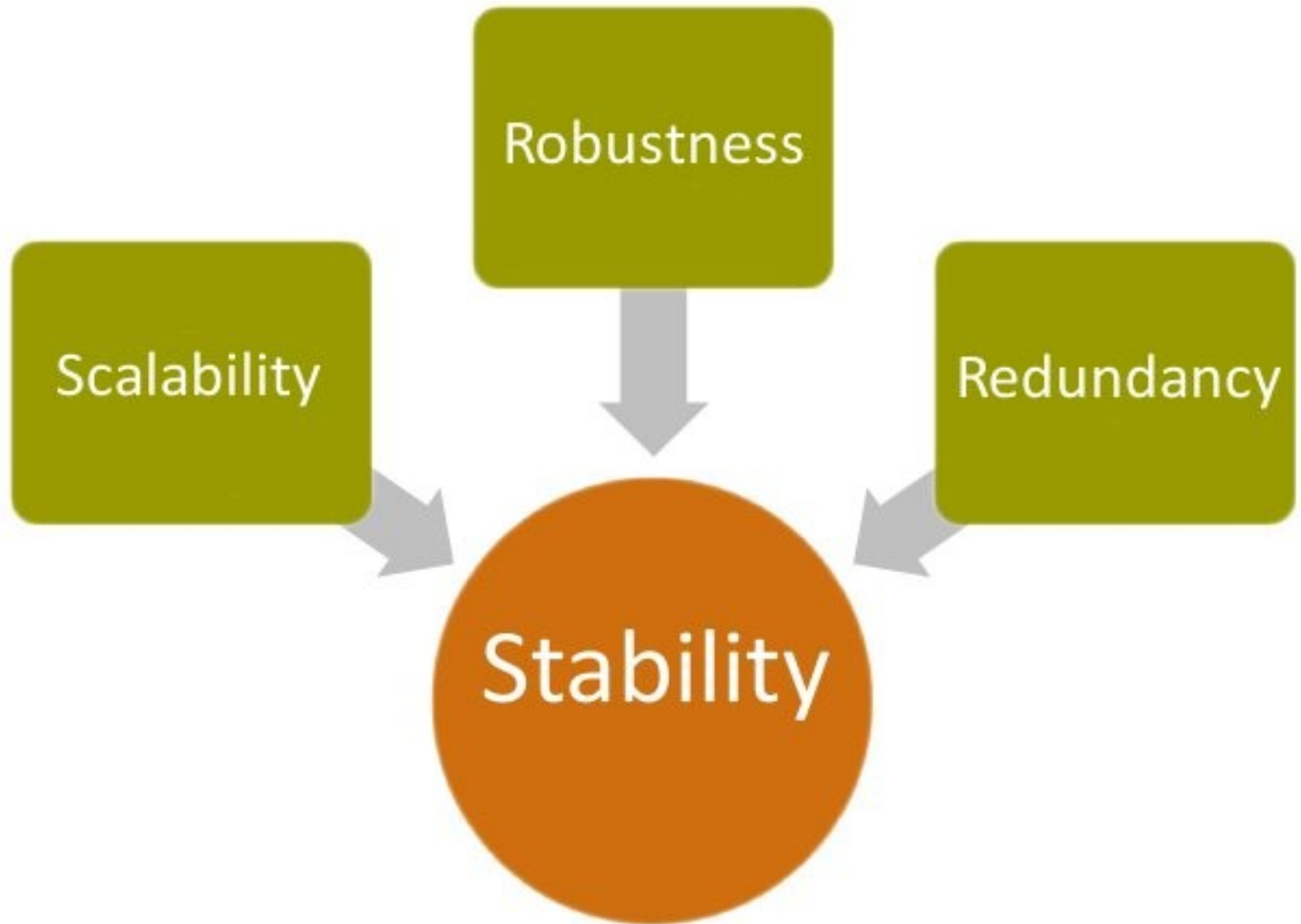- **Avoid failure** of a **single point**.

- **Avoid** resource **limitations**.

- Use the **existing infraestructure**.

- Make **more effectively use** of distributed information and resources.

- Increase the performance and **stability** of the system.

Distributed networks: Growth

Distributed networks: Nature

Sironta uses a distributed **Peer-to-Peer** network to collaborate

About Team Collaboration

- Creation of **great distributed teams** across organizations and geographical distances keeping your **privacy.**

- **Without technical support** from IT departments.

- Create your **private environment** to:
  - Collaborate.
  - Talk.
  - Have fun.
  - Work together.

- For pervasive users at **any place, any time**.

Peer-to-Peer

- Sironta is **not an on-line** application.

- **Direct communication** tool.

- **Distributed** network.

- **No** network **congestion**.

- **Not centralized** on an external server.

- Users always know where their files are.

- Share files of **any type** and **any size**.

- Possibility of editing **off-line** documents.

Room Metaphor

Workspace divided into different 'rooms' depending on which users you want to interact with.

SIRONTA: Getting Started

Sironta features:

- **People Management:** Invitation, chat.

- **Documents Management**: Indexing & searching, version management, synchronization.

- **Rooms Management**: Presence awareness, chat rooms, activity monitoring.

- **Multi-platform**: Linux, Windows and Mac OS.

Sironta is the only **multi-platform** team collaboration solution in the market
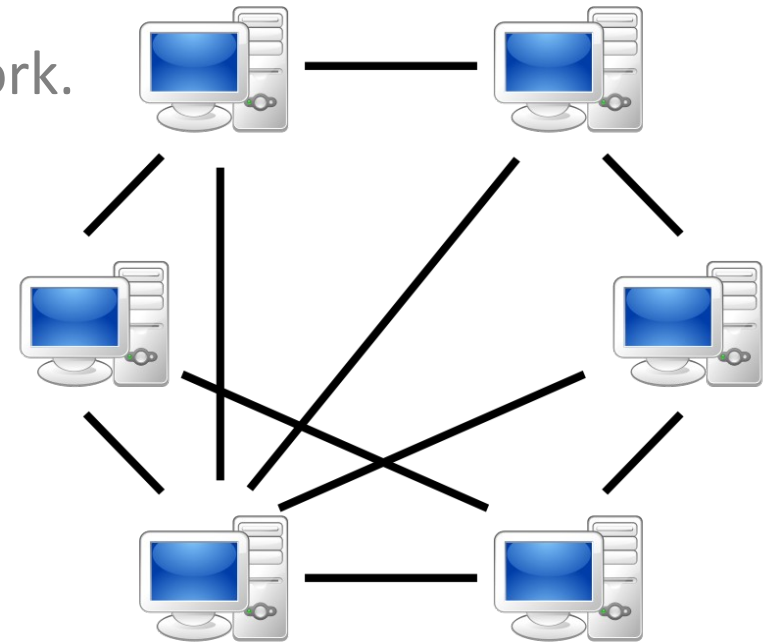
SIRONTA: Getting Started

Sironta features:

- Ability of working **on-line and off-line.**

- Smooth management of **large files.**

- **Time machine** for all your work.

- High scalability.

- Complete **privacy**.

- **Distributed** repository.

- No management.

Our **cost** per free-user is **near zero**
(80% - 90% below the competence)

OpenOffice.org

- **OpenOffice.org embedded** in Sironta.

- To **collaborate** on your **documents** with your partners.

- Shared documents can be **modified** directly in Sironta.

- You do not need to open another office suite.

- You can create **new documents** inside Sironta.

OpenOffice.org

- **Writer**: Word processor.

- **Calc**: Spreadsheet.

- **Impress**: Presentation program.

- **Draw**: Vector graphics editor.

Delta encoding

- Transmitting data in the form of **differences between sequential data** rather than complete files.

- **Only changes** are sent through the network.

- **Differences between documents** are recorded and consequently sent through the network in discrete files called *Deltas.*

Frame #1
Compressed size (PNG): 135 kB

Frame #2
Compressed size (PNG): 139 kB

Delta (difference) between #1 and #2
Compressed size (PNG): 22 kB

GIT

- **Global Information Tracker**.

- *Speed emphasis* distributed revision control system.

- GIT saves each **new object** created as a **separate file**.

- GIT does **periodic repacking** automatically to maintain the **space-efficient storage.**

- Objects are **combined into packs**, using **Delta encoding** to save space.

And more!

- **Open source**: AGPL v3.

- **XMPP** protocol.

- Port **5222** (XMPP client connection).

- **No violation** of the terms of **confidentiality** nor the **NDA**.

Sironta

Share your acorns!

File   People   Views   Help

Login

Sironta
Share your acorns!

**Sironta hace fácil
el trabajo colaborativo.**

¿Aún no tienes un Sironta ID?

Crear un nuevo Sironta ID

Ya tengo un Sironta ID

Sironta ID (dirección correo)

manuel.arjo@techideas.es

Password:

●●●●●●

☑ Recuerdame

¡He olvidado password!

Configuración de red

Conectar

File Rooms People Views Help

Mis Salas

Manu Arjó's room

🏠 👥 1/1
📁 0 (0 Bytes)

Projecte

🏠 👥 1/1
📁 2 (6 Mb) ❌

Otras Salas

Biblioteca (Dedicada)

🏠 👥 1/8
📁 118 (755 Mb)

Habitacion de Invitados (Dedicada)

🚶 👥 0/27   Guest Room
📁 19 (8 Mb)

Sironta MKT Plan

🏠 👥 0/3   Plan de marketing de Sironta
📁 35 (45 Mb)

Techideas Room (Dedicada)

🔷 👥 2/14   Techideas ROOM
📁 61 (47 Mb)

Zitruslab (Dedicada)

ZL 👥 0/9   Sala para desarrollo de la imagen corporativa
📁 50 (67 Mb)   de Sironta

📋 Salas

File   Documents   People   Views   Help

Room Description

Techideas Room (Dedicada)

2/14   Techideas ROOM

33 (46 Mb)

▼ **Propietario**

- Nombre: Pablo Hernandez
- E-mail: pablo.hernandez@techideas.es

Chat

▶ **Usuarios**

▼ **Actividad**

- 13-may-2010 - Documento **20100503-Jon_Igual-Informe_de_actividad.ods** actualizado por **Mª Carmen Hernández**
- 13-may-2010 - Documento **2010-04-05-Manuel_Arjó-Informe_de_actividad.ods** borrado por **Mª Carmen Hernández**
- 13-may-2010 - Documento **2010-04-05-Ruben_Gonzalez-Informe_de_actividad.ods** borrado por **Mª Carmen Hernández**
- 13-may-2010 - Documento **2010-04-12-Manuel_Arjó-Informe_de_actividad.ods** borrado por **Mª Carmen Hernández**

System: Animation start

Ruben Gonzalez

Javvier Nogueera

Pablo Tenorio

Jordi Martin

Jesus E. Gabaldon

Miquel Gonzalez

Miguel Vidal

Usuarios

20100503-Jon_Igual-Informe_de_
TECHIDEAS-2010-INFORMES ACTIVIDA
2010-Presentation_for_Venture_
2010-Presentation_for_Venture_Capita
2010-04-Executive_Symmary-SIRONTA
VC-Guidelines.pdf
2010-LISTADO DE PROYECTOS.ods
CALENDARIO VACACIONES-2010.o
TECHIDEAS-2010-INFORMES.ACTIVIDA
TECHIDEAS-2010-INFORMES ACTIVIDA
TECHIDEAS-2010-INFORMES ACTIVIDA

Documentos

Progress   Log

start   Safata d'ent...   Bandeja de ...   Techideas R...   2 gimp-2.6   12:10

Architecture

Main menu

Home
Sironta
Download
Pricing
Features
Tour
Community
Facebook
Twitter
Support
Contact us
Feedback
FAQ
About us
Techideas
Press
Policies
Terms of service
Privacy policy
Security overview
Pricing terms
Copyright

File Documents People Views Help

Ruben Gonzalez
Javvier Nogueera
Pablo Tenorio
Jordi Martin
Jesus E. Gabaldon
Miquel Gonzalez
Miguel Vidal

Usuarios

20100503-Jon_Igual-Informe_de_
TECHIDEAS-2010-INFORMES ACTIVIDA
2010-Presentation_for_Venture_
2010-Presentation_for_Venture_Capita
2010-04-Executive_Symmary-SIRONTA
VC-Guidelines.pdf
2010-LISTADO DE PROYECTOS.ods
CALENDARIO VACACIONES-2010.od
TECHIDEAS-2010-INFORMES.ACTIVIDA
TECHIDEAS-2010-INFORMES ACTIVIDA
TECHIDEAS-2010-INFORMES ACTIVIDA

Documentos

Room Description | 2010-Presentation_for_Venture_Capital-SIRONTA

file://C:/Documents and Settings/marjo83/.sironta/workspace/sironta/sironta.com/manuel.arjo_techideas.es/rooms/'

4 / 17   53,8%   Buscar

Sironta
Share your acorns!

Techideas in Figures

Resumen Ejecutivo	2003	2004	2005	2006	2007	2008	2009
INGRESOS	7.369,60	269.290,22	415.213,32	600.508,25	569.908,69	774.974,79	808.095,80
% Incremento Anual	-	-	54%	45%	-5%	36%	4%
GASTOS	9.431,04	156.648,08	257.626,87	460.557,59	687.187,11	653.817,98	742.911,34
% Incremento Anual	-	-	64%	79%	49%	-5%	14%
Costes Desarrollo	9.197,84	143.650,56	236.277,64	399.010,81	609.006,28	560.806,41	531.558,53
% Incremento Anual	-	-	64%	69%	53%	-8%	-5%
Costes Generales	233,20	12.997,52	21.349,23	61.546,78	78.180,83	93.011,57	211.352,81
% Incremento Anual	-	-	64%	188%	27%	19%	127%
RESULTADO OPERATIVO	-2.061,44	112.642,14	157.586,45	139.950,66	-117.278,42	121.156,81	65.184,46
% Incremento Anual	-	-	40%	-11%	-184%	203%	-46%
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% Incremento Anual	-	-	45%	-11%	-184%	203%	-46%

Resumen Ejecutivo
2003-2008
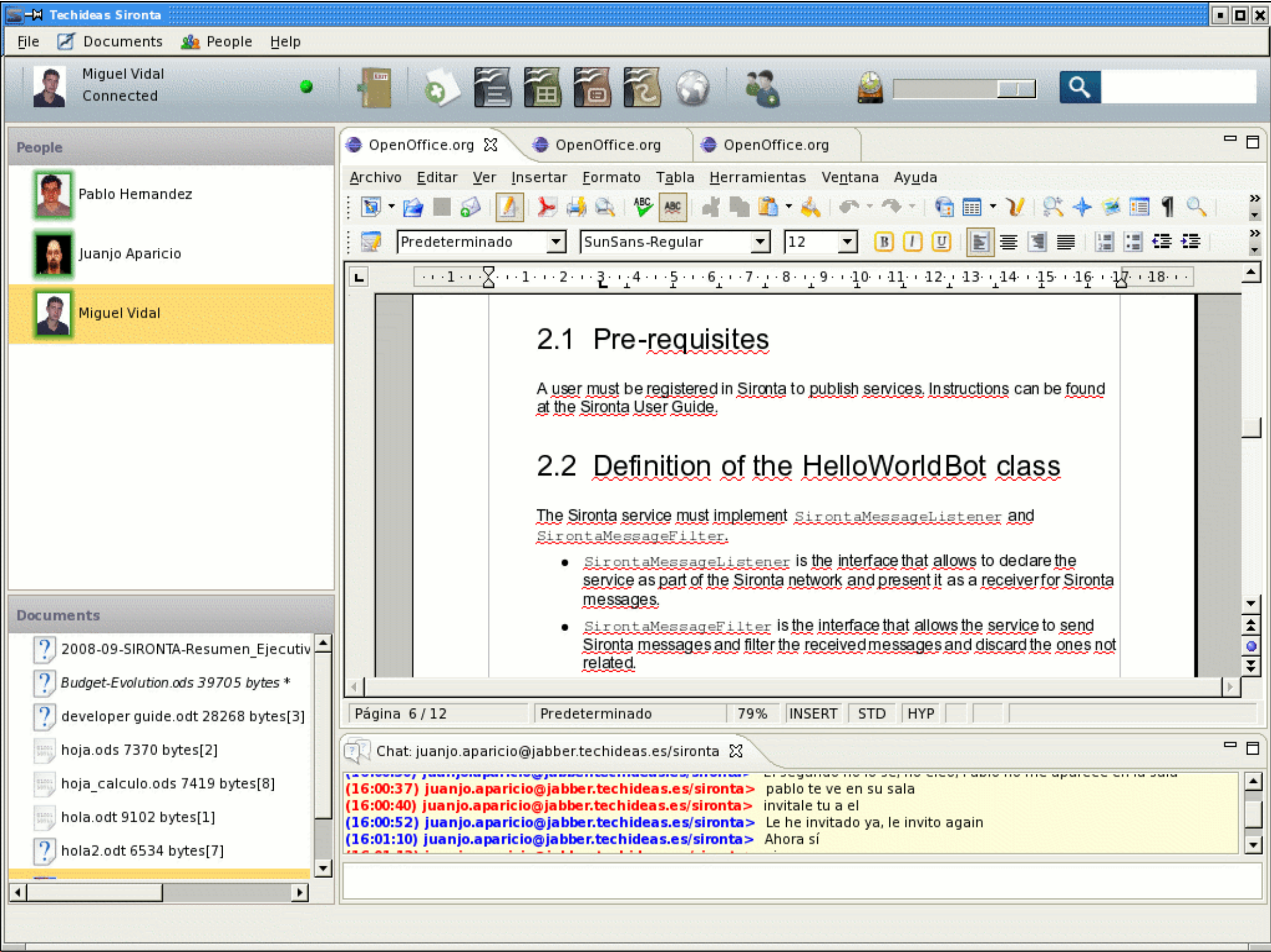
INGRESOS
GASTOS
EBITDA

start   Sironta - Coll... Bandeja de ... Techideas R... 2 gimp-2.6   ES   12:13

2.1 Pre-requisites

A user must be registered in Sironta to publish services. Instructions can be found at the Sironta User Guide.

2.2 Definition of the HelloWorldBot class

The Sironta service must implement `SirontaMessageListener` and `SirontaMessageFilter`.

- `SirontaMessageListener` is the interface that allows to declare the service as part of the Sironta network and present it as a receiver for Sironta messages.
- `SirontaMessageFilter` is the interface that allows the service to send Sironta messages and filter the received messages and discard the ones not related.

File   Documents   People   Views   Help

Room Description | Mejoras Sironta | Informe%20Competencia.ods

File   Edit   View   Insert   Format   Tools   Data   Window   Help

Arial   10   B I U

D46 | 2006

	A	B	C	D	E	F	G	H	I
19	Enterprise	Telligent	http://telligent.com/pr	2008	2009 Sí	No	No	No
20	Enterprise	Blogtronix	http://blogtronix.com/	2005	2009 Sí	No	No	No
21	Enterprise edition	Central Desktop	http://www.centrald	2005	2008 Sí	No	Sí	Sí
22	EtherPad	Adquirit por Google	http://etherpad.com/	November 2008	January 2009 No	Sí	Plain text	No
23	eXpresso	eXpresso Corp	http://www.express	2007	2009 Sí	Excel Office Micro	No	Sí
24	Feng Office Community Edition	Feng Office	http://fengoffice.com	2007	December 2009 Sí	Sí	Sí	No
25	FilesAnywhere	Filesanywhere.com	http://filesanywhere	July 1999	2010 Sí	Sí		Zoho Inte
26	Groupwise	Novell	http://www.novell.c	1994	2008 No	No	No	No
27	GroveSite	GroveSite	http://www.grovesit	2002	2009 Sí	No	No	No
28	Hive	Alberg Software	http://www.alberg.c	2001	2008 No	Sí	No	No
29	Huddle	Huddle	http://www.huddle.n	2007	2008 Sí	No	Google Docs Integra	
30	HyperOffice	HyperOffice	http://www.hyperof	1998	Sí	No	No	No
31	Igloo Online communities	Igloo Inc.	http://www.igloosof	2008	2009 Sí	No	No	No
32	Leverage Software	Leverage Software	http://www.leverage	2003	2009 Sí	No	No	No
33	Live Documents	Instacoll	http://www.live-doc	November 2007	2009 No	No	Sí	Sí
34	Lotus Connections	IBM	http://www-01.ibm.o	June 2007	August 2009 Sí	No		Microsoft O
35	O3Spaces Workplace	O3Spaces B.V.	http://o3spaces.org/	December 2006	January 2009 Sí	Sí		OOo i MO
36	Octopz	Octopz	http://www.octopz.c	2008	2008 Sí	No	Sí	Sí
37	Office 2010 Web Apps	Microsoft	http://www.microso	2009 (Technical	Mediados 2010 No	Microsoft Office		Microsoft Offi
38	Office Groove 2007	Microsoft	http://www.microso	March 2005	2007 Sí	Microsoft Office		Microsoft Offi
39	Office Live	Microsoft	http://office.microso	2003	2009 Sí	Microsoft Office		Microsoft Offi
40	Office Sharepoint Server 2010	Microsoft	http://sharepoint.mic	2003	2010 Sí	Microsoft Office		Microsoft Offi
41	Participate	OutStart	http://www.outstart	2004	2010 Sí	No		Microsoft Offi
42	PBWorks	PBWiki	http://pbworks.com/	May 2005	2009 Sí	No	No	No
43	Pleasereview	PleaseTech	http://www.pleasete	2002	2009 No	No	Sí (MS Word	No
44	ProjectSpaces	Forum One Commun	http://www.projects	March 2000	2005 Sí	No	Sí	No
45	Chatter Collaboration Platform	Salesforce	http://www.salesfor	2010	2010 Sí	No		Google Docs
46	SBS 4.0	Jive Software	http://www.jivesoftv	2006	01/03/09 Sí	Sí	No	No

Hoja1 | Hoja2 | Hoja3

Sheet 1 / 3 | Default | STD | Sum=2006 | 80%

Usuarios

Migue
Pablo
Maria

Mejoras
Market R
Informe
Informe
Market_F
P2P repo
Yankee
IDC Anal
Forreste
IDC anal

Docume

Sironta MKT Plan - Sironta

Techideas Sironta

File | Documents | People | Help

Miguel Vidal
Connected

People

- Pablo Hernandez
- Juanjo Aparicio
- Miguel Vidal

Documents

- *Budget-Evolution.ods 39705 bytes ***
- developer guide.odt 28268 bytes[3]
- hoja.ods 7370 bytes[2]
- hoja_calculo.ods 7419 bytes[8]
- hola.odt 9102 bytes[1]
- hola2.odt 6534 bytes[7]
- me.png 67446 bytes[4]

OpenOffice.org | OpenOffice.org | OpenOffice.org

Archivo | Editar | Ver | Insertar | Formato | Herramientas | Datos | Ventana | Ayuda

Arial | 10

D82

	B	C	D	E	F	G	H	I
54	Increase of budget by phase annualized							
55								
56	**Partner**	**Phase II**	**Phase III**					
57	LSE	19,63%	-20,50%					
58	T6 ECO	64,50%	-20,69%					
59	UniKassel	43,19%	-24,34%					
60	SUAS	9,46%	-21,79%					
61	UL	-1,82%	-25,45%					
62	TI	-14,04%	-89,99%					
63	CN	-64,76%	-17,26%					
64	Surrey	33,33%	-5,33%					
65	TUT	-23,48%	-43,22%					
66	WIT	-30,42%	-10,99%					
67	IPTI	470,58%	7,35%					
68	IITK	-1,15%	-41,60%					
69	NUIM	15,89%	-22,84%					
70	UNIVDUN	8,04%	-3,29%					

Budget share

Legend: LS, T6, Ur, SU, UL, TI, CN, Su, TU, WI, IPT, IIT, NU, UN, ITA, CA

Hoja1 / Hoja2 / Hoja3

Hoja 1 / 3 | Predeterminado | 100% | STD | Suma=0

Chat: juanjo.aparicio@jabber.techideas.es/sironta | Chat: pablo.hernandez@jabber.techideas.es/sironta

(15:58:07) juanjo.aparicio@jabber.techideas.es/sironta> Hola, invitao estás
(15:58:13) juanjo.aparicio@jabber.techideas.es/sironta> pos nada de nada
(15:58:13) juanjo.aparicio@jabber.techideas.es/sironta> A ver si va a ser tu slackware...
(15:58:19) juanjo.aparicio@jabber.techideas.es/sironta> ¿Me ves?
(15:58:19) juanjo.aparicio@jabber.techideas.es/sironta> si hombre !!!

Techideas Sironta

File   Documents   People   Help

Miguel Vidal
Connected

People

Pablo Hernandez

Juanjo Aparicio

Miguel Vidal

Documents

? 2008-09-SIRONTA-Resumen_Ejecutiv
? developer guide.odt 28268 bytes[3]
  hoja.ods 7370 bytes[2]
  hoja_calculo.ods 7419 bytes[8]
  hola.odt 9102 bytes[1]
? hola2.odt 6534 bytes[7]
  me.png 67446 bytes[4]

OpenOffice.org   OpenOffice.org

Archivo   Editar   Ver   Insertar   Formato   Herramientas   Presentación   Ventana   Ayuda

0,00cm   Negro   Color   Azul 7

Diapositivas

1   SIRONTA - Resumen Ejecutivo
     Septiembre 2008

     Titulo

2

Clasificador de diapositivas

Normal   Esquema   Notas   Documento

3 6 9 12 15 18 21 24 27 3

SIRONTA - Resumen Ejecutivo
Septiembre 2008

Tareas   Ver

▶ Páginas maestras
▼ Diseños

▶ Animación personalizada
▶ Transición de diapositivas

-2,95 / 8,05   0,00 x 0,00   19%   Página 1 / 15   Predetermin

Chat: juanjo.aparicio@jabber.techideas.es/sironta   Chat: pablo.hernandez@jabber.techideas.es/sironta

(16:00:14) juanjo.aparicio@jabber.techideas.es/sironta> todo
(16:00:20) juanjo.aparicio@jabber.techideas.es/sironta> (el primero lo sé, estás en mi sala)
(16:00:30) juanjo.aparicio@jabber.techideas.es/sironta> El segundo no lo sé, no creo, Pablo no me aparece en la sala
(16:00:37) juanjo.aparicio@jabber.techideas.es/sironta> pablo te ve en su sala
(16:00:40) juanjo.aparicio@jabber.techideas.es/sironta> invitale tu a el
(16:00:52) juanjo.aparicio@jabber.techideas.es/sironta> Le he invitado ya, le invito again
(16:01:10) juanjo.aparicio@jabber.techideas.es/sironta> Ahora sí
(16:01:13) juanjo.aparicio@jabber.techideas.es/sironta> si
(16:01:13) juanjo.aparicio@jabber.techideas.es/sironta> Ya estamos todos

File   Documents   People   Help   Views   Run   Search

Usuarios

Javvier Nogueera

Pablo Hernandez

marco benni

riccardo carboni

Documentos

? fsdasdf.odt

2009-11-20-IncidenciasCotabo.txt

2009-12-14_mark_reinforcement_car:

? 2009-12-14_mark_reinforcement_car:

RT-UTCv1_2_4.pdf

? 2009-07-17-Proposal-RT-BOLOGNA-C

353 Bolonia Consulta Ubicación Refu

Room Description   YouTube - Broadcast Yourself.

http://www.youtube.com/index?gl=EN

You Tube
Broadcast Yourself ™

Buscar

Inicio   Vídeos   Canales   Sus

Vídeos que se están viendo ahora (ver todos)   editar

http://footballhighlights.vodspot.tv   3:01

Arsenal 3 - 0 Aston Villa Highlights and Goals
46894 reproducciones
Rifat9Producer

6:31

ONE PIECE 432 SUB ESPAÑOL 1/3 ((HQ))
41574 reproducciones
sorendevil4

YOUTUBE HACKED!   3:21

YOUTUBE GOT HACKED?!?!?!
691757 reproducciones
ShaneDawsonTV

14:37

Bylaurenluke NEW makeup collection, swatches & USA
50887 reproducciones
panacea81

Vídeos destacados

Progress   Log

File   Documents   People   Help   Search   Run

Miguel Vidal
Connected

citywalk.xml   Comparing 1031144562do   Comparing -1693990532d   Search results for em

Name	Author	Date	Version
dlj188.pdf	Miguel Vidal	11/11/09 16:48:20	1257954500000
dlj142.pdf	None	Never	0
dlj187.pdf	Miguel Vidal	11/11/09 16:49:29	1257954569000
dlj139.pdf	None	Never	0
dlj135.pdf	None	Never	0
dlj133.pdf	None	Never	0
dlj132.pdf	None	Never	0
dlj140.pdf	None	Never	0
dlj137.pdf	None	Never	0
dlj136.pdf	None	Never	0
dlj134.pdf	None	Never	0
dlj141.pdf	Miguel Vidal	11/11/09 16:48:20	1257954500000
dlj180.pdf	Miguel Vidal	11/11/09 16:49:29	1257954569000

People at "jordimartin_gmail.com@si..."

Javvier Nogueera

Pablo Tenorio

Jordi Martin

Jordi Martin

Javi Manso

Pablo Hernandez

Documents at "jordimartin_gmail.co..."

dlj138.pdf

beep.sh

dlj187.pdf

dlj180.pdf

dlj188.pdf

OSGi-TechnicalWhitePaper.pdf

Smart_Suppply_Web-BELL_LABS.pdf

Progress

No operations to display at this time.

File　Documents　People　Help　Run　·　Search

Room:
Interfacom

Usuarios

Javvier Nogueera

Pablo Hernandez

Documentos

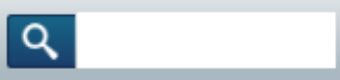2009-12-01-CorreccionesDiciembre.pdf
　Pablo Hernandez 2/12/09 17:23:43
　Javvier Nogueera 1/12/09 15:05:22
2009-11-PasswordAuthentication-propo
2009-10-cambios-plataforma-F1-v1.2.od
2009-06-valoracion-bologna-v1.5.odt
2009-10-valoracion-international-credit

Room Description　　Comparing -2079762923docName

Text Compare

Las tareas a las que se refiere este documento son las
enviado por Interfacom llamado ?354 Correcciones Bravo
Después de analizar las tareas se llegan a las siguient
ellas ya apuntadas por Interfacom:
?Se tratan de incidencias muy diversas
?Se desconoce el motivo del problema, lo que dificulta
mirar el código.
?Posiblemente existen otros problemas no detectados po
el comportamiento no deseado.
?Interfacom necesita una respuesta rápida que ayude a
?Interfacom debe poder decidir la prioridad de las acc
Por este motivo en TechIDEAS hemos considerado
beneficiaría a ambos sería la de tratar estas
MANTENIMIENTO habitual.
Proponemos la siguiente metodología de trabajo
?Interfacom definirá las incidencias (como ya ha hecho
serán publicadas en el bugtracker de TechIDEAS.
?Se definirá un periodo de trabajo.
?parte del equipo de TechIDEAS solucionará, dentro del
una tras otra las incidencias definidas por Interfacom
?Interfacom tendrá la posibilidad de decidir y cambiar
?Interfacom podrá añadir nuevas incidencias, borrar o i
?TechIDEAS notificará inmediatamente a Interfacom
solucionada para que se proceda a su puesta en
inmediatamente a resolver la siguiente con máxima prio
?Una vez acabado el tiempo de mantenimiento, si
decidirá junto con Interfacom si se continua con este
Se propone, para solucionar las incidencias actuales,
trabajarán durante el mes de Diciembre.
Descripción Modificaciones necesarias en Bravo y el TC
diversos problemas de inestabilidad. También se
ciertas mejoras generales.
Necesidades ?Prioridades refuerzo
?Pago con tarjeta no funciona en algunos TC60
?El mismo servicio se envía dos vehículos
?Servicios invisibles durante un periodo de tiempo

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? Posiblemente existen otros problemas no de
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Correcciones Diciembre Página 2/3
Versión 1.0
? Anulación cliente del servicio despachado
? Otros temas:
? configuración cambio de hora
? cambio de hora no funciona adecuadamente

Progress　　Log

Thu 6:09 PM

New Room – Sironta

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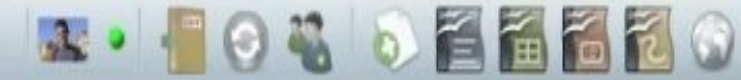
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▼ PLACES
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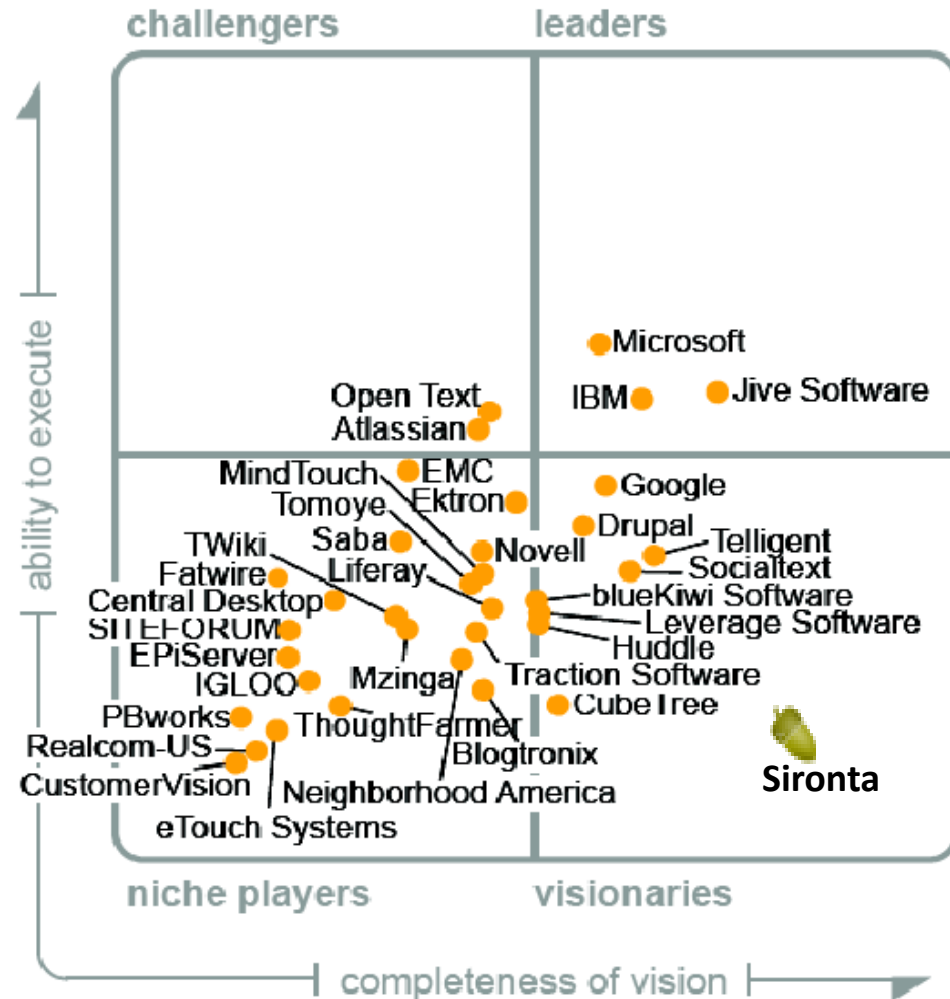Documents

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Progress ⊠

Sironta

Share your acorns!

Market Opportunity

- Gartner: In 2010 a **30% of enterprises** are using Google Apps or a **similar solution** from a competitor.

- **Jive Software** receives **$15 million** from **Sequoia Capital** (August 2007).

- The potential market is $4.4 billion (Gartner).

- The potential market is **$9 billion** (Sequoia Capital).

challengers   leaders

ability to execute

Microsoft

Open Text   IBM   Jive Software
Atlassian

MindTouch   EMC   Google
Tomoye   Ektron   Drupal
TWiki   Saba   Telligent
Fatwire   Liferay   Novell   Socialtext
Central Desktop   blueKiwi Software
SITEFORUM   Leverage Software
EPiServer   Huddle
IGLOO   Mzinga   Traction Software
PBworks   Cube Tree
Realcom-US   **Sironta**
CustomerVision   Blogtronix
              Neighborhood America
eTouch Systems

niche players   visionaries

completeness of vision

Source: Gartner (October 2009)   As of October 2009

Why free software?

Go-to-Market strategy:

- Viral marketing (**gossiping**).

- **Social Networks** (Facebook, Twitter).

- Word of mouth (**invitation**).

Business Model - Pricing

Free of charge for 95% of users:

	Personal	Professional	Enterprise
Storage	1Gb	25Gb	100Gb
Users	Unlimited	Unlimited	Unlimited
Backup	No	Yes	Yes
Customization	No	No	Yes
Fee	Free	10€/month	100€/month

How do we get big?

	2010	2011	2012
Income	30.240	744.757	1.879.582
Outlay	537.600	919.704	1.624.322
Operating Results	-507.360	-174.947	255.260

Why open source?

- Business for 3rd parties is **business for me**.

- Software is a rat race. **Support granted**.

- Potential **large community** of users.

- **High evolution** speed.

Where are we now?

- **Solution of the month** (April & May 2010) by OpenOffice.org.

- More than 15**00 downloads** since April 2010.

- More than **800 visits** in its first month.

- **Broad geographic distribution**.

Management Team

Pablo Hernández is **CEO & Founder**: BSc in Computer Sciences from UPC and MSc in Operations Management from ICT. He has worked in IT sector since 1990 in multinational companies like BaaN, Atos/ORIGIN and in start-ups like e-Solutions and SDS.

Miguel Vidal is **CTO & Founder**: Holds a degree in physics from the University of Barcelona, Msc. in Fourier Optics and a Msc. in Telecommunications Engineering by the UPC. He has worked in IT sector since 1988 in companies like Sun Microsystems, Retevision y Atos/ORIGIN. He was the Technical Director of DBE research project, one of the biggest open source project ever funded by European Commission.

The Ask

"Why so few European SMEs grow to become global corporations?"

"One important explanation is that **technologies and services (developed by small and highly innovative European firms) often can only grow by attracting US investments**. It is flattering that the US investors recognize the quality and attractiveness of our research, but it is a signal that **Europeans are failing to risk money in getting gains from our brains**. This is really a tragic loss of assets: not only do we fail to exploit our potential, but **we pump our knowledge capital offshore** often accompanied by the innovators, our most innovative and entrepreneurial assets of all."

Viviane Reding Speech at Biennial Conference 2008, Athens, 8 September 2008
Entrepreneurship in the online economy: Europe's new opportunities for growth.

"Skype and Spotify are the obvious exceptions"

Facts & Figures

- There is a **potential market** of **$9 billion**.

- There is a **need for a universal solution** for collaboration.

- SIRONTA is a **viable solution** due to an estimated **operating costs** 80% **lower** than our competitors.

- **TechIDEAS** has the **strategic vision** and execution ability to make SIRONTA a good deal.

Thanks.

Download Sironta

http://**www.sironta.com**/

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