PIWIK PRO

Open-source analytics in the Enterprise-level environment. Opportunities and challenges.

Maciej Zawadziński
CEO of Piwik PRO

ABOUT
Maciej Zawadziński

- Technical leader and entrepreneur since 2003

- CEO of Piwik PRO and Clearcode — startups specialising in programmatic advertising and analytics

ABOUT
PIWIK

- free open-source analytics platform started in 2007

- used for web, mobile apps, ecommerce, intranet, and server log analytics

- compliant with strict data and user privacy regulations and thus used by government agencies, companies and individuals concerned about these issues

- delivering professional OSS services since 2013 (as Piwik PRO)

OSS opportunities

It's not about driving COSTS down (but saving money is also a part of the equation!).

A recent report by the **Ponemon** INSTITUTE demonstrated that:

74% 66% 62% 🔒

74% of U.S. IT practitioners deem commercial open source software to be **better than proprietary software as it allows more control and code modifications to suit their particular needs.**

OSS opportunities

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66 % of the same group of respondents agree that professional **OSS means fewer bugs.**

OSS opportunities

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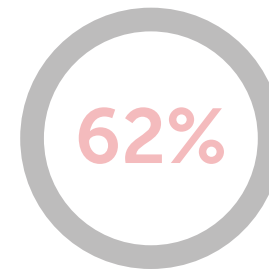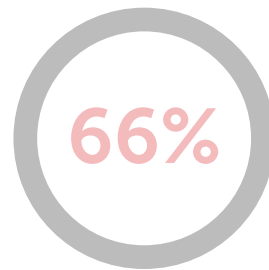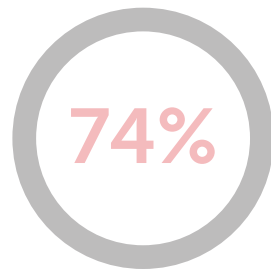
74%   66%   **62%**   🔒

62% believe that OSS means **lower costs.**

OSS opportunities

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Increased interest due to **security and privacy** concerns as well as the need for more transparency.

Why would enterprise clients want to use open-source analytics software?

To name just a few reasons:

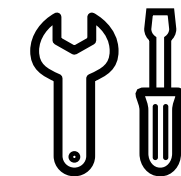Data ownership

Access control to the data

Privacy compliance

Direct raw data access

PII storage

Customisable and extensible

Why would enterprise clients want to use open-source analytics software?
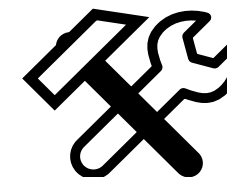
To name just a few reasons:

Unlimited number of pageviews, website profiles etc.

FREE to download, use, and modify

Continuously developed by an unconstrained community of dedicated software engineers

Releases bug fixes on a regular basis

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Why would enterprise clients want to use open-source analytics software?

Piwik's focus on security and privacy has made it popular among government and corporate clients needing to abide by strict regulations

Why would enterprise clients want to use open-source analytics software?

The number of enterprise enquiries has skyrocketed!

PIWIK PRO

Why would enterprise clients want to use open-source analytics software?

We started a company to tackle this demand.

Why would enterprise clients want to use open-source analytics software?

2013

Piwik became PRO in 2013!

PIWIK + (PRO) = **PIWIK** (PRO)

PIWIK PRO

2 main outcomes:

No changes to the product - Piwik is still free to use and includes ongoing development & support from the Piwik community and frequent releases

Development of new services - cloud hosting, enterprise consultancy, maintenance, custom development, training, premium plugins, etc.

But does OSS actually sell?

It does. The OSS Snowball is gradually growing:

—

A multinational software company providing open-source software products to the enterprise community. Revenue of more than US$ 1,53 billion in 2014

Microsoft recently announced that its .NET server stack would be open source, enabling .NET to become a cross-platform framework.

Piwik PRO has opened offices in the USA and Germany. Already the #2 analytics tool in several markets.

Some of the companies using open-source Piwik analytics:

![Canada]

Enterprise OS analytics: Government of Canada -Department of Fisheries & Oceans (DFO)

PROBLEM

- Tracking both Intranet and Internet analytics
- Managing the user accounts
- Privacy regulations compliance
- User management security issues with Google Analytics:
- 2-factor authentication
- Personal account emails

SOLUTION

- Piwik core
- User Groups plugin
- SSO plugin integrating with Shibboleth
- Custom theme and integration of Piwik directly into DFO's systems

Challenges for enterprises

? Does the software provide the functionality your project needs?

? Does it meet your project's requirements for performance, quality, reliability, scalability, and security?

? Will your enterprise be able to modify it to suit your needs?

? Do members of your team have expertise with the product in question? If not, is there any training provided?

? How much will the maintenance and support really cost you?

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Thank you

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