

UniNews

UniForum. The International Association of Open Systems Professionals

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The Open Group Announces New Management

Consolidation Advances Between Open Software Foundation and X/Open

Gearing up for a busy year in 1996, the directors of The Open Group recently announced new changes in the group's organizational and management structure. Created in February by the consolidation of X/Open Co. and the Open Software Foundation (OSF), The Open Group is an international consortium of manufacturers, independent software vendors (ISVs) and customers dedicated to the advancement of open systems. The directors announced a new management team for research, management and marketing. They also appointed James Bell interim CEO of The Open Group and president and CEO of the X/Open and OSF organizations.

X/Open has also announced that founding president and CEO Geoff Morris is leaving the organization, although he will be retained as a consultant.

The Open Group management team that

reports to Jim Bell includes Allen Brown, responsible for managing the business operations; Norma K. Clarke, overseeing finance and administration; Ira Goldstein, responsible for the newly renamed Open Group Research Institute; Mike Lambert, responsible for specifications, architecture and standards development; David Lounsbury, responsible for collaborative technology development; and Peter Shaw, leading the worldwide marketing and sales organizations.

As part of the consolidation, the marketing and sales groups of the two organizations have been unified. To increase the visibility of The Open Group and its products and services, Jeff Hansen of X/Open has assumed responsibility for worldwide corporate communications and brand marketing.

X/Open and OSF will continue to focus on their respective core competencies and strate-

gic strengths. X/Open will promote interface specifications for various product categories. It will also certify and register products conforming to those specifications under the X/Open brand. OSF will continue to facilitate collaboration among customers, system vendors and software vendors toward the development of new open systems technologies.

At the same time, the two groups will expand their objectives under The Open Group's umbrella. During 1996, The Open Group will be dedicated to new product introductions in key tactical areas (security, interoperability, distributed systems management, architecture, the Internet and the World Wide Web); a common documentation project; advanced research and development; distribution of information and tools to customers; and collaboration with other open systems-based

(continued on page 2)

UniForum Worldwide: New Zealand

Small Is Beautiful for NZ User Group

UniForum '96 attracted a world of attention—just ask Kaye Batchelor, president of UniForum New Zealand. She underwent the rigors of a 12-hour flight across the Pacific to attend the conference and trade show in San Francisco last February. Talking recently to *UniNews*, Batchelor offered a unique perspective on the U.S. conference. She also commented on current activities—both technical and social—for the small but tightly knit open systems community in New Zealand.

Batchelor was most impressed with the CEO addresses at the U.S. conference. "We generally don't have speakers at that level in New Zealand," she said. Batchelor also mentioned that she found the tutorials valuable, although she added that in New Zealand, speakers deliver written papers that are passed out to the audience. "You get quite a lot of technical information that way," she says. "At San Francisco, you generally had to rely more on your ability to write notes as best you could."

(continued on page 2)

Report from Software Development '96 (Or Was It the Java Show?)

Java and cross-platform development are big winners at industry showcase

Some 15,000 developers, independent software vendors (ISVs) and IT professionals pored over hundreds of new software applications at the recently concluded Software Development show held in San Francisco. It was clear from the moment you walked onto the show floor that the world has come to Java. Booth after booth was offering new apps tied in to the hottest development language breakthrough to hit the industry in years.

As might be imagined in this scenario, the SunSoft booth was mobbed all day. The Mountain View, CA-based vendor chose this showcase to bill itself as "the Internet software company" by unleashing a product blitz of eight new releases, all intended to back up its

(continued on page 2)

- 1 ■ New Leaders at The Open Group
- 2 ■ UniForum New Zealand
- 3 ■ Software Development '96: A Report
- 4 ■ Art Goldberg: From IBM to Hal
- 5 ■ Linux OS Growing
- 6 ■ Recruitment
- 7 ■ Membership Benefits
- 8 ■

The Open Group Announces New Management

(continued from page 1)

organizations, such as the UniForum Association, Object Management Group (OMG), World Wide Web Consortium (W3C), UnixWare Technology Group (UTG) and Petrotechnical Open Software Corp. (POSC).

"This should be a tremendous year for X/Open, OSF and The Open Group," said James Bell. "By leveraging the skills and expertise of both organizations, The Open Group will have a strong, experienced executive team that will lead us in fulfilling our expanded mission."

Bell also commented on the departure of Geoff Morris. "Geoff was involved with X/Open from the very beginning, and he has played a major role in advancing open systems. His contributions will leave a lasting, positive mark on the industry."

Glenn Johnson, chairman of the board of X/Open, added his own praise for Mor-

ris' contributions. "His continuing leadership has been an essential factor in the creation of The Open Group, the combined organizations of X/Open Co. and the Open Software Foundation."

Morris will be retained by both X/Open and The Open Group as a consultant. He also plans to focus on new markets in the Internet and the World Wide Web, specifically in the area of electronic commerce. Speaking of his years at X/Open, Morris said, "I'm very proud to have played a role in the massive market shift [toward open systems] which has benefited countless IT user organizations."

The Open Group will maintain its U.S. headquarters in Cambridge, MA, with European headquarters in Reading, England and offices in Menlo Park, CA; Washington, DC; Brussels; Grenoble, France; and Tokyo. ♦

UniForum Worldwide: New Zealand

(continued from page 1)

UniForum New Zealand was established in 1984, and like the early U.S. user groups, it originally focused on technical Unix issues. In the past few years, this focus has grown to wider concerns involving open systems and the Internet.

Commenting on differences between the U.S. and New Zealand, Batchelor says that her country has traditionally been innovative in its use of computing, although trade restrictions have encouraged a strong emphasis on practical, real-world solutions. "We've probably been slower to adapt client/server environments," she admits, pointing out that her employer, Electronic Data Systems, New Zealand, is still based on mainframes.

However, the biggest difference between the two countries is a simple matter of size. "What you have to remember," says Batchelor, "is that New Zealand is a small country; we only have about three and a half million people. We have populations of only thousands of users, and that changes the way we look at things." While UniForum conferences attract crowds in the thousands, the UniForum New Zealand conference generally draws about 200, which, adds Batchelor, "is quite good for New Zealand."

New Zealand's small size means that UniForum members have many opportunities to network closely and form strong

professional and personal bonds. With a total membership of 400, it's possible to be on a first-name basis with a large percentage of open systems professionals in the country.

With such a small group, it's not surprising that social activities are an important part of UniForum conferences. Aside from morning and afternoon teas scheduled into the conference sessions, a typical conference offers dances, dinners, late-night chat sessions, cocktail parties and even golf tournaments. Special theme dances are always a highlight. This year, the theme is "Magic," and members are encouraged to arrive as witches, warlocks and wizards.

UniForum conferences are also scheduled to coincide with school vacations so children can accompany their parents. Baby-sitting and play facilities are provided. "We try to bring people away from the office," says Batchelor, "instead of offering them a few sessions on their way to work." Apparently members like it that way. Almost 90 percent in surveys say they want the conference format to remain the same.

Summing up the differences she saw between UniForum in the U.S. and New Zealand, Batchelor says, "We can't equal the U.S. in size, but people here know each other. It's quite intimate, and that's valuable." ♦

Report from Software Development '96

(continued from page 1)

claim that it is the leader in business Internet computing. Of particular interest to many in attendance was SunSoft's Java Workshop 1.0, a completely integrated Java development environment that supports both Sun Solaris and Microsoft Windows platforms. A beta version is available free on the Web at <http://www.sun.com/developer-products/> and will ship at \$295 per user in mid-April.

If Java was the big hit, the most important trend to be observed was cross-platform development. A majority of the exhibitors at the show are also seen at UniForum and other Unix shows, and application development tools for porting Windows NT to Unix were on display everywhere.

The concept of NT and Unix coexistence was much in force. Predictably, it was Microsoft that got much of the credit for this from the audience, since Microsoft's low-cost tools that are now available to developers are gaining great favor. "NT should be the development platform for everyone," said Jean Blackwell, vice president of marketing and sales at Bristol Technologies of Ridgefield, CT. "Then developers can use tools like ours to port to Unix or OpenVMS or to other platforms." The idea of a single proprietary control over source code was less of an issue to Blackwell than was the increase in developer productivity gained by writing for one platform and using tools to port to others.

While the idea of an NT-centric world for developers was easy to find, it was not a universally held belief. Paul Fillinich, district manager at Lucent Technologies (the new name for AT&T's Software Solutions Group), was eager to point out that the power was still with Unix, especially for developers working on applications that involve graphics. His Murray Hill, NJ-based company's latest product, RIO Designer for Unix, will be ready soon. The product is set to take advantage of the falling cost of high-end machines that have advanced graphics capabilities (such as those from Sun and Silicon Graphics) by providing these machines with more affordable 3-D applications.

At the end of the day, though, it was still the Java show. "It's a remarkable phenomenon," said Derek Lambert, president of Imperial Software in the U.K. "Two things spring to mind—first, that Java is going to be the enabler of animation on the Web and second, that Java is the clear path to distributed computing that developers had not found before. From applets will come global distributed client/server, and if you're not on the Java bandwagon you're not going to be competitive."

Lambert went on to make an observation that summed up the importance of Java at this event: "The industry is bored. It's ready for a new thrust that means something—not like Windows 95—but something that is truly new and revolutionary. That's Java." ♦

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Arthur Goldberg: Big Blue and Beyond

IBM Veteran Enjoys New Career at Hal

by Richard Cole

"There are no second acts in American lives," wrote F. Scott Fitzgerald. Some might agree, but don't try to convince Art Goldberg of that. Art is a notable example that there are indeed second acts—and more—in today's IT industry.

Art spent over two decades at IBM, then left and started a new career for himself in Silicon Valley. Currently he serves as executive vice president of Hal Computer Systems, Inc., a Fujitsu Ltd. company based in Campbell, CA and the home of the Halstation 300 series, the industry's first 64-bit Sparc workstation.

Art admits he's "never been shy" about expressing what he thinks about the computer industry and the companies in it. His remarks include straightforward opinions about his life at IBM, the open systems community and the computer industry in general. At the same time, his conversation reflects the kind of excitement and optimism that is perhaps essential for a man who has continually reinvented himself as an industry player.

"This is a fantastic business," he says and he asserts that the computing industry still attracts the brightest and most creative graduates coming out of the colleges and universities. "The challenge," he adds—as if commenting on his own career—"is to stay sufficiently flexible and to keep learning from the people who are entering the industry today."

Act One

The beginning of Art's career was straight out of Brooklyn: Williamsburg, in fact, a working-class neighborhood overlooking the East River in New York. Art grew up in a large, close-knit family, which included 36 cousins. He went to Stuyvesant High (the "best high school in the world," he claims) and then to Brooklyn College as a math major. After a brief stint as a graduate student at the University of Chicago, he decided not to pursue a doctorate in math. He returned to New York and began looking for a job.

He received several job offers and decided on a position as systems engineer with IBM. "It was a real simple decision," he recalls. "They offered me \$50 a month more than the others. It turned out to be one of the luckiest decisions I ever made."

After a few months, Art was assigned to the

Brookhaven National Laboratory at Brookhaven, Long Island. IBM had several computer systems installed at the lab. For the next three years, he worked with the researchers at Brookhaven on a variety of high-energy physics applications, including applications for what was at that time state-of-the-art, realtime data reduction processing on data from experimental devices. "The work was fascinating," he says. "I was among some of the leading research scientists in the world."



"The enemy is not the other company offering a Unix solution but rather the monolithic alternatives being proposed."

In 1971, Art became aware of an opening as the lead IBM account representative at Princeton University. At that time, Princeton had one of the most advanced computer environments in the world, and Art leaped at the opportunity. He was assigned to the Princeton account and worked on IBM 7000-class machines such as the 7044 and 7094. He also mentions setting up what was then a "supercomputer": an IBM 360 Model 91 which had a "massive" 4MB of core memory. He helped researchers with a number of projects, including weather modeling and high-energy plasma physics.

Management Stripes

Fascinating as it was, Art's experience with research and universities wasn't necessarily a

plus at IBM. "There seemed to be the attitude that while universities and labs were an interesting, fascinating and tough environment in which to sell, it still wasn't the business world," he explains.

To broaden his experience, he left the campus and helped train new IBM sales reps in the Princeton area. The next year, he joined the finance industry marketing group of IBM, "one of the most fascinating jobs I ever had at the company," he says. He became heavily involved in product strategies and marketing plans for retail banking, and became an expert on electronic funds transfer systems.

At this point in his career, it was time to earn some "management stripes" in business, so he became a marketing manager in Buffalo, NY. Of course, he had to face the Buffalo winters. "The first year was awful," he says. "We saw 200 inches of snow." He adds that the other winters were not so bad: "only 60 inches or so."

After three years in Buffalo working in sales for the finance and manufacturing territories, he was moved to the White Plains, NY, area, just north of the city. He became director of marketing in a program with General Electric and helped grow IBM's revenues in this area to \$165 million over a three-year period.

RISC Development

Art asserts that his proudest achievement in business was helping to move IBM into the open systems arena. Art worked on IBM's first RT workstations: 32-bit computers supported by RISC microprocessors and IBM's Unix variant, AIX. The RT machines were succeeded by the RS/6000 midrange system. Designed primarily for scientific and engineering applications at first, the RS/6000 has become a popular server for a range of business and Internet applications.

Developing the new machines involved tough technical problems, but Art says the highest hurdles were bureaucratic. Commenting on Louis Gerstner's recent address at UniForum '96 in which the IBM CEO made a pledge of allegiance to open systems, Art says, "Back in '85 and '86 when we were trying to move the company to AIX and Unix, I would have killed to have had an IBM executive stand up and make that kind of speech."

According to Art, open systems developers

at IBM faced outright hostility from other divisions in the company. "Our greatest competition in bringing the Unix products to market wasn't Sun [Microsystems] or Convergent or the player du jour on the outside," he says. "It was competition inside the company from product groups invested in the status quo. These groups didn't want RISC products in particular or Unix products in general ever to see the light of day."

Frustrations with IBM

Art's concerns with IBM soon extended beyond the company's resistance to open systems. By the late 1980s, it was apparent to everyone in the industry that Big Blue was in trouble. Its mainframe business—historically the company's main source of revenue—was in decline, midrange sales were faltering and the personal computer market had been taken from under its nose by a number of PC-clone manufacturers.

It was equally obvious that IBM's top management wasn't up to the task of turning the company around. "I enjoyed going to work every day," says Art, "but I had serious concerns about how IBM was managed and the way people were being moved up the ranks."

These frustrations led Art to leave IBM in 1988. After 24 years, this was not an easy decision. Looking back, he comments that IBM afforded him opportunities and rewarded him in ways that he could not have envisioned "as a kid growing up in Brooklyn." He adds, "It's very hard to step away from that kind of secure environment, knowing that you are going to be well-compensated, well-provided for and have all your benefits taken care of unless you do something incredibly stupid."

Ironically, IBM helped cement his decision to leave by offering an attractive severance package—another example, says Art, of IBM's mismanagement at the time. "The severance packages were very poorly thought out," he says. Initially, the packages were conceived to weed out the dead wood, but because the offer was made to everyone, it allowed the best and the brightest to leave the company in droves for new positions while the less productive workers hung on to their jobs.

"I was a beneficiary of the program, of course, so I'm not complaining," says Art. "The packages allowed IBM to get revenues in line. But

ABOUT ARTHUR GOLDBERG

Current Position: Executive vice president, Hal Computer Systems

Age: 52

Years in the Industry: 31

Hometown: Brooklyn, NY

Car He Drives to Work: Nissan 240SX

Favorite Vacation Spot: Maui, Hawaii

Favorite Nonwork Activity: Golf. "I took it up about three years ago. It's the most difficult, frustrating sport I've ever played but also the most enjoyable and challenging. I'm shooting in the low 90s. I think I should be shooting in the high 70s."

On Open Systems: "The biggest threat to the Unix community is infighting among various strong players—each of whom thinks it has the inside track on truth and light. We need to stop the bickering and infighting and find a compromise, and that includes coming to an agreement on standards."

overall, it had an extremely detrimental effect on the company."

A California Pioneer

Art moved to California to serve as CEO of Atherton, Inc., a company involved in developing computer-aided software engineering (CASE) tools. His first experience at the helm of a computer company did not work out as planned.

Atherton turned out to have unforeseen problems. Art—and the board who hired him—thought that the company had a shippable product and strong revenues. In reality, the CASE product was at best an advanced prototype, revenues were far lower than expected and the company suffered from morale problems and dissension. Art had to refocus on getting the product up to commercial grade

and redouble efforts to increase financial support. He was able to turn the company around but decided to leave after several years, coming to Hal in 1991.

At Hal, he has been in charge of diverse areas such as human resources and architecture. He is now focused on sales, marketing and customer service. Recent months have been exciting times for Hal Computer Systems, primarily because of the company's newest product: the Halstation 300 series. In addition to being the first 64-bit Sparc workstation, the Halstation offers binary compatibility with all existing 32-bit Sparc/Solaris applications. "That was biggest challenge that we have faced at Hal," says Art. "Namely, developing a system capable of offering new functions and facilities while maintaining the backward compatibility with the systems built by Sun and others based on the older 32-bit versions of the Sparc architecture." Apparently the company has met this challenge. It backs up the claim for 32-bit compatibility with a money-back guarantee that customers' Solaris applications will run on the Halstation.

Art also looks at the long term for Hal Computer Systems. "Hal is unique; we're a small company with the backing of one of the largest companies in the industry." This position, he explains, gives Hal the agility and flexibility of a startup company with the financial and technical strength of a major player. "In five years," he says, "I see us as the principle open systems development center for the Fujitsu family of companies. The product range will be broader and will include state-of-the-art workstations and servers."

Art adds that as an "evangelist" for open systems, he takes particular satisfaction in helping to bring Hal's Sparc-based products to market. "I really enjoy seeing what they can do for customers and how they are changing the way people do computing."

Art has no plans to move again soon. Still, when asked about the future, he says that he can conceive of perhaps another chapter. "I'd like to think that I'm still young enough to do this one more time," he admits. "So whenever I finish my tenure here [at Hal], I'd like to find a young, innovative company again, become involved in it and help build it to a success."

Spoken like a true pioneer. ♦

Linux OS Shows Steady Growth *Kernel Version 2.0 Soon to Be Released*

The Linux operating system is enjoying "quiet but impressive growth" according to Alan Fedder, UniForum board member and president of the Washington, DC-area Unix User Group.

Linux is a Unix operating system based on a kernel developed by Linus Torvald of Finland with the assistance of an informal assemblage of programmers across the Internet. The platform provides multitasking, virtual memory, shared libraries, demand loading, TCP/IP networking and other capabilities. Linux is distributed as freeware, although several companies in the United States and elsewhere provide enhanced versions along with applications and other support.

Fedder, who is also executive director of Linux International, believes that Linux could become a major presence in open systems, especially on Internet servers. He cited a survey recently completed by Jim Fetters of Mirai, a consulting company in Chicago, that showed that almost 10 percent of Internet servers ran

on Linux, placing it second only to SunOS and Sun Solaris as a Unix Web server platform; Linux is running on twice the number of servers as Windows NT. "If the application software is developed, it will continue to grow rapidly. It's a wonderfully stable, solid operating system" Fedder adds. "Every time I see benchmarks, it blows away Windows NT and other forms of Unix."

Further broadening the base of Linux users, Apple Computer has recently announced that it is supporting the Open Software Foundation to port Linux to a variety of Power Macintosh computers. The Linux-based Macs will be designed primarily for scientific/engineering applications.

Linux enjoys great popularity among many programmers. Because the kernel is essentially developed as a labor of love, they see Linux as resembling what Unix "used to be" in the early days of its inception: a technology freely developed not by market pressures

but by the sheer love of finding the best technical solution to a problem, in this case, an open operating system.

Mark Bolzern, president of WorkGroup Solutions, Inc., a Linux vendor based in Aurora, CO, emphasizes the virtues of this pure, "technology-driven" aspect of Linux. He claims that the resulting product is "highly open, and [the code] is extremely clean." Version 2.0 of the Linux kernel will be soon released. Bolzern explains that it will add:

- much faster networking
- on-the-fly loading and unloading of modules (such as device drivers)
- symmetric multiprocessing (SMP)
- expanded IDE, SCSI and CD-ROM support.

Additional information on Linux is available on the Web from Caldera, Inc., a Linux vendor from Orem, UT. Its Web address is <http://caldera.com>. ♦

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