A Tale of Trolltech, KDE and The Number 42

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Some Great Trolltech News Since Last Year
GPL on Windows

• Lack of Open Source culture
• Communication of the license model
• New group of programmers
• A bridge from the Windows desktop to the Linux desktop
• Potential KDE users can try applications out on Windows
• Ease of transition is extremely important for KDE’s success
Qt 4.0 is out

- Our best release ever
- API modernized and updated
- 2 1/2 years of redesign and reimplemention of core functionality
- Faster, smaller, better
- Silly dance video entertains hackers all over the world
- Qt and Qtopia on the same basis
- Rapid adaption very important to us
  - You help us by porting over quickly
Investment From Index Ventures

• Trolltech received $6.7 million from Index Ventures early this year
• Index understands Open Source
• Also invested in MySQL, Zend (PHP) and Skype
• Got rid of SCO/Canopy
• Funds used as safe buffer in the bank
Qt Usage Patterns

Data from a Customer Survey
Trolltech Qt Survey

• Customer survey in March 2005
• Performed by an independent 3rd party
• Sent to about 7,500 commercial licensees
• 21% response rate
How long have you been using Qt?

- Less than 1 year: 24
- 1-2 years: 33
- 3-5 years: 36
- More than 5 years: 7
- Don't know: 1

Percentage distribution: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Which is the main Qt version in use at your company now?

- Qt 1.x.x: 2 (Mar-04), 1 (Mar-05)
- Qt 2.x.x: 1 (Mar-04), 4 (Mar-05)
- Qt 3.x.x: 1 (Mar-04), 3 (Mar-05)
- Qt 3.1.x: 3 (Mar-04), 13 (Mar-05)
- Qt 3.2.x: 10 (Mar-04), 39 (Mar-05)
- Qt 3.3.x: 10 (Mar-04), 42 (Mar-05)
- Qt 4 beta: 0 (Mar-04), 3 (Mar-05)
- Don't know: 1 (Mar-04), 1 (Mar-05)
Which Qt modules/tools do you use in your projects?

- Qt Designer: 77
- Threading: 54
- Qt Assistant: 54
- Table Module: 48
- XML Module: 45
- Canvas Module: 40
- Internationalization/Qt Linguist: 37
- Network Module: 37
- OpenGL Module: 34
- Workspace (MDI) Module: 28
- SQL Module: 26
- Solutions: 21
- ActiveQt Framework: 11
- Qmotif Extension: 6
- Qt/MFC Migration Framework: 5
- Teambuilder: 2
- Netscape Plugin Extension: 1
- Don't know: 3
Which operating systems are you targeting/intend targeting your Qt applications for?

- MS Windows: XP
- x11: Linux
- MS Windows: 2000
- x11: Solaris
- MS Windows: NT4
- MS Windows: Server 2003
- Mac OS X: Ver.10.3 "Panther"
- MS Windows: 98
- x11: HP-UX
- x11: IRIX
- MS Windows: ME
- x11: AIX
- Mac OS X: Ver.10.2 "Jaguar"
- Embedded: Embedded Linux
- MS Windows: 95
- Mac OS X: Ver.10.4 "Tiger"
- MS Windows: "Longhorn"
- Embedded: Windows CE
- Embedded: XP Embedded
- Don't know
In which country are you based?

- U.S.A.: 31%
- Germany: 23%
- United Kingdom: 7%
- France: 5%
- Canada: 4%
- Norway: 3%
- Switzerland: 3%
- Australia: 2%
- Netherlands: 2%
- Sweden: 2%
- Austria: 1%
- Belgium: 1%
- China: 1%
- Czech Republic: 1%
- Denmark: 1%
- India: 1%
- Israel: 1%
- Italy: 1%
- Japan: 1%
- New Zealand: 1%
- Poland: 1%
- Russia: 1%
- South Africa: 1%
- Spain: 1%
What type of applications are you developing?

- Applications for sale: 49
- In-house application: 38
- Custom developed application: 37
- Data visualization: 34
- Research application: 22
- Simulation tool: 21
- Device GUI: 16
- Imaging: 14
- Process control: 13
- Software development tool: 12
Have you participated in any Open Source projects?

- Yes: 28%
- No: 68%
- Don't know: 4%
How did you first hear about Qt?

- A friend/colleague told me about Qt: 38%
- Through use or development of open source software (such as KDE): 20%
- I searched for programming tools on the web: 16%
- It was bundled with my Linux distribution: 5%
- I read a technical article about Qt: 5%
- I learned about Qt during my studies: 4%
- Other: 6%

August 29, 2005

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Would you recommend Qt to others?

- Yes: 96%
- No: 1%
- Don't know: 3%

[Pie chart showing the distribution of responses]
Qt, KDE and ISVs
KDE and ISVs

• There have been some discussion recently over Qt’s licensing and getting commercial ISVs to KDE

• I will present our view of the situation today

• Trolltech sales people talk to ISVs every single day
Let’s look at some numbers

• Around 4000 Qt customers
• 49% are ISVs (customer survey)
• 68% target Linux today (customer survey)
• Around 1300 ISVs are making Linux applications with Qt right now.
• (Mathematically there must be at least 680)
Pricing and ISVs

• Pricing almost never an issue
• Qt gives good value, since it reduces time to market
• ISVs focus on productivity, support and quality
• Big plus: Commercial company behind Qt
Licensing and ISVs

- Qt/X11 is available under the GPL, QPL and a standard commercial license
- Commercial licensees pay a fee to Trolltech so they can link with Qt under a commercial license
- KDE libraries are licensed under the LGPL or other licenses permitting closed source applications
- Not an issue for ISVs
So, who and where are they?

• Business market
• Specialized applications
  – EDA tools
  – special effects
  – financial applications
  – many others
• Good end-user applications often free of charge for KDE
Atypical Examples

- Opera browser
- Skype
- Brockhaus Encyclopedia
- Google Earth
- Adobe Photoshop Album
Final Note: Toolkit and Desktop

- All the desktops are based on X11
- Qt applications run on them all
- Applications made with other toolkits run under KDE
- Making sure it is easy to integrate applications made with different toolkits into KDE is a good thing
- 3rd party diversity is good for KDE
- We want to compete on quality, features and ease of use
KDE and Trolltech
KDE was a Watershed for Trolltech

- Qt usage in Germany grew fast from 1997 to 1999
- 1/3 of Qt sales in Germany in 1999 (17% today)
- We recruited several developers from the KDE community (including Matthias)
- KDE made Qt a native toolkit on Linux
- KDE raised eyebrows amongst the distributions
- KDE became the ultimate external test-suite for new versions of Qt
Early Ties

• First KDE sponsoring was at KDE One in Arnsberg (1998).
  – Tray of Kinder eggs
  – Dinner
• Recruitement of Matthias Ettrich
• Only 42 customers
We First Thought Matthias Was a Dull Country Boy
But He Turned Out To Be a Real Party Dude
We Recruited Other KDE Developers

• And turned them into Norwegians
Trolltech’s “Virtuous Cycle”

- Result: Commercial customers get stable, rapidly evolving products quickly
- GPL users get high-quality framework for free
- Everybody wins
Quid Pro Quo Relationship

- KDE gets a free high quality toolkit
- Trolltech gets mind-share and good product feedback
- KDE is a fantastic showcase when we talk to potential customers
- We are deeply impressed by the work you guys are doing and the progress KDE has made
Sponsoring

• Trolltech just started sponsoring Aaron Seigo
• Already sponsoring
  – David Faure
  – Don Sanders
• Premium sponsor of aKademy
• Expect this trend to continue
• As an old hacker I am thrilled that Trolltech now is in a financial position to support KDE in this way
Trolltech Today, Tomorrow and in The Future
Trolltech Today

- Market leader for native, cross-platform software development
- Market leader for graphical software platforms for mobile Linux devices.
- Over 4,000 customers in 60 countries
- 140 people, up from 94 at the beginning of this year
- Offices in Norway, California, Australia, China
- Profitable, USD 13.4 million in sales in 2004
Trolltech Tomorrow

• Prove the potential of both Qt and Qtopia and then go public
• Establish Trolltech as a major platform vendor in the 2.5G/3G smartphone market
• Establish Trolltech as a major software tools vendor in all native platform markets.
• Expand development tool product line
• Whole Product offering
Trolltech In the Future

- Trolltech's goal is to be recognized as a major player in the global software industry
- Our goal is to build a robust organization that will be able to stand the test of time
- To become a robust organization Trolltech must grow and grow much over the coming years.
Muchas gracias!