FIVE THINGS ABOUT...

Being Trapped in the Walled Garden

Proprietary technologies sound great, but they actually force customers into what we call a "walled garden" that becomes increasingly difficult to escape, at least not without a lot of effort and expense. Consider these obstacles presented by the walled garden approach.

1. **Selection**
In the walled garden, you are locked into a single vendor's product and solution ecosystem. You hope to influence ongoing development, but that's never assured. Better to have choices among multiple complementary vendors at the precise moment you need them.

2. **Expense**
Proprietary monolithic technology solutions are usually much more expensive in the long run. Extra services and upgraded support only increase your expenditures in time and money.

3. **Flexibility**
To grow and evolve, most technology solutions require complementary ones from third-party vendors. When you have to go back to the same well over and over, you're running the risk of not growing and evolving at the pace of your competitors.

4. **Interoperability**
When you purchase a ratchet, you want that tool to work with sockets no matter who makes them. The same goes for technology solutions.

5. **Innovation**
If vendors feel that they have customers locked in, they don't feel the urgency to innovate and deliver new features and capabilities at a rapid pace. Our approach to openness delivers innovation inspired by our core principles and customer-first focus.

OPEN DRIVES

"You know you've escaped the walled garden when you implement technology that embraces open standards and protocols, that integrates very well with other open technologies, and that becomes <u>completely transparent</u> to your users."

André Rievers, Vice President of Operations @ OpenDrives