

Master Thesis Description, status: assigned, language: EN

Link to doc: <https://goo.gl/mdb96q>

# Getting Licensing Right

## Summary

In this teaching case thesis, the student will analyse the offering of enterprise software startup ownCloud and the licensing choices they made. OwnCloud provides enterprise file sharing and sync software and is an on-premise competitor to DropBox. The ownCloud product consists of a server software, workstation clients, and mobile clients, all license differently for good reason. One licensing choice remains to be cast: the iOS mobile client is still proprietary. Should it be kept proprietary or should it be open sourced and if so, using which open source license?

## Work Results

The student will interview the main protagonist and receive all relevant materials from ownCloud, which is a Nuremberg-based enterprise software startup collaborating with our research group.

More information about Teaching Case deliverables can be found here: <http://goo.gl/wG3oE>. We write teaching cases following the process outlined here: <http://goo.gl/jed1N6>.

The thesis will become part of our growing collection of PM by Case teaching cases, to be found at <http://pmbycase.com>.

## Supervisor

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