The future of White Rabbit
Some quick slides for triggering discussion

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11th White Rabbit Workshop
7 October 2021
Things we did right

- Modular, layered approach
  - Inspired by Ethernet in particular and by good design practice in general
  - Allows efficient partitioning of work
- Open source
  - Hardware, gateware, firmware, software
  - Lowers barrier to entry, avoids lock-in, encourages innovation and improvements
- Standards
  - Using (Ethernet, IEEE1588-2008...) and extending (IEEE1588-2019)
  - Provides stability and expands market
- Involvement of companies
  - 1\textsuperscript{st} class citizens in WR from day 1
  - Helps with quality, support, scalability. Also part of our mission, at least at CERN.
Things we can do better

- **Support**
  - WR experts burdened by frequent requests in addition to their daily jobs
  - Our expectation that people would commonly buy support from companies did not materialise

- **Coordination**
  - As WR expands, the need for coordination is greater
  - Lack of time (as for WR core developers)

- **Development**
  - Some branches in WRPC waiting to be merged for months
  - Could also benefit from a quantum leap in quality: TRLs, CI/CD...
Things we can do better

- **Communication**
  - Potential users not aware of their options regarding proprietary and open-source building blocks
  - Expectations management: most potential WR users still need to have in-house engineering talent
  - Lack of courses and support for newcomers
  - Little marketing

- **Interaction with Knowledge and Tech Transfer Offices**
  - Open-source makes tracking of impact difficult
  - Path to monetisation perceived as more straight-forward with proprietary technologies

- **Quality**
  - No way to ascertain quality and performance of different implementations of WR
  - No way to prove interoperability
Assuming you have read the proposal

- **Questions for discussion:**
  - Any changes you would suggest?
  - Risk of alienation of non-members or (even worse) non-voting members
  - What is the minimum we should go for? What is the threshold in resources to go for it?
  - Any comments about WR name and logo trademarking?
  - Should we also go for dual-licensing as an incentive for membership?

- **Timeline**
  - Dedicated discussions with potential members until end 2021
  - Go/no go decision beginning 2022. If OK:
  - Start of Collaboration mid 2022