

An aerial photograph of Madrid, Spain, taken at sunset. The city is densely packed with buildings, and the warm light of the setting sun casts a golden glow over the rooftops. In the foreground, a prominent building with a large, ornate dome and a statue on top is visible. The sky is a mix of blue and orange, with wispy clouds. The overall scene is a vibrant and detailed representation of the city's architecture and atmosphere.

Making the business case for contributing to open source



“In short, ~~software~~ is eating the world.”
open source —Marc Andreessen, WSJ, August 20, 2011.

96%

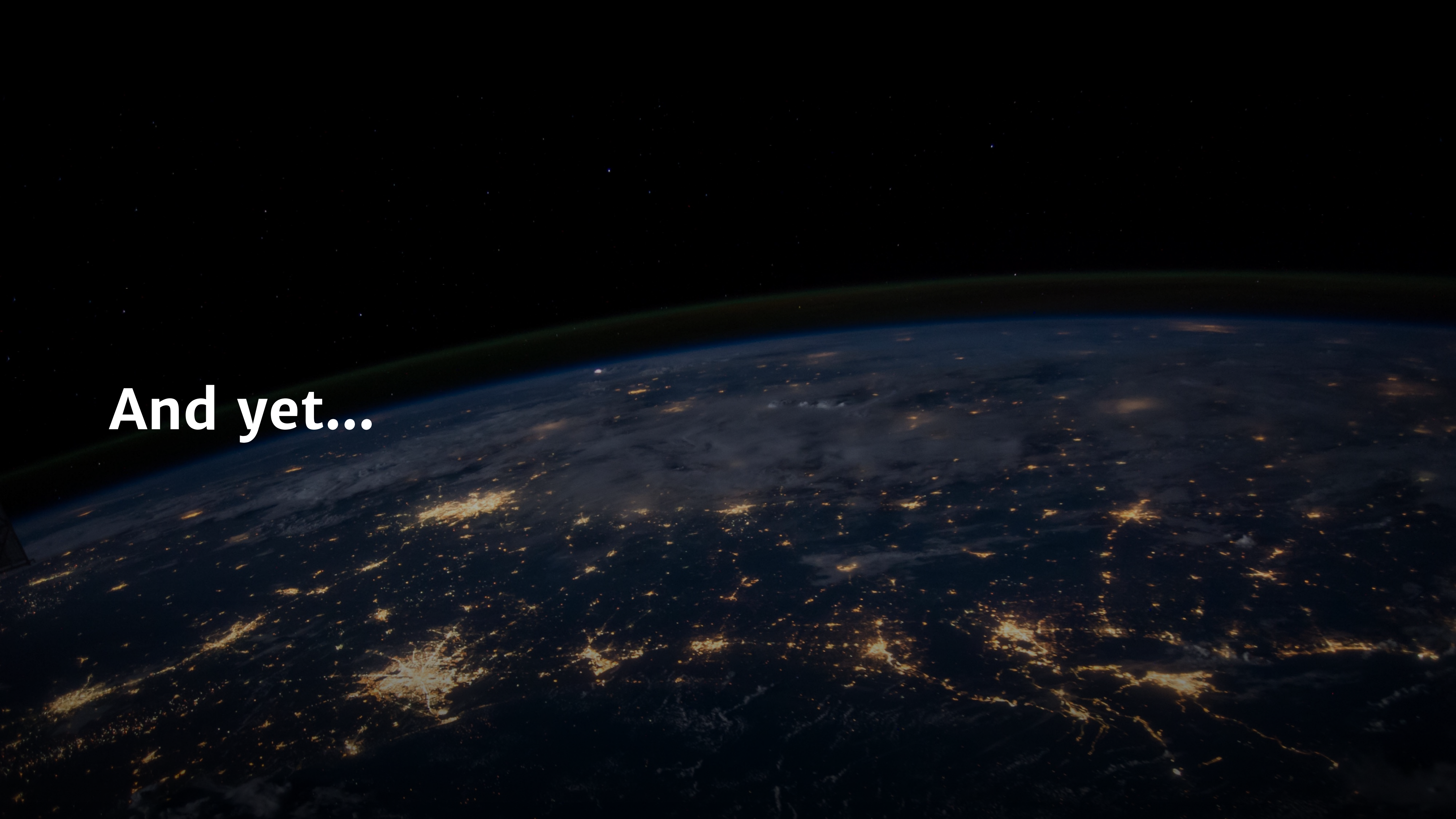
OF APPS CONTAIN
OPEN SOURCE COMPONENTS

57%

OF CODEBASE IS
OPEN SOURCE

Source: Black Duck 2018 OSSRA

And yet...



Why should companies *contribute* to open source?

Common good

The Right Thing To Do™

Paying it forward

Etc.





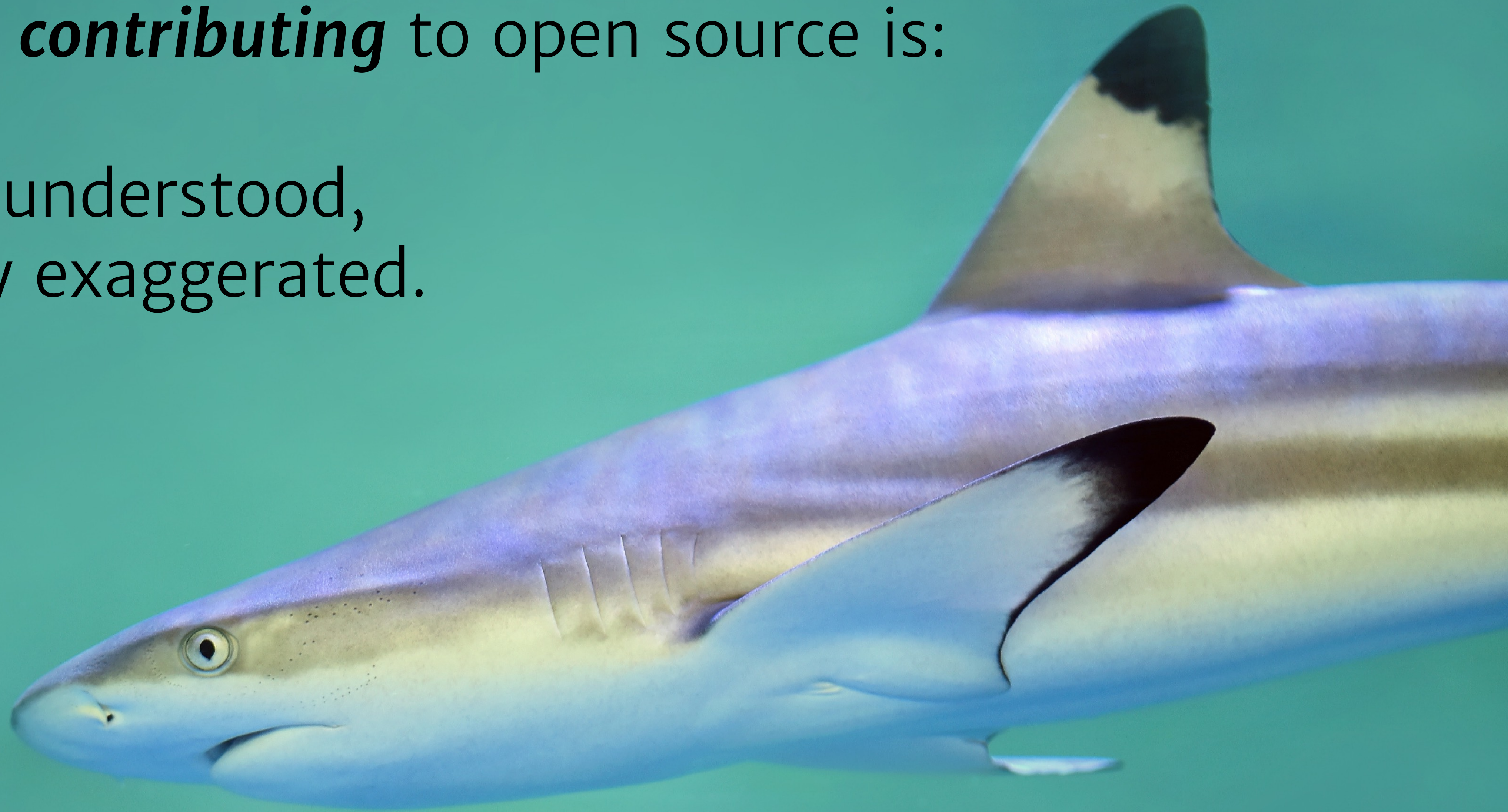
The **ROI** of *using* open source is well understood.

The **ROI** of *contributing* to open source: not so much.



The **risk** of *contributing* to open source is:

- not well understood,
- generally exaggerated.







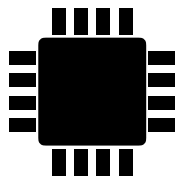





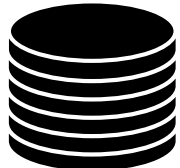

Understanding the value of contributing to open source

1. Strategic benefits

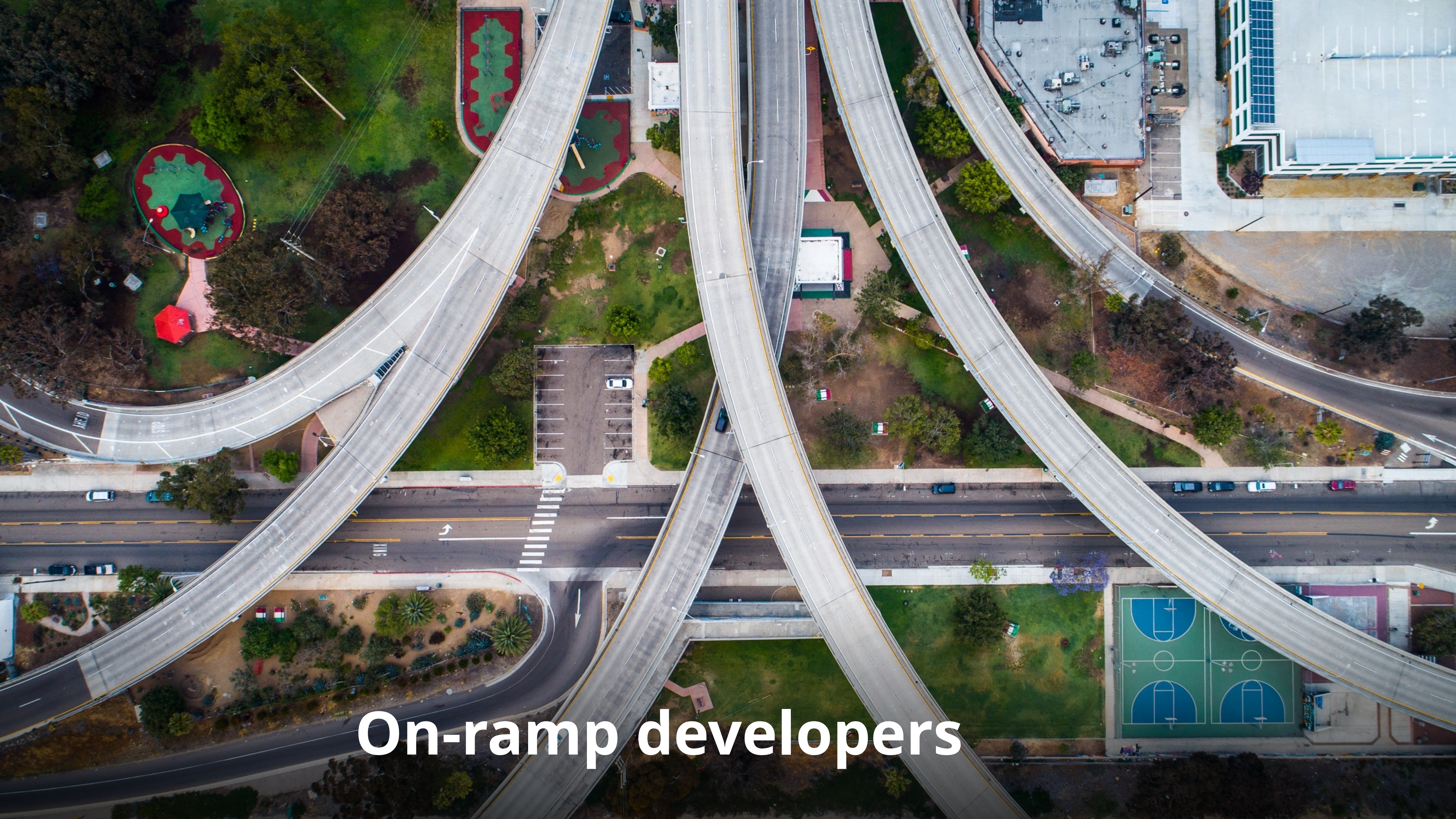
2. Second-order benefits



Commoditize Your Complement

Company	Focus	Complement
		
		
		
		



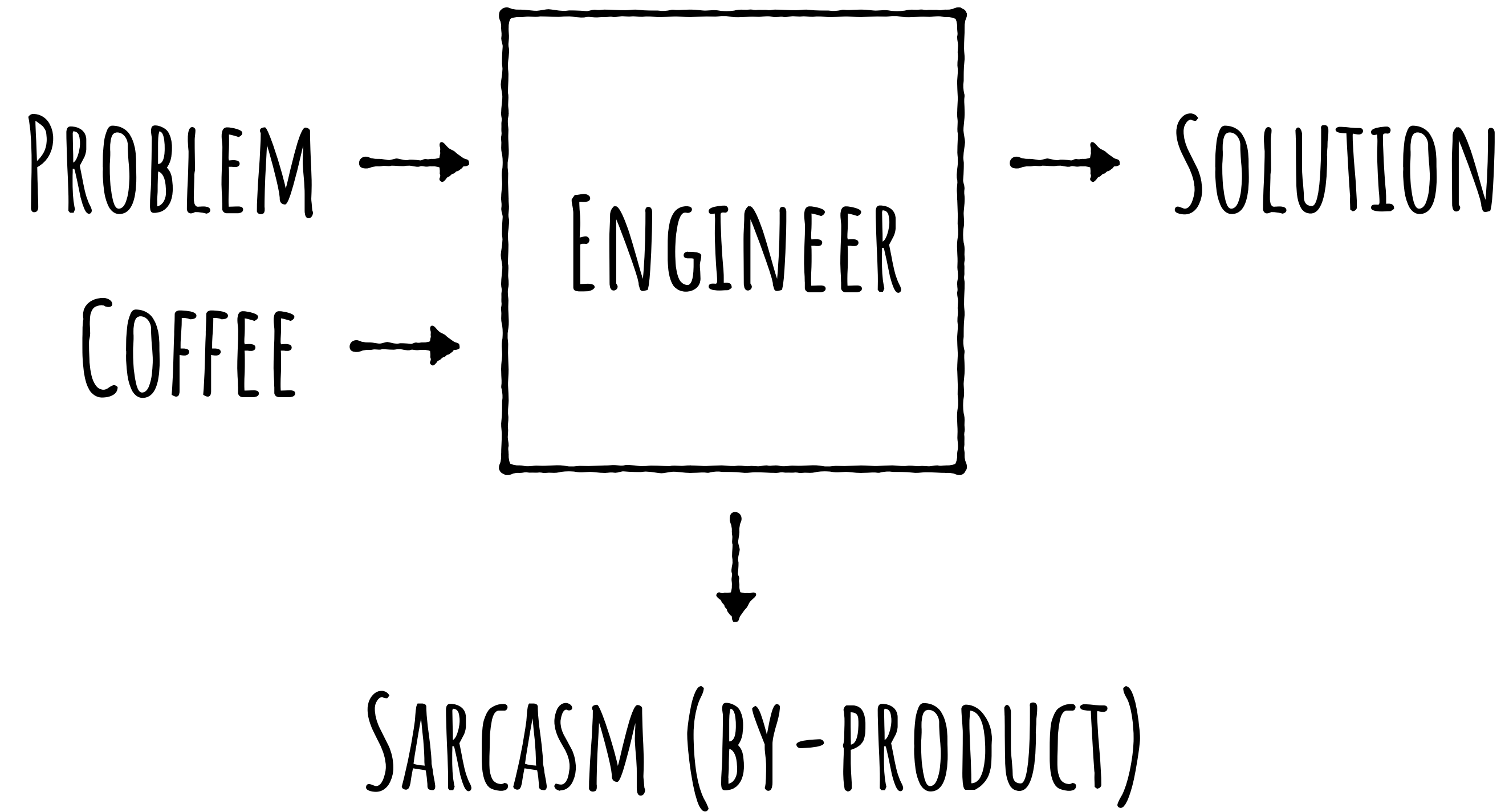


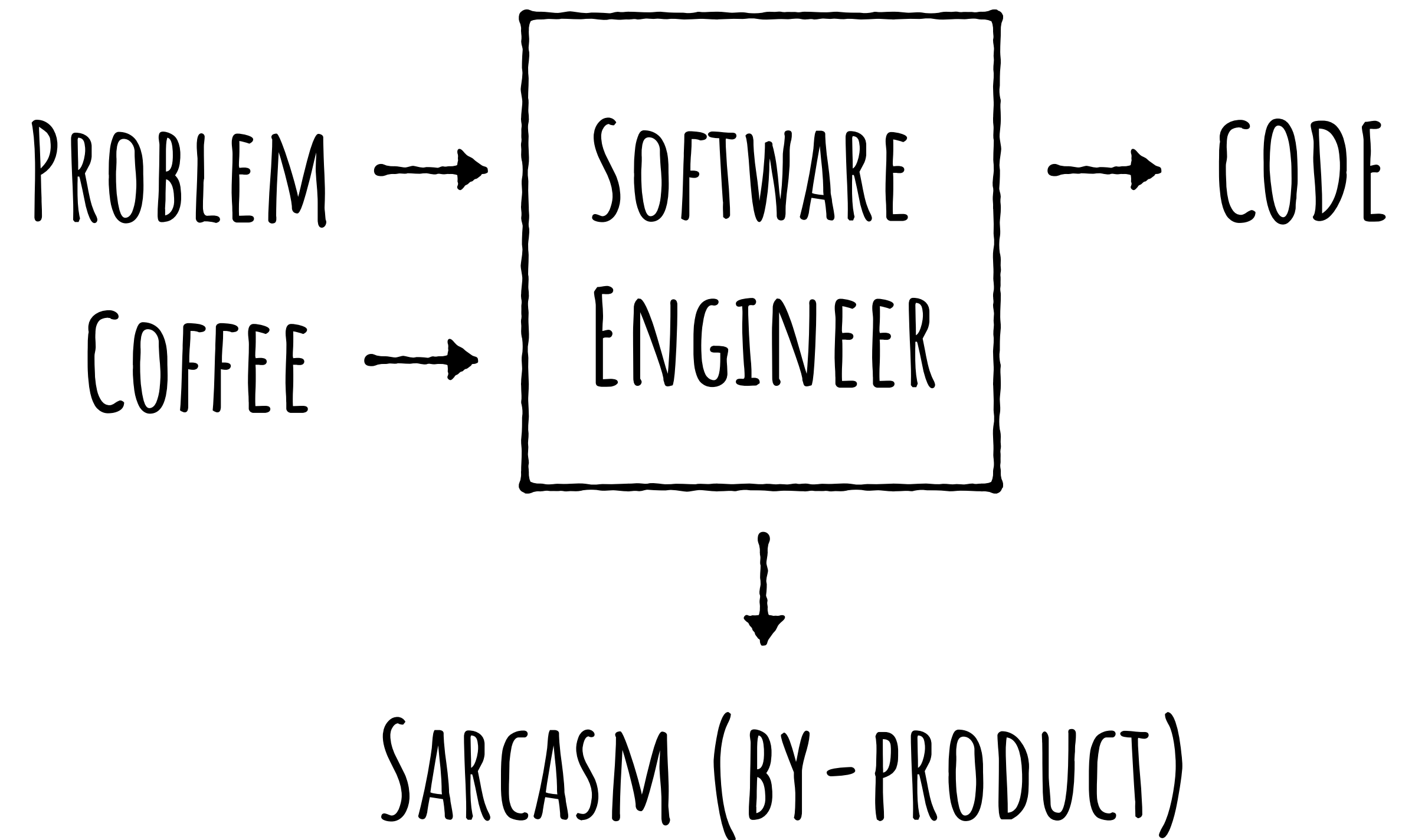
On-ramp developers

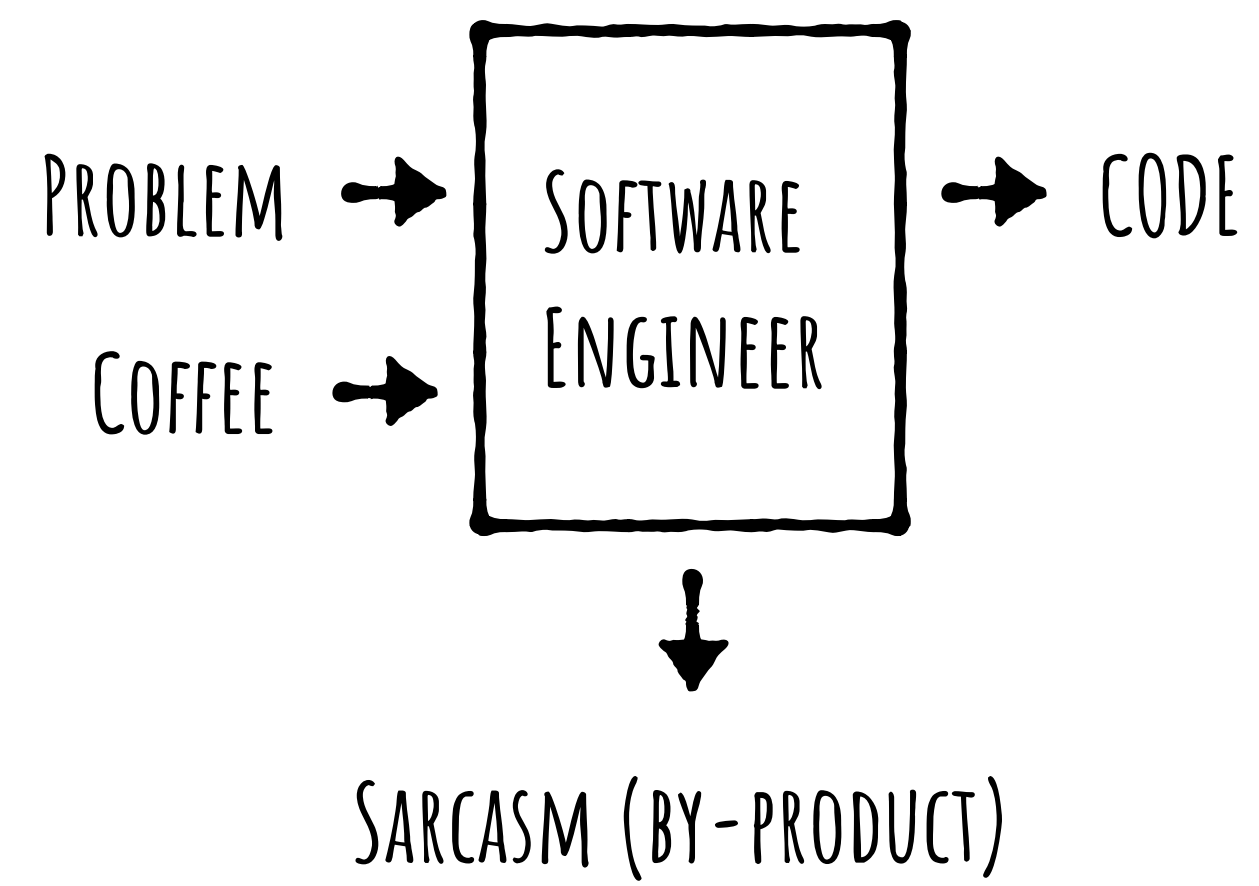
Understanding the value of contributing to open source

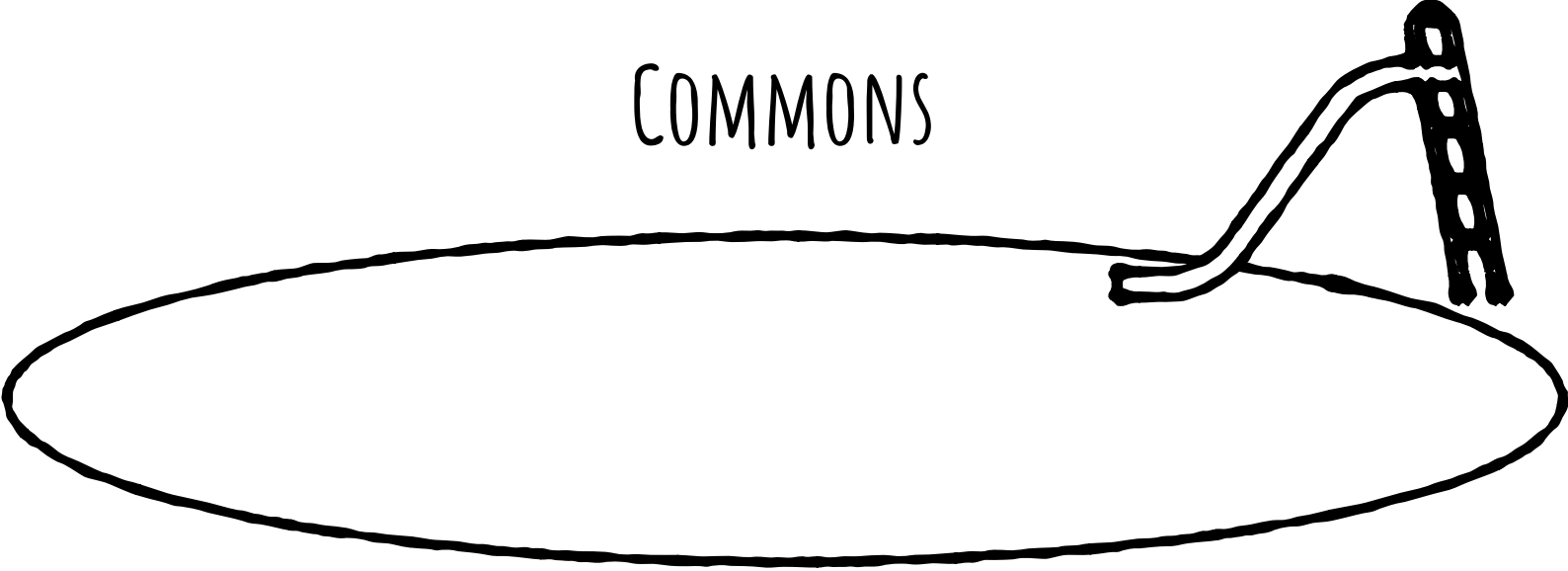
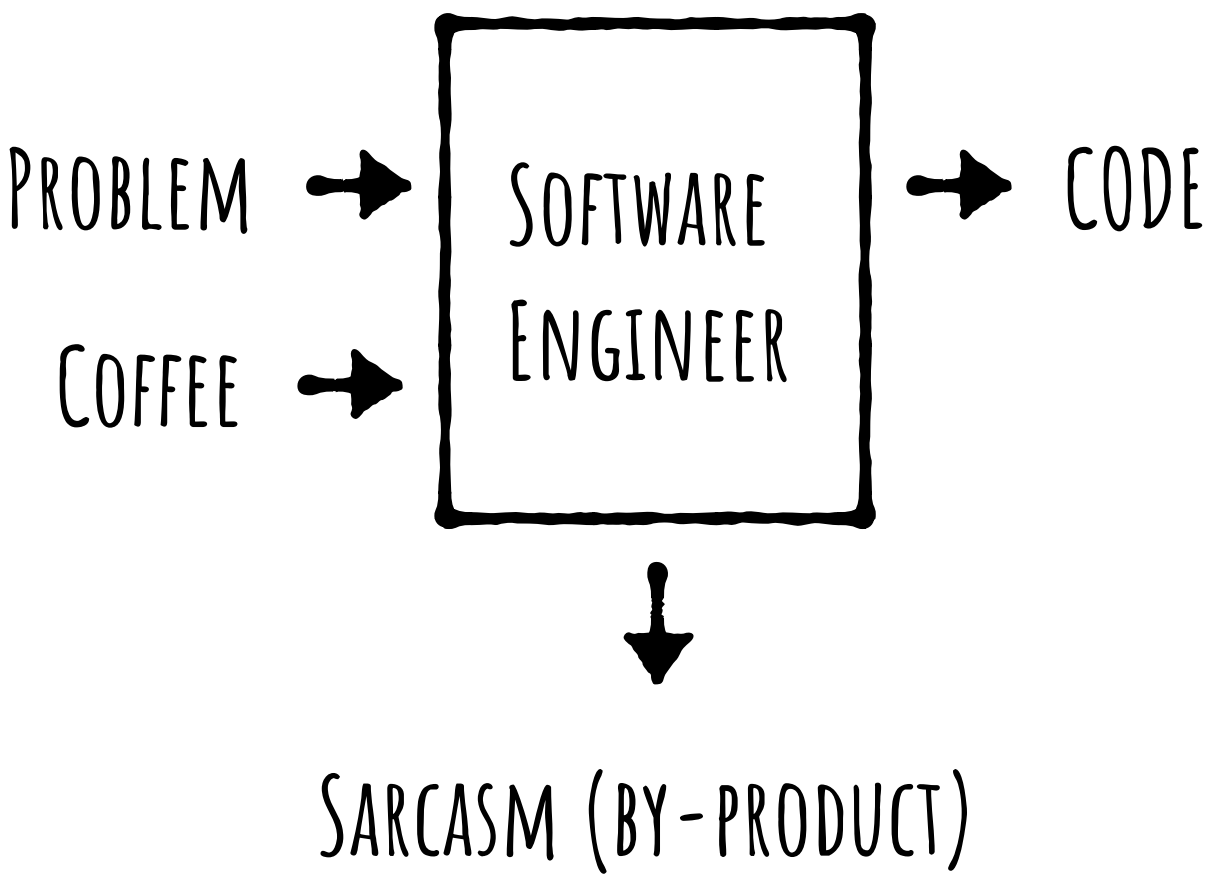
1. Strategic benefits
- 2. Second-order benefits**

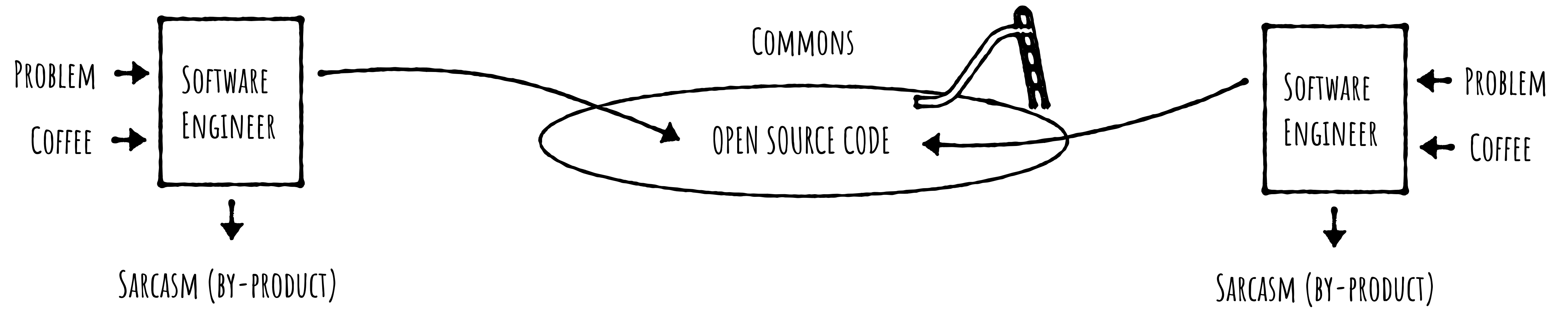


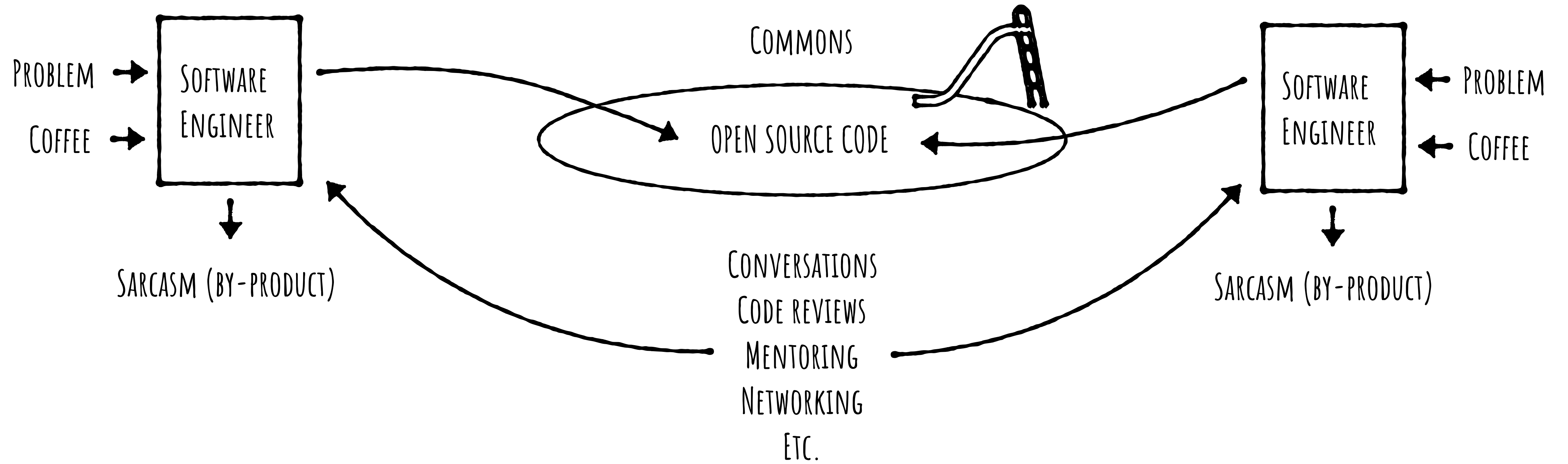


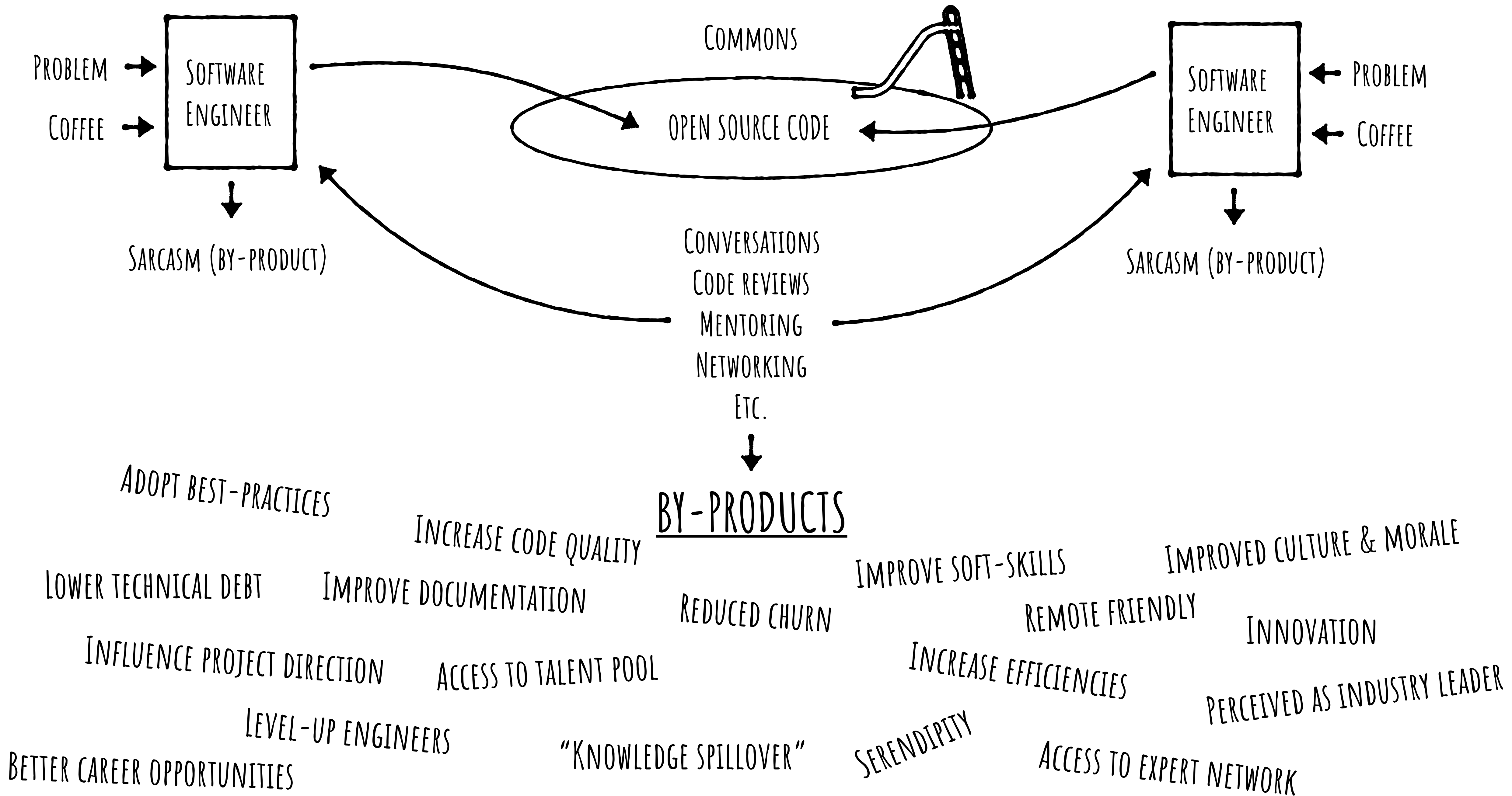








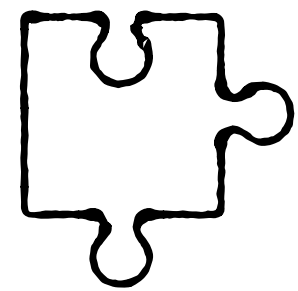






BY-PRODUCTS

PROJECT



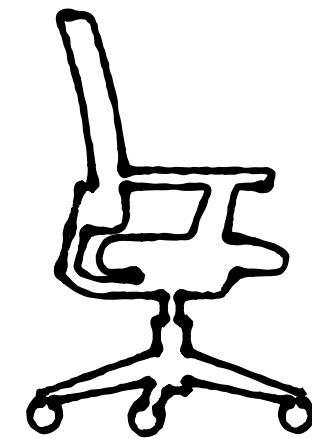
IMPROVE DOCUMENTATION

INCREASE CODE QUALITY

LOWER TECHNICAL DEBT

INFLUENCE PROJECT DIRECTION

INDIVIDUAL



LEVEL-UP ENGINEERS

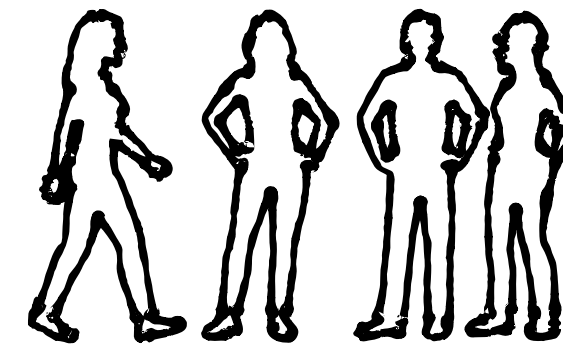
ADOPT BEST-PRACTICES

IMPROVE SOFT-SKILLS

ACCESS TO EXPERT NETWORK

BETTER CAREER OPPORTUNITIES

TEAM



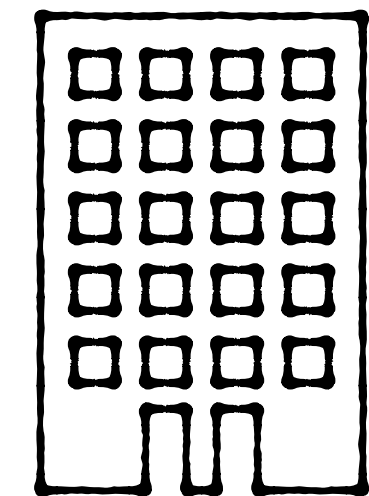
INCREASE EFFICIENCIES

SERENDIPITY

INNOVATION

“KNOWLEDGE SPILLOVER”

ORGANIZATION



IMPROVED CULTURE & MORALE

PERCEIVED AS INDUSTRY LEADER

ACCESS TO TALENT POOL

REMOTE FRIENDLY

REDUCED CHURN

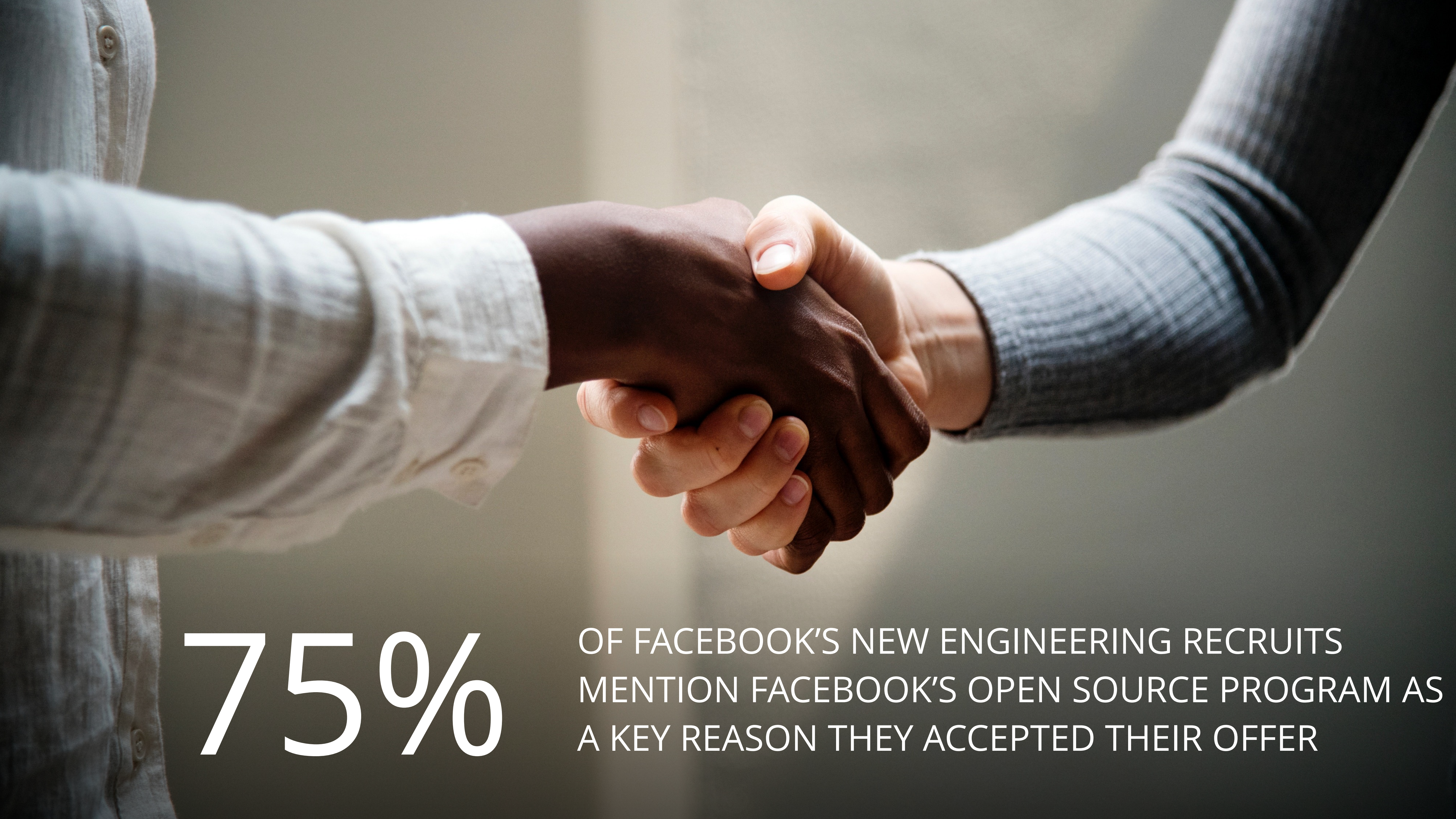
2×

TWICE AS EFFICIENT

Contributing firms capture up to 100% more productive value from usage of open source than their free-riding peers.



Source: Franck Nagle, [Learning by Contributing](#), 2017.



75%

OF FACEBOOK'S NEW ENGINEERING RECRUITS
MENTION FACEBOOK'S OPEN SOURCE PROGRAM AS
A KEY REASON THEY ACCEPTED THEIR OFFER



"But we also noticed some effect that we didn't expect. All the public visibility [sponsoring Webpack] have given us lead to a situation where we suddenly became one of the most interesting companies to work for as a JavaScript developer. [...]"

"We've hired a lot of really great engineers who mentioned during their job interview that our sponsoring for Webpack was one of their primary motivations for applying, [...]"

*—Patrick Gotthardt, Lead JavaScript Architect,
Trivago, 9 July 2018.*



Mitigate the risk of
contributing to open source





Lost competitive advantage

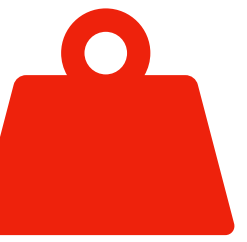
“I skate to where the puck is going to be, not to where it has been.”

— Wayne Gretzky





Lost IP

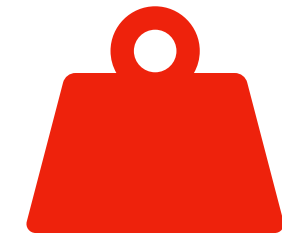


"In today's world of fast-paced internet services deployment, owning IP has become considerably less important than turning research results into innovative products as quickly as possible, and deploying them at scale."

— Yann LeCun, *Business Insider*, Aug. 3, 2018.



Increased Risk



Wasted resources



Lack *know-how*

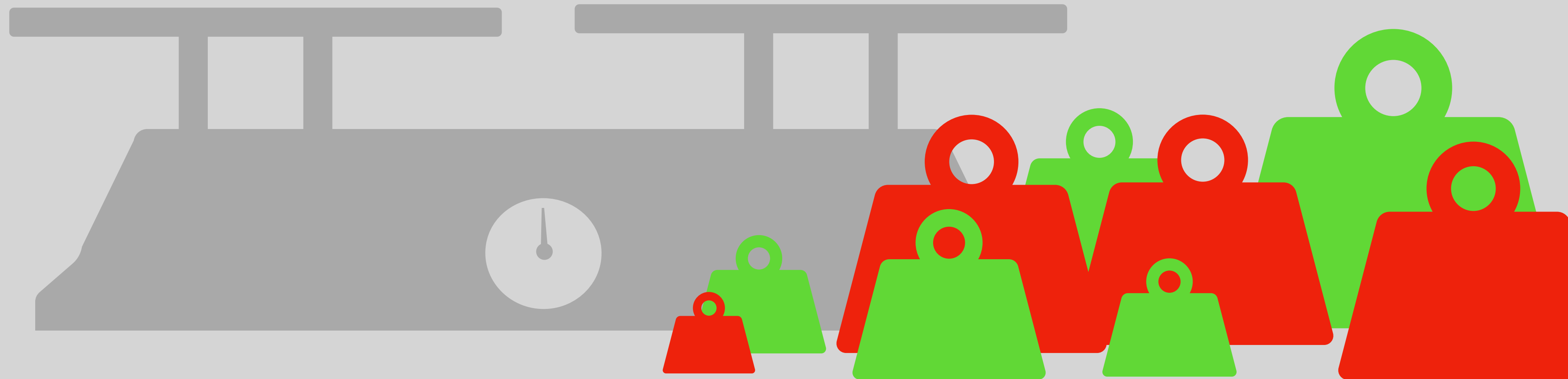


Etc.



Now it's your turn!

- **Framework** to think in terms of **business tradeoffs**.
- A **toolkit** of **benefits** and **mitigation strategies**.
- See how it applies to ***your*** organization.



Now it's your turn!

- Be reasonable.
- Show empathy to other's needs in the organization.
- Aim for small wins. Start small.
- Remember it's a mindset shift.



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Thank you!