

Mercedes-Benz  
Tech Innovation



# The Power of FOSS - Insights from Mercedes-Benz

Ireland's National Open Source Innovation Summit 2025

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Mercedes-Benz





Beginnings are  
challenging

2016. From  
Inner to Open  
Source.

To FOSS or not  
to FOSS?!

# Crucial Steps

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00

Create Internal  
Awareness

# Crucial Steps

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00

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01

Create an OSPO

## Establish an Open Source Program Office (OSPO)

“The Open Source program office is an essential part of any modern company with a reasonably ambitious plan to influence various sectors of software ecosystems.”

“Whether you know it yet or not, Open Source is very much at the center of your business. A centralized Open Source Program Office is simply the realization of that reality, and the best way to yield the most benefits from Open Source participation.”

- John Mark Walker -

## Typical task of an Open Source Program Office

- Define Corporate OS **Strategy**
- Define OS **Policy** and Rules
- Establish OS **Processes**
- **Tools** for automation, development
- Foster internal **knowledge** through trainings
- **Community management** and communication
- Foster OS publication
- **Memberships** in foundations
- External visibility

# Structure of OSPO at Mercedes-Benz Tech Innovation (MBTI)



# Crucial Steps

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Embrace FOSS

# What is “Embrace FOSS”?

## USE

- USE (also called CONSUME) means that you use Open Source software during your daily work

## CONTRIBUTE

- If during your software development you modify an OS component that you USE and you CONTRIBUTE your modifications back to the Open Source community

## CREATE

- You have a cool idea or already created some nice software that you want to share – CREATE an Open Source project and become a Maintainer; build an active community



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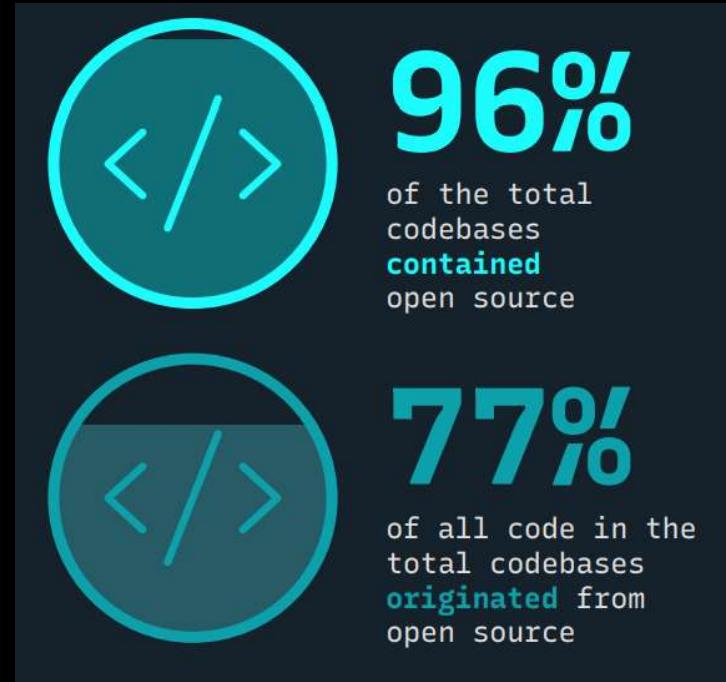
- You have a cool idea or already created some nice software that you want to share – CREATE an Open Source project and become a Maintainer; build an active community

“Embrace”  
means:  
All of this!  
And more.

USE - FOSS is everywhere



## 2024 Open Source Security and Risk Analysis Report



Data Source: <https://www.blackduck.com/blog/open-source-trends-ossra-report.html>

Dr. Wolfgang Gehring - The Power of FOSS

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# CONTRIBUTE and CREATE

## Giving back ...and more!

Frank Nagle

“Companies who actively *contribute back* benefit twice as much as compared to companies who only *use* Open Source”.



### Reasons

When you contribute you go through a feedback process → You learn from experienced developers

It's like an internal training program  
→ Making you better and better – Learning by doing

# Why should you embrace FOSS?



Disclaimer: This video was recorded before the company's renaming to Mercedes-Benz Tech Innovation GmbH

And don't spill your sugar.

## Embracing FOSS has many benefits

- Speeding up innovation
- Higher efficiency in software development
- Influencing the Open Source projects you depend on
- Attracting new talent
- Learn and get better: Companies which don't only use FOSS but actively contribute back benefit twice as much
- ...and many more!





"I believe a healthy open-source culture is one of the smartest entrepreneurial investments in the future and social responsibility at the same time."

Katrin Lehmann, CIO Mercedes-Benz  
CIO Magazine (Oct 28th, 2024)

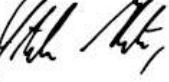
"Of course, open-source software is not a one-way street. For every piece of code we use, we have a responsibility to contribute something as well."

Magnus Östberg, Chief Software Officer  
LinkedIn (Aug 29th, 2024)

# Strategy Dialogue Automotive Industry Baden-Württemberg 13.11.2024



Fotos © e-mobil BW / Studio KD Busch

<b>Winfried Kretschmann MdL</b> Ministerpräsident des Landes Baden-Württemberg	<b>Lutz Meschke</b> Stellvertretender Vorstandsvorsteher und Mitglied des Vorstandes, Finanzen und IT, Dr. Ing. h.c. F. Porsche AG	<b>Ola Källenius</b> Vorsitzender des Vorstands der Mercedes-Benz Group AG
 <b>Baden-Württemberg</b>		
 <b>Dr. Stefan Hartung</b> Vorsitzender der Geschäftsführung der Robert Bosch GmbH	 <b>Christian O. Erbe</b> Präsident des Baden-Württembergischen Industrie- und Handelskammertages	 <b>Professor Dr. Thomas Hirth</b> Vizepräsident Transfer und Internationales des Karlsruher Institut für Technologie, Sprecher Innovations- Campus Mobilität der Zukunft



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FOSS Manifesto

## The Mercedes-Benz FOSS Manifesto

- Set of guidelines which proclaim the **importance of FOSS** for a modern tech organization
- Consists of three parts: Preamble, Company Principles, Employee Principles
- Goal: **Facilitate the cultural change** in Mercedes-Benz IT & our subsidiaries towards Inner and Open Source
- Sends our engineers on their **FOSS Mission**



## FOSS Manifesto - Preamble

THE MERCEDES-BENZ AG FOSS CENTER OF COMPETENCE AND THE CIO,

RESOLVED to incorporate Free and Open Source Software in our daily software development to improve the quality of our software as well as the speed of delivery,

DESIRING to be an active member in Open Source communities to benefit company, employee, and customer,

CONFIRMING the will to pave the road for their realization,

HAVE DECIDED to establish these FOSS guiding principles:

## FOSS Manifesto - Company Principles

- I. Mercedes-Benz shall support and encourage its employees to use, contribute to, and create FOSS projects both in Open and Inner Source endeavors. [Encourage FOSS]
- II. Mercedes-Benz shall allow the appropriate time for its employees to participate in FOSS activities. [Facilitate FOSS Participation]
- III. Mercedes-Benz shall encourage and facilitate learning and advancement of its employees through FOSS activities. [Advancement through FOSS]
- IV. Mercedes-Benz shall promote visibility in Open Source communities. [FOSS Visibility]

## FOSS Manifesto - Employee Principles

- I. An engineer shall look for Open and Inner Source alternatives before writing custom code or using proprietary alternatives. [Prefer FOSS]
- II. An engineer shall strive to be active in the Inner Source communities. [Active FOSS Citizen]
- III. An engineer shall contribute to Open Source projects within the scope of his or her day-to-day work. [Contribute FOSS]
- IV. Any employee shall always act responsibly in Open and Inner Source communities, with care and respect in both content and communication, in order to uphold a positive image for both himself/herself and the company. [Responsible FOSS Citizen]

Where to find



Open Source

Home

Projects

News

Manifesto

Team

Jobs

## Mercedes-Benz AG - FOSS Manifesto

<https://opensource.mercedes-benz.com/>



CC0 1.0 Universal (CC0 1.0)  
Public Domain Dedication

## FOSS Manifesto Adaptations (that we know of)

### Continental Automotive FOSS Manifesto

### The Siemens Open Source Manifesto

Siemens has resolved to be an active and reliable member in the Open Source ecosystem. We aim to benefit our customers, employees, and the company, while contributing to the wider community. We recognize the central role of Open Source in promoting software reuse in our growing digital world, which is an increasingly important contribution in our effort to responsibly handle resources.

FOSS Movement: Porsche anchors open source in software strategy

### Inditex Free, Open Source Software (FOSS) Manifesto

### Open Source Manifesto of Deutsche Bahn

### Open Source Manifesto of CARIAD SE

### The ETAS Free and Open Source Manifesto

### SAP Open Source Manifesto

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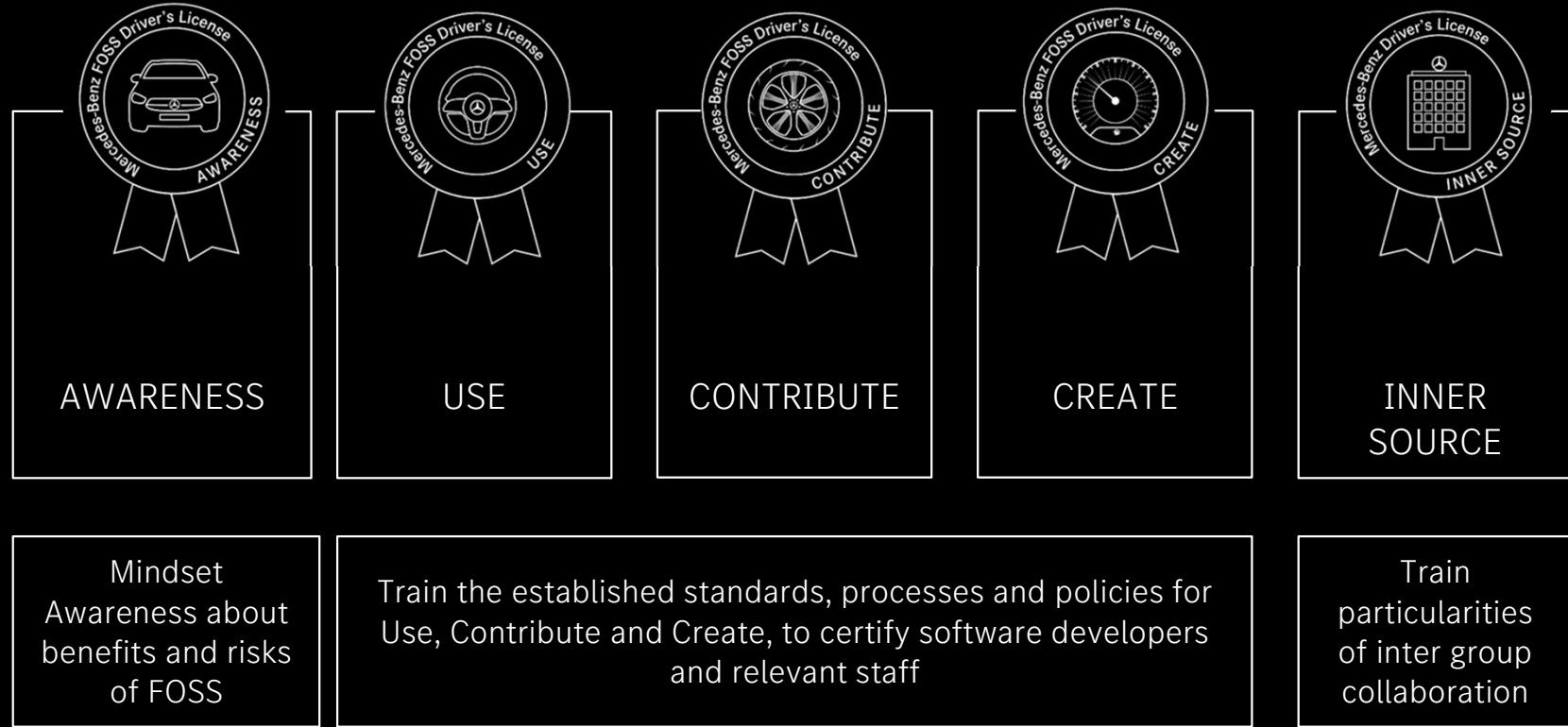
FOSS Manifesto

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04

Train Your Employees

# FOSS and Inner Source Driver's License



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FOSS Manifesto

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Foundations and Sponsorships

## Foundation Memberships

Foundations are a great part of the FOSS ecosystem!

We are e.g. members of

- Eclipse Foundation (Strategic Member)
- SDV Working Group (Strategic Member)
- Open Regulatory Compliance WG (Strategic Member)
- Linux Foundation
- Cloud Native Computing Foundation
- Green Software Foundation



# FOSS Sponsorings

We sponsor Open Source Projects through GitHub Sponsors

Sponsoring Open Source is about appreciation and giving back, but also helps to ensure that the projects you use are still around tomorrow!

The screenshot shows the GitHub Sponsors page for the Mercedes-Benz Group. At the top, it displays the Mercedes-Benz logo and navigation links: Overview, Repositories, Packages, People, Teams, Projects, Insights, Sponsoring (which is underlined), and Settings. A cartoon character of a cat holding a pink heart-shaped balloon is positioned on the right side of the header.

The main content area shows the following sponsorships:

- curl** by **curl**: curl is described as the swiss army knife for Internet transfers and possibly the world's most widely used software component - we rely on sponsors to keep the boat afloat. Your help is valuable! Sponsoring since Dec 15, 2021. Manage button.
- Fiber** by **gofiber**: Fiber is an Express inspired web framework built on top of Fasthttp, the fastest HTTP engine for Go. Designed to ease things up for fast development with zero memory allocation and performance in mind. Sponsoring since Dec 15, 2021. Manage button.
- Sindre Sorhus** by **sindresorhus**: I'm a full-time open-sourcerer focused on Swift and JavaScript. I make Mac apps, I maintain 1000+ npm packages, and I like unicorns. Manage button.
- OpenSSL** by **openssl**: OpenSSL is a robust, commercial-grade, and full-featured toolkit for the Transport Layer Security (TLS) and Secure Sockets Layer (SSL) protocols. It is also a general-purpose cryptography library. Manage button.

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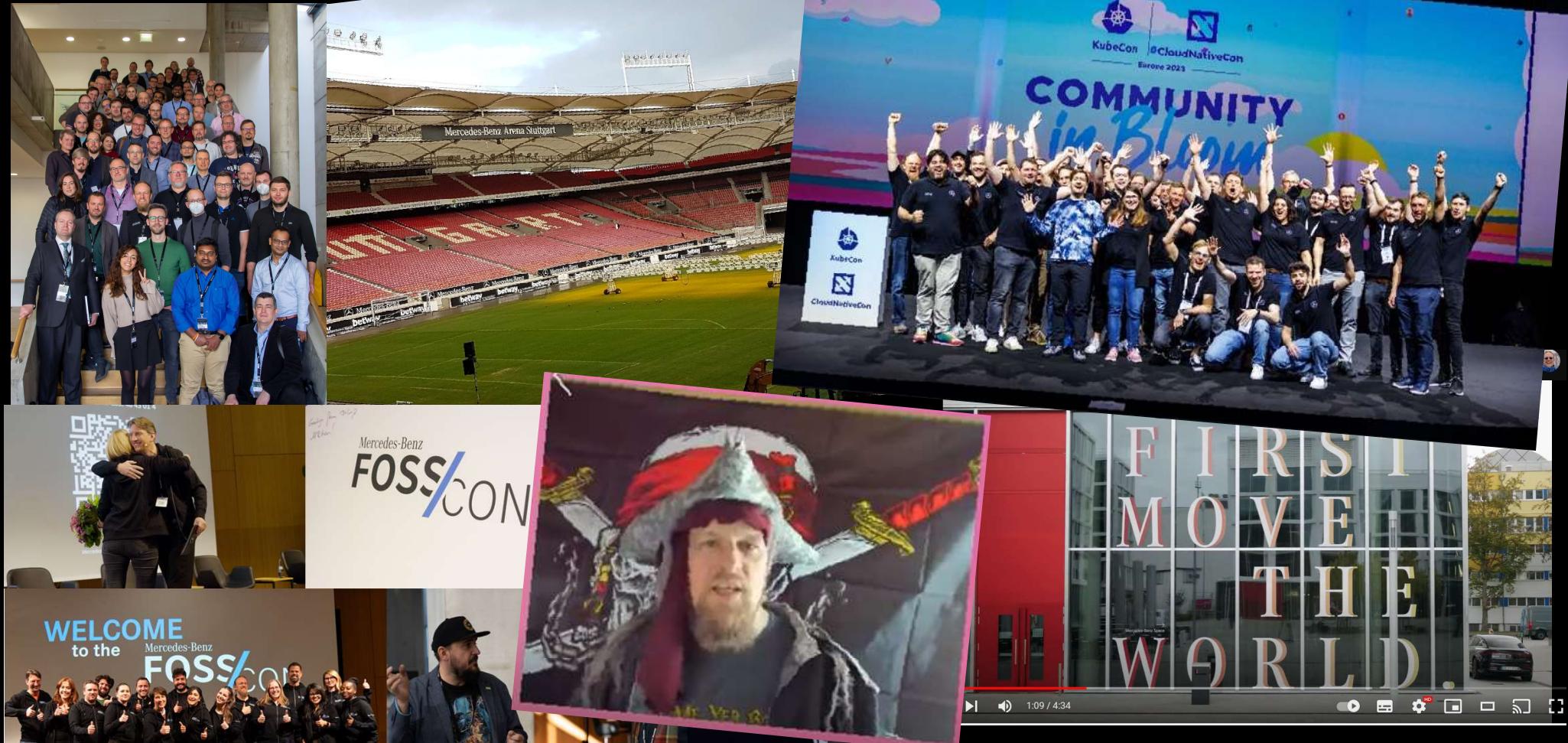
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Foundations and Sponsorships

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Have Fun!

# Have Fun with FOSS!



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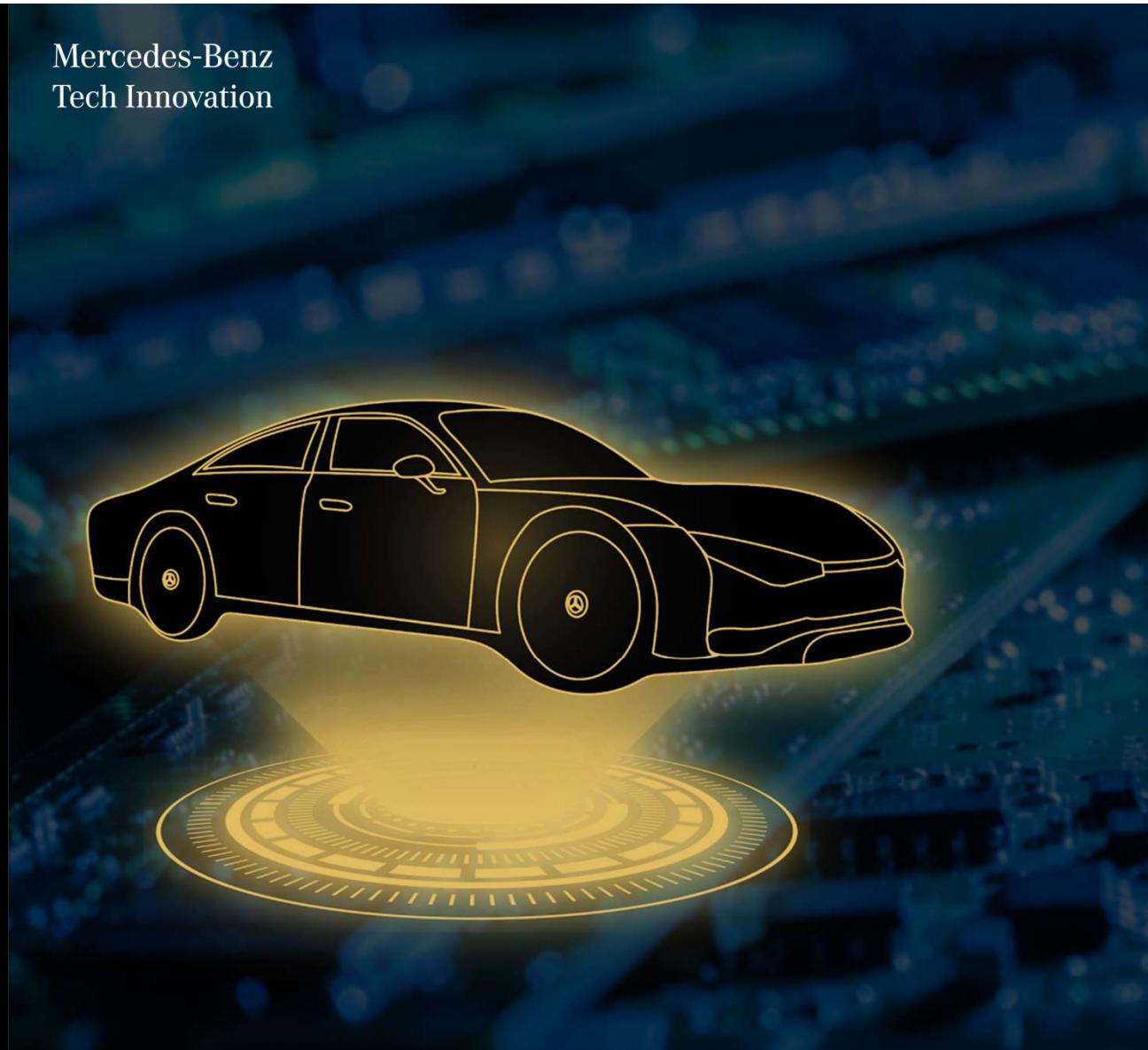
Foundations and Sponsorships

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Have Fun!

Mercedes-Benz  
Tech Innovation



We're hiring!



[www.mercedes-benz-  
techinnovation.com/en/jobs/](http://www.mercedes-benz-techinnovation.com/en/jobs/)

and [https://group.mercedes-  
benz.com/careers/](https://group.mercedes-benz.com/careers/)

Mercedes-Benz



# We are Mercedes-Benz Tech Innovation!

#TECH-SAVVY

#FUTURE-ORIENTED

#PASSIONATE

We are a 100 % subsidiary and strategic partner exclusively for Mercedes-Benz.

100 | 25

We have been developing digital products and software solutions for over 25 years.

## Projects & Products



**One Customer**  
We lead the management of customer data across all channels and sales levels at Mercedes-Benz.



**Car**  
We drive the development of car software embedded, onboard and offboard.



**Car Sales**  
We design the luxury customer experience and drive vertical functional integration for car sales.



**Car After-Sales**  
We push digital targeting to engage customers and leverage connected car capabilities.



**Car Mobility**  
We integrate luxury mobility services into the journey of Mercedes-Benz customers: seamless and effortless.



**Cross Technologies**  
We foster cyber security and develop latest technologies as the basis for new products and innovations.



**Daniel Geisel** **Christine Luckert**  
CEO CFO



**1,800**  
Employees  
(July 2024)

**Where we are**  
Ulm (headquarters),  
Stuttgart, Berlin, Karlsruhe

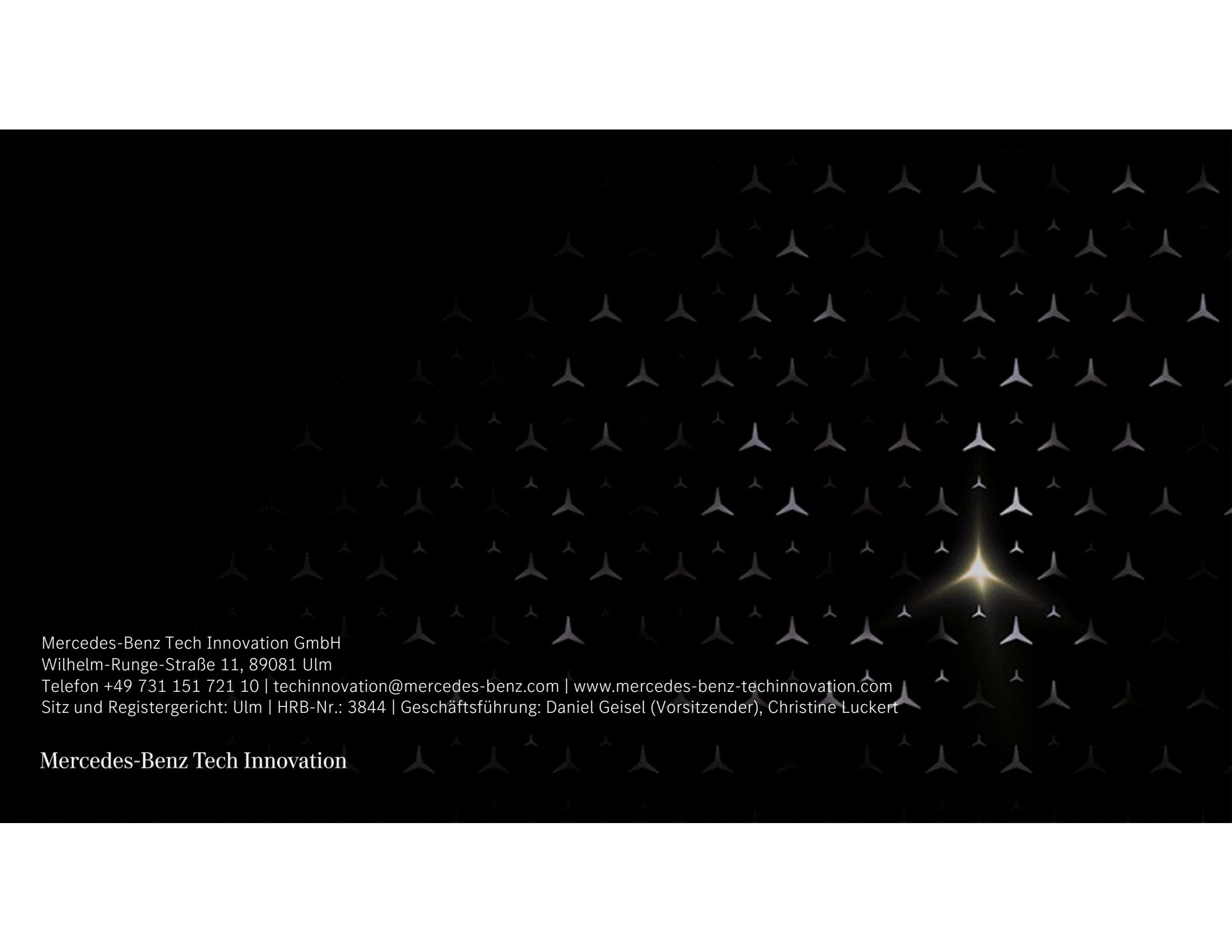
## Worldwide Group network



Mercedes-Benz Tech Innovation

Thanks - and May There Always Be Wind in Your Hair!





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Sitz und Registergericht: Ulm | HRB-Nr.: 3844 | Geschäftsführung: Daniel Geisel (Vorsitzender), Christine Luckert

Mercedes-Benz Tech Innovation