

# Corporate Open Sourcing

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

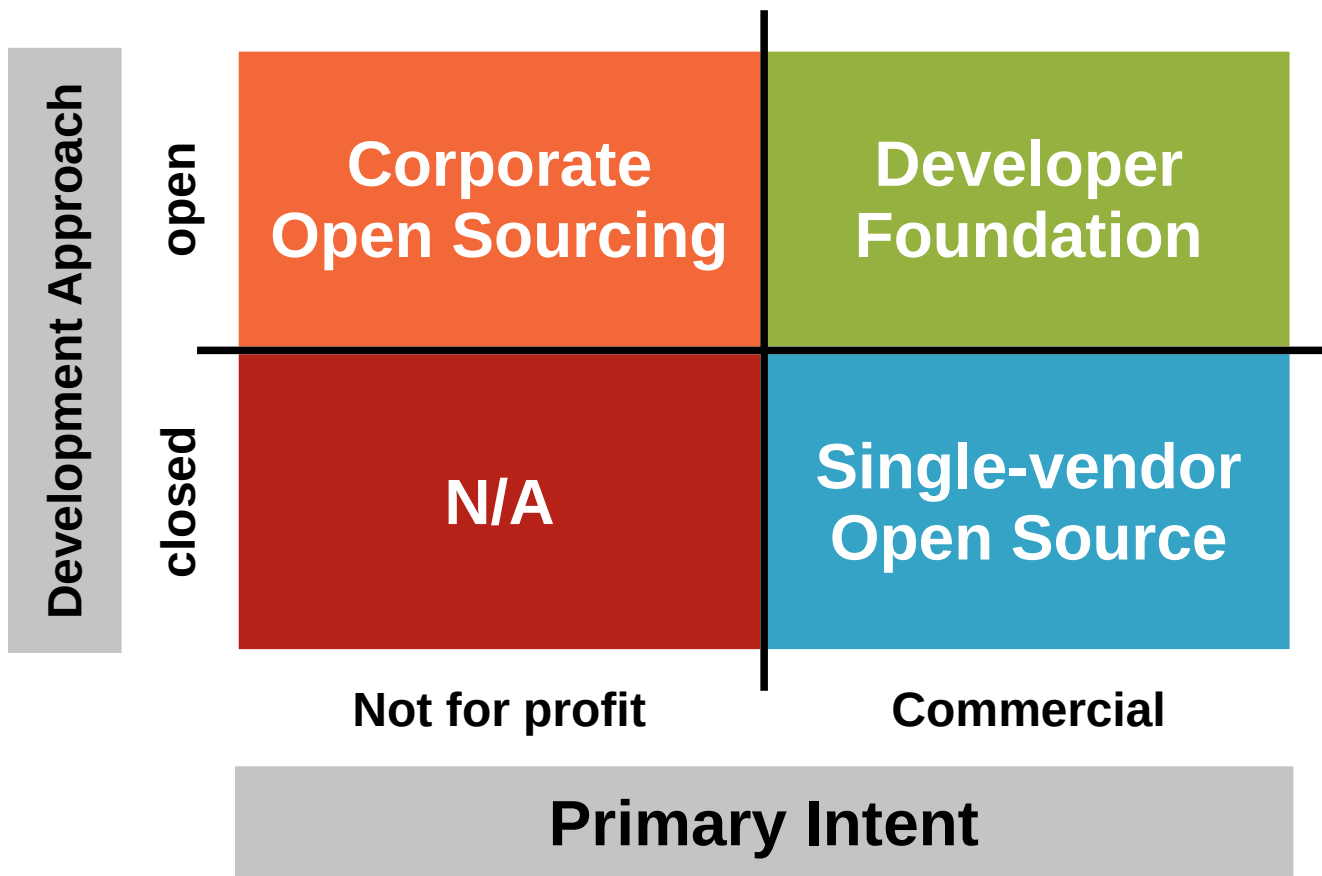
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# Three Stages of Open Source Engagement

1. Use
2. Contribute
3. Create and lead

# The Primary Intent of Creating and Leading



# Benefits of Not-for-profit Intent

- Corporate open sourcing
  - Product
    - Mature software faster cheaper → Improve product
    - Harvest outside innovation → Improve product
  - Recruiting
    - Improve company reputation → Recruit developers more easily
    - Collaborate with developers → Recruit better developers
  - Employees
    - Broaden employee perspective → Make employees more effective
    - Make work more meaningful → Improve employee loyalty

# Benefits of Commercial Intent

- Developer foundations
  - Take money out of a layer in the solution stack
    - Increase share of wallet
    - Sell to more price-sensitive customers
    - Grow addressable market
- Consulting firms
  - Build ecosystem (that you can't build alone)
    - Grow addressable market
- Single-vendor open source
  - Go-to-market
    - Market and sell more easily
- See later lectures on business models

**Vision:** *We strongly believe that open source software benefits the tech community, and that providing broadly useful code to the world is a virtue. We strive to work in an open source way to the betterment of Zalando and the world.*

- ◆ **Do “Open Source First”:** If your Zalando project can also be useful to non-Zalandos, release it as open source from the start.
- ◆ **Take Ownership:** Your team is responsible for ensuring that it’s possible to open source your project. Your delivery lead is available for guidance.
- ◆ **Share Your Code:** All code shared between teams must be open source.
- ◆ **Be Safe:** To ensure the broadest possible use of your project, use the MIT License only.
- ◆ **Deliver Quality:** Provide a great out-of-the-box experience.
- ◆ **Provide Documentation:** Include a clear README and default working configuration.
- ◆ **Stay Secure:** Make sure your project doesn’t include Zalando specifics, such as credentials and private identifiers.
- ◆ **Ask for Help:** Find colleagues to brainstorm ideas for your project and to review your work.
- ◆ **Promote:** Tell the world about your project via blog posts, social media and conference talks.

- ◆ **Join the Open Source Guild:** Help us build a community of open source enthusiasts at Zalando.

# 1. Mature Software Faster Cheaper

- Mature software faster cheaper → Improve product
  - Better product quality
    - Widely used open source components mature faster
  - Faster product development
    - With many hands helping, components evolve faster
  - Cheaper product development
    - With many hands helping, one's own costs go down

## 2. Harness Outside Innovation

- Harness outside innovation → Improve product
  - Better, faster and cheaper innovation
    - More and more diverse parties speed up innovation



### 3. Improve Company Reputation

- Improve company reputation → Recruit developers more easily
  - Company demonstrates to developer public that ...
    - It is a thought leader
    - It is doing interesting work
    - Can engage with a community
  - Makes a company more attractive as an employer

## 4. Collaborate with Developers

- Collaborate with developers → Recruit better developers
  - By collaborating with outside developers in project, the company ...
    - More easily finds developers interested in its technologies
    - **Can observe outside developers for their competence**
    - Has an effective way of reaching out (using developer peers)
  - Makes recruitment easier and more safe

## 5. Foster Personal Development [1]

- Foster personal development → Make employees more effective
  - By collaborating with the outside world, employees ...
    - Learn about new practices and technologies faster
    - Improve their skills and competencies
    - Gain a broader perspective
  - Makes employees more effective
- Also see lecture on inner source

## 6. Make Work More Meaningful

- Make work more meaningful → Increase employee loyalty
  - By collaborating with the outside world, employees ...
    - Receive additional recognition and validation of work
    - Feel they perform more meaningful work
  - Increases employee loyalty

# Quiz on Corporate Open Sourcing 1 / 2

- Guava [1] is a successful Java (utilities) library. Why did Google open source this library and what were the benefits?
  - Improve product quality
  - Recruit developers more easily
  - Recruit better developers
  - Make employees more effective
  - Improve employee loyalty

# Quiz on Corporate Open Sourcing 2 / 2

- React [1] is a successful Javascript framework for one-page web applications. Why did Facebook open source this library and what were the benefits?
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# Best Practices of Corporate Open Sourcing

- All the best practices of
  - Project communities
  - Engineering processes
  - Software tools use
- New best practices for
  - Internal communication
  - Governance processes
  - Public appearance

# Role and Responsibility of Program Office

- Open source program office
  - Should manage corporate open sourcing
- Program office responsibilities include
  - Internal communication
  - Governance processes
  - Public appearance



# Internal Communication (Practices)

- The principle of “open source first”
  - Leads developers to
    - Reflect on business value of software component
    - Having to find reasons for not open sourcing
  - Sharpens business focus
    - Due to clear understanding of what is competitively differentiating
    - Also helps avoid not-invented-here syndrome

# Governance Processes (Practices)

- Clearance process
  - Needs internal checklist for developers
    - Will it create value (the intended effects)?
    - Does it expose the company to risks?
- IP management
  - Needs to inspire trust in using component
    - Requires clear intellectual property rights rules
- Most will use a permissive license

# Public Appearance (Practices)

- Single primary project location
  - A place for quality projects under company's name
  - A single place in a public location e.g. on Github
- Project incubator
  - A place for incubating a company's open source projects
  - Protects company reputation (from poor projects)

# Review / Summary of Session

- Benefits of corporate open sourcing
  - Better product
  - Easier recruiting
  - Better employees
- Best practices of corporate open sourcing
  - Internal communication
  - Governance processes
  - Public appearance

# Thank you! Questions?

**`dirk.riehle@fau.de` – `http://osr.cs.fau.de`**

`dirk@riehle.org` – `http://dirkriehle.com` – `@dirkriehle`

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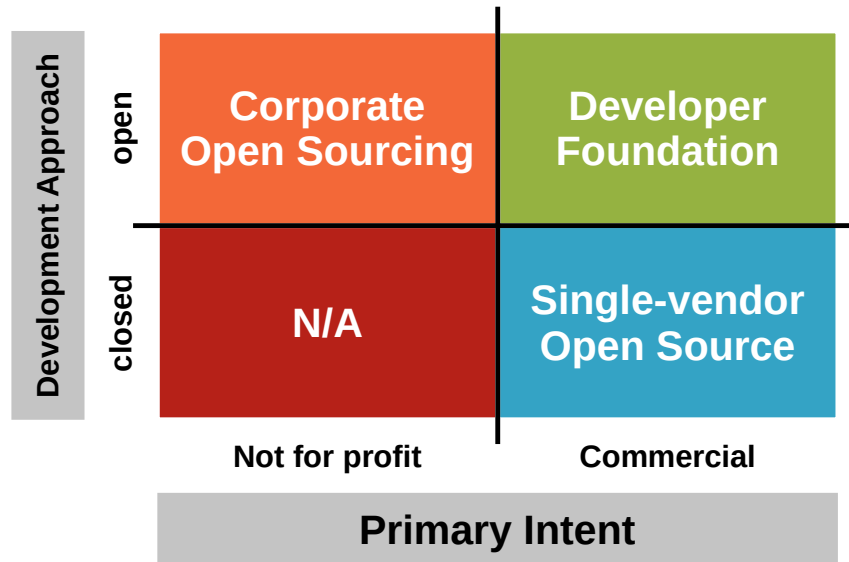
It is Friedrich-Alexander University Erlangen-Nürnberg – FAU, in short.  
Corporate identity wants us to say “Friedrich-Alexander University”.

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