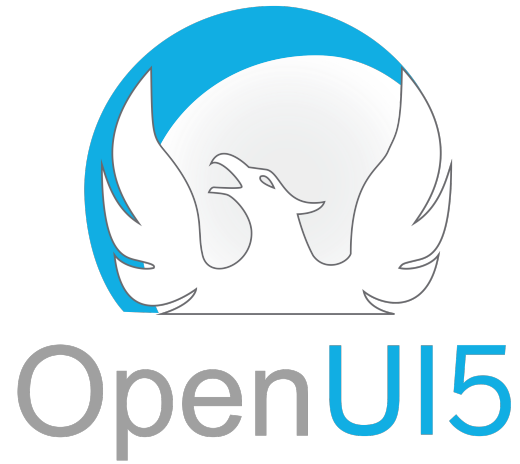


How to convince your  
manager to go Open Source

# Wait, SAP contributes to Open Source?



Isn't the quality going to suffer?

Larry Wall's 3 virtues  
of a programmer:

1. Laziness
2. Impatience
3. Hubris



How can we keep our vulnerabilities hidden?

# Eclipse Security Policy

1. Security bugs are kept hidden
2. Issues are resolved
3. Updates are distributed
4. Issues are publicly disclosed

How are we going to make money?

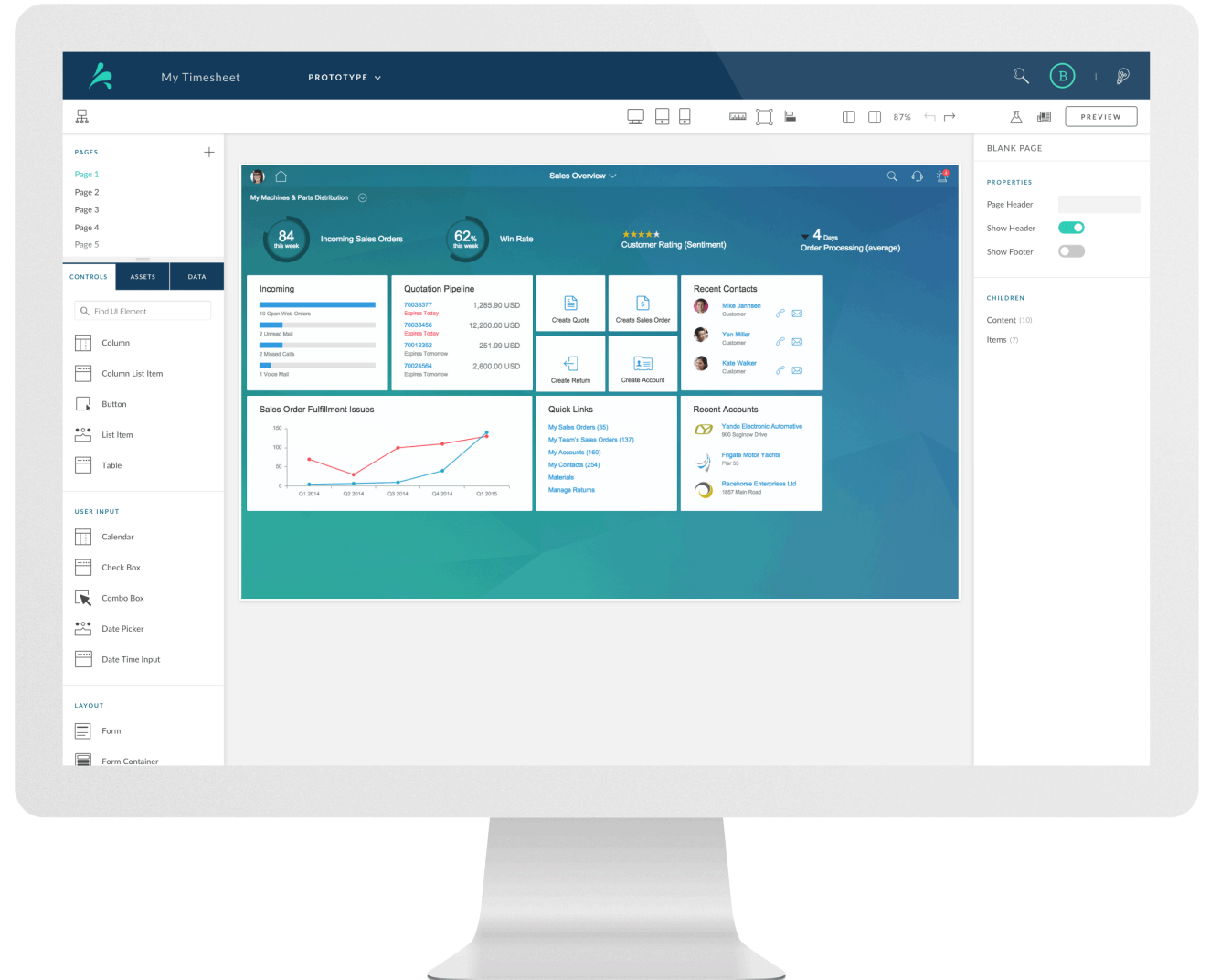
# You DON'T HAVE to make money with it

- Don't open source your cash cow (see: Google, Facebook, ...)
- Search Is Google's Castle, Everything Else Is A Moat (<http://tcrn.ch/2a7PqjO>)
- Increase the brand value
- Create a community



# Example: BUILD@SAP

- Prototyping tool with integrated user research
- Community VS Money
- <http://www.build.me>



How can we handle tons of contributions?

Contribution is a process

1. Regular users
2. Report issues
3. Fix bugs
4. Request new features
5. Implement new features
6. Responsible for modules



# Lessons learned

- Open source early
- Treat your contributors as customers
- Pick the right software license
- Understand the license of third party components

# How to convince your manager to go OSS?

- Become a contributor
- Think of the business cases (<http://bit.ly/1UQDaqg>)
- Make a pros and cons list
- Don't pick the cash cow of your company
- Start with a small project