



# Consumers to Contributors

Open Source as a competitive advantage



Photo by [Pree Bissessur](#) on [Unsplash](#)



Photo by [Chris Stenger](#) on [Unsplash](#)



Photo by [Michael Gray](#) on [Unsplash](#)





Photo by [Olga Kononenko](#) on [Unsplash](#)



*Yao honey-hunter Orlando Yassene holds a wild greater honeyguide female in the Niassa National Reserve, Mozambique.*

*Credit: Dr. Claire N. Spottiswoode. Used with permission.*



open source



# Every Company is Becoming a Software Company

Financial Services



Public Sector



Retail



Transportation



THEN

NOW



# Brendan O'Leary

Staff Developer Evangelist  
@olearycrew





# Reason for Using Open Source?

#1

**Cost savings**



# Reason for Using Open Source?

#1

Cost ~~savings~~

Access to innovation



# Barrier to Using Open Source?

#1

**Restrictive licenses**

# Barrier to Using Open Source?

#1

Restrictive licenses

Lack of internal skills  
to integrate



# Support Challenge with Using Open Source?

#1

Enterprise support



# Support Challenge with Using Open Source?

#1

Enterprise support

Personal experience  
and proficiency

# The Business Case for contributing to Open Source



**Strengths**

**Weaknesses**



**Opportunities**

**Threats**



## Strengths

- Built a software org
- Understand the need for open source adoption
- Sent someone to KubeCon

## Weaknesses

- Internal skills for integration
- Business support for open source
- Proficiency



## Opportunities

- Hiring & retention
- Speed of innovation
- Find the mutualism with your open source projects

## Threats

- Missing innovation, falling behind competition
- Access to talent
- Lack of understanding of your own supply chain





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## Benefit & Risk Reduction

Software

Business

Organizational



Move from **Consumers** of  
Open Source to ***Contributors***



De-risk your business by  
investing in open source parts of  
your supply chain

- Understand what open source is in the critical path
- Upstream contributions
- Paid contributors on staff
- Contributing to infrastructure and other financial needs
- Incentivize open source contributions

# Consumer

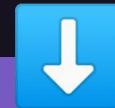


# Customer

Drive strategic business value  
through open source  
relationships

- Jobs for maintainers and contributors
- Building relationships - beyond just a “transactional” one
- Needs beyond engineering - UI/UX, documentation, design
- Sustainability

# Customer



# Contributor

# Customer

01

## Supply Chain

- Inventory of open source
- SBOM from vendors

02

## Contributions

- Well-written issues
- Code

03

## Financial

- Infrastructure
- Direct / indirect support

# Contributor

04	<h2>Relationship</h2>	<ul style="list-style-type: none"><li>• Jobs for maintainers and contributors</li><li>• Treat as any valuable partnership</li></ul>
05	<h2>Beyond Engineering</h2>	<ul style="list-style-type: none"><li>• Documentation</li><li>• UI/UX</li><li>• Design</li></ul>
06	<h2>Sustainability</h2>	<ul style="list-style-type: none"><li>• Contributor → Maintainer pipeline</li><li>• Non-technical infrastructure</li><li>• Longevity of the project</li></ul>



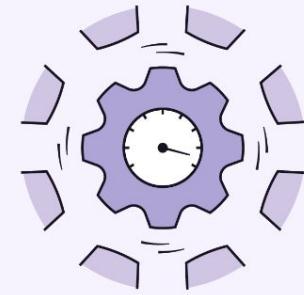
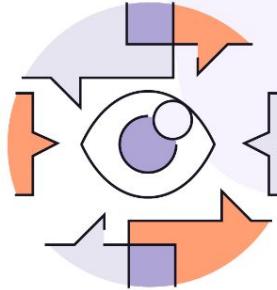
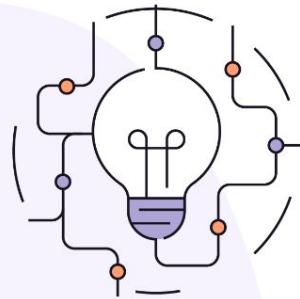
The One DevOps Platform

# What can Individual Contributors do?

# Individual Contributors

ICs ability to influence policy on open source

- Enumerate dependencies
- Complete risk assessment:  
If this library went away tomorrow,  
what impact would that have?
- Encourage open source values





The One DevOps Platform

# Business and Technology Leaders

# Leaders

What should business and technology leaders do today?

- See open source as an investment, risk mitigation
- Identify and quantify revenue to open source relationship
- Open source friendly employment policies
- Incentivize open source
- OSPO as more than a compliance exercise

# Consumer to Contributor



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Itemize

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Identify

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Incentivize





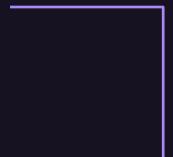
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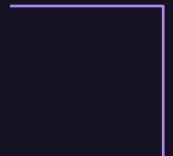
More  
Resources:

[brendan.fyi/  
open](https://brendan.fyi/open)



# Credits

- Unsplash
- Dr. Claire N. Spottiswoode
- Halt and Catch Fire is copyrighted by AMC Networks. Images used via fair use.







Open Source is the  
modern supply chain



Photo by [todd kent](#) on [Unsplash](#)



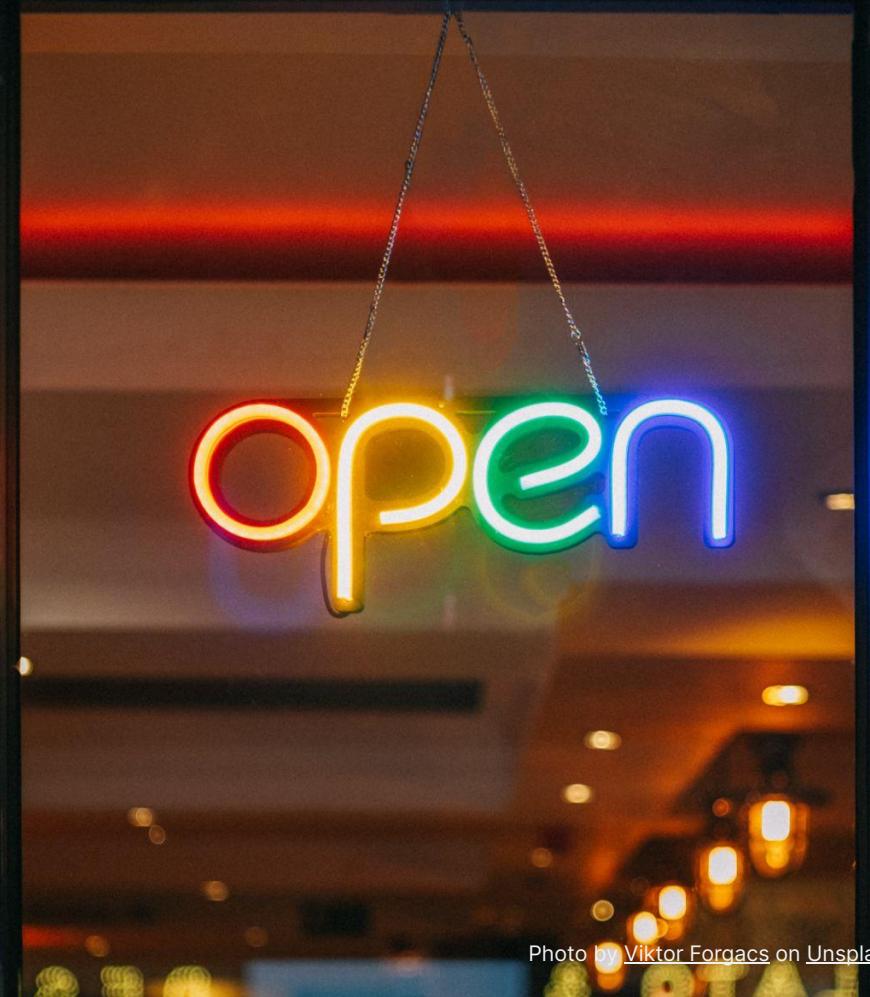
The One DevOps Platform

# Software Supply Chain



# Situation

Open Source is eating the world



# Situation

- ❖ Organizations need open source to compete
- ❖ Those who leverage open source “best” will win



# Complications



Organizations



Open Source Projects



Individual Contributors





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Open to  
Open Source

Contribution to  
Revenue Pipeline

Software Incentives  
are Hard



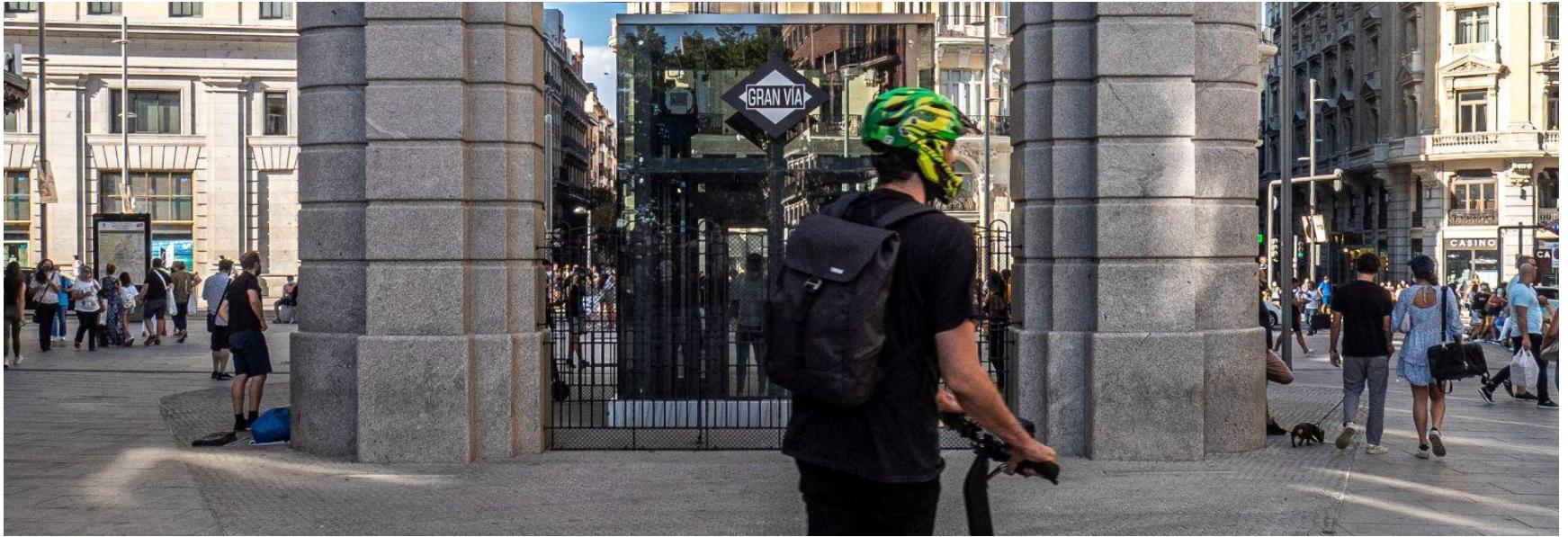


Burning both ends  
of the candle

Sustaining  
Sustainability

Software is more  
than just Software





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## Education for “Real” Software Projects

## Transactional vs. Social Relationships

## Software Incentives are Hard



# Proprietary Work

Differentiates from competition

Longevity of products & services

Drives customer value



# Non-Proprietary Work

Undifferentiated from competition

“Cost of doing business”

At best drives efficiency,  
at worse is a drain on staff







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# Title of the event

Subtitle

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# Name of Speaker



**Object 1**

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**Object 2**

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**Object 3**

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**Object 4**

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**Object 5**

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**Object 6**

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# 5

## Object 1

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## Object 2

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## Object 3

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## Object 4

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## Object 5

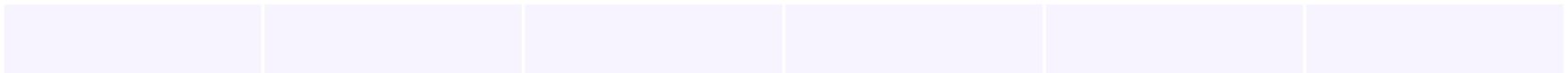
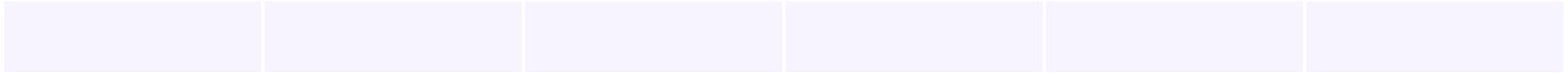
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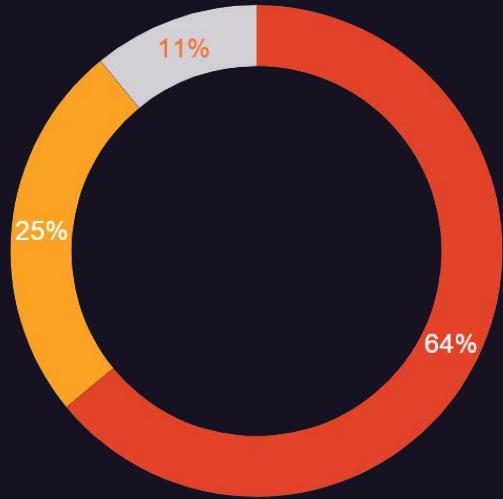
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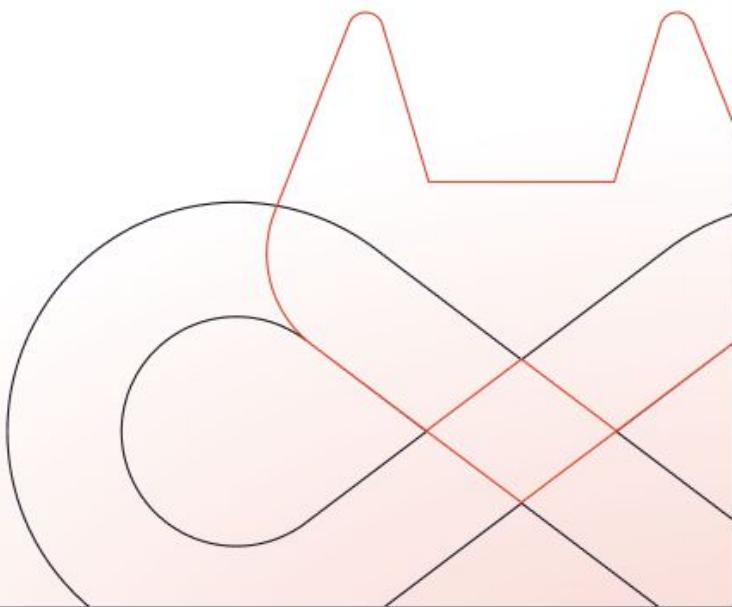


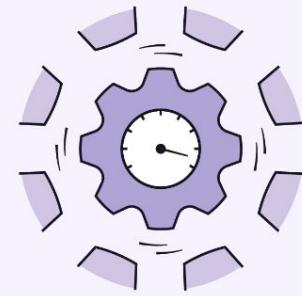
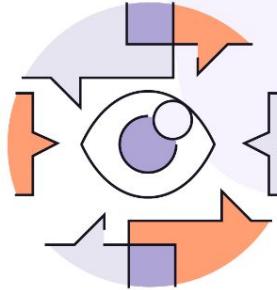
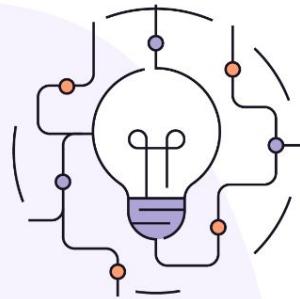






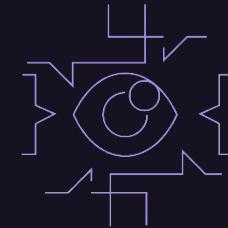
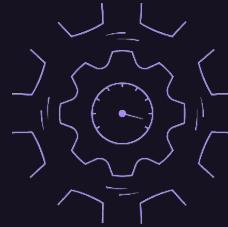
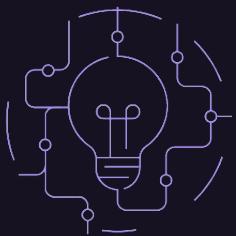








# Thank you





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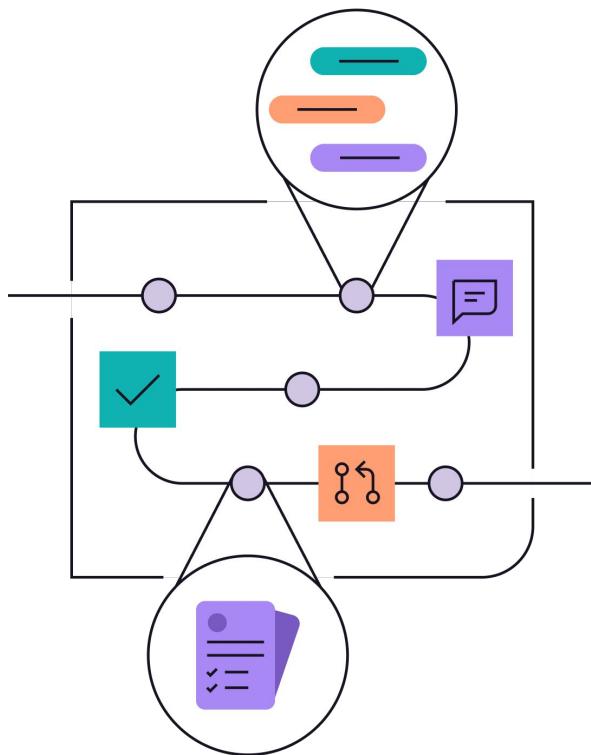
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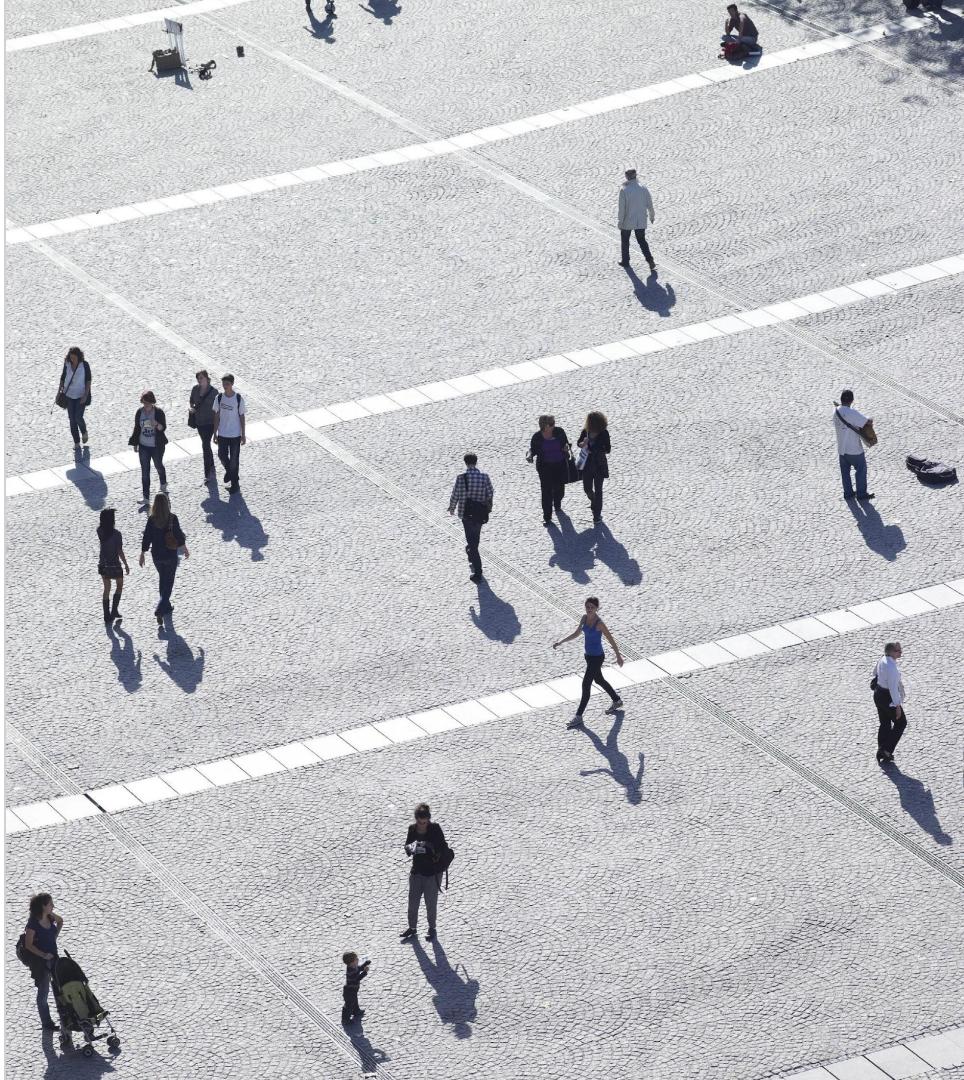
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2020

2021

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2021





# What people are saying



The One DevOps Platform



The One DevOps Platform

# Appendix

For more about making  
your ideas stick with  
others, check out our book!

# Typography

## Inter Semi Bold

Display headlines

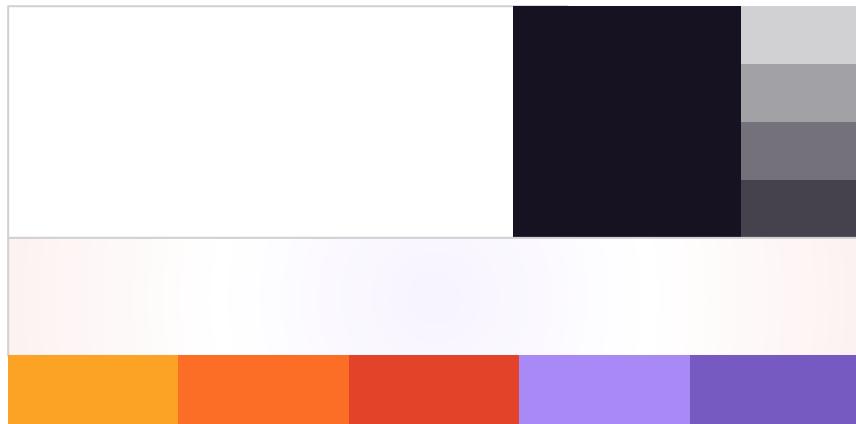
## Inter Normal

Subheaders & paragraphs

For more information, please check GitLab [Typography](#) guide.



# Colors



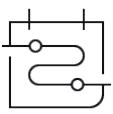
Color swatches



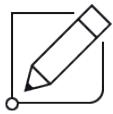
# Icons



Manage



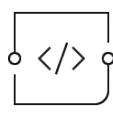
Plan



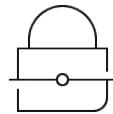
Create



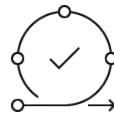
Verify



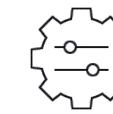
Package



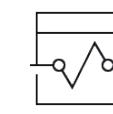
Secure



Release



Configure



Monitor

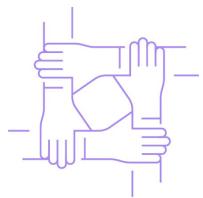


Protect

## Marketing illustrations



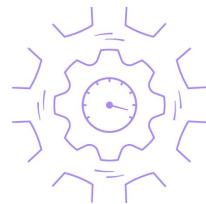
# Illustrations



Collaboration



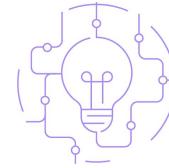
Results



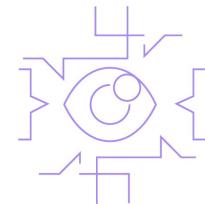
Efficiency



Diversity



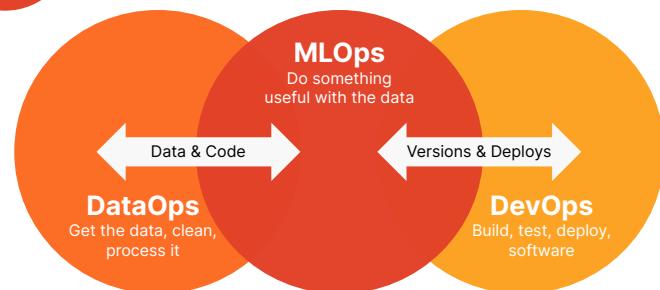
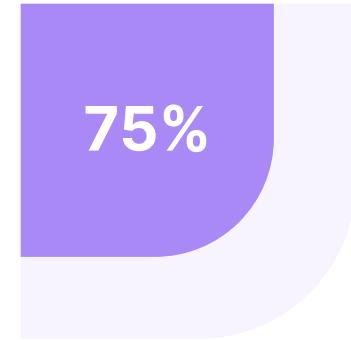
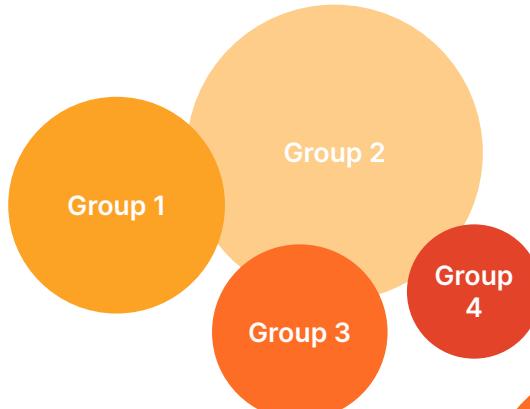
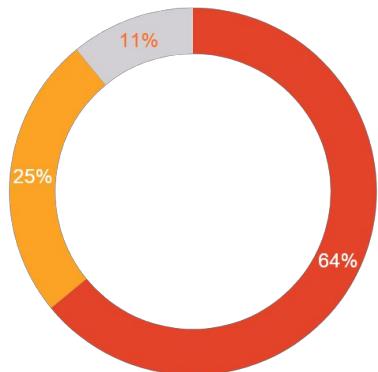
Iteration



Transparency



# Graphic chart examples

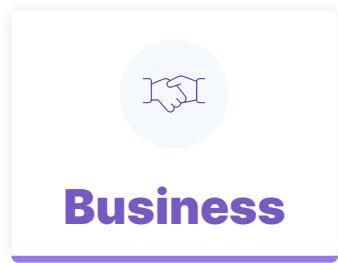




# Slides from Investor Deck, FY23, Q1

For more about making  
your ideas stick with  
others, check out our book!

# GitLab at a Glance



**1**  
Platform



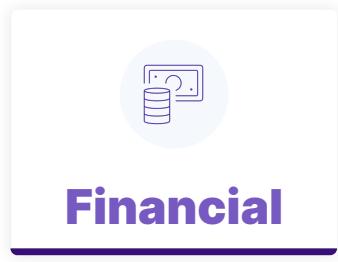
**5,168**  
Base Customers<sup>1</sup>



**545**  
>\$100K Customers



**100% Remote**  
Since inception



**\$350M**  
Run-Rate Revenue<sup>1</sup>



**75%**  
YoY Run-Rate  
Revenue Growth<sup>2</sup>



**>130%**  
Dollar-Based Net  
Retention Rate<sup>1</sup>



**90%**  
Non-GAAP Gross  
Margin<sup>3</sup>

Note: Figures as of the three months ended April 30, 2022 (Q1 FY23) unless otherwise noted.

<sup>1</sup> Definition can be found in the Appendix.

<sup>2</sup> Represents growth in revenue from annualized Q1 FY22 to annualized Q1 FY23.

<sup>3</sup> See Appendix for reconciliation with most directly comparable GAAP figure.



# Every Company is Becoming a Software Company

THEN



Financial Services

Public Sector

Retail

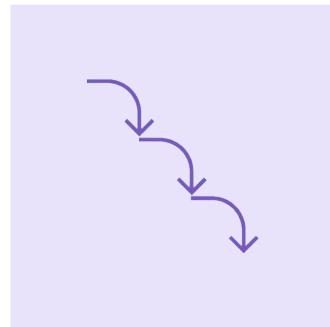
Transportation

NOW

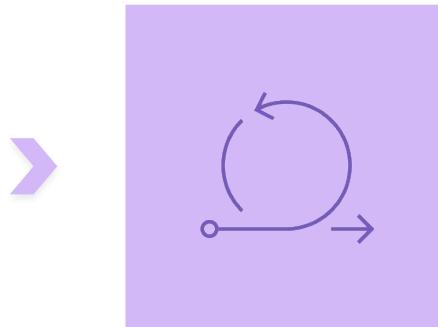


# DevOps is

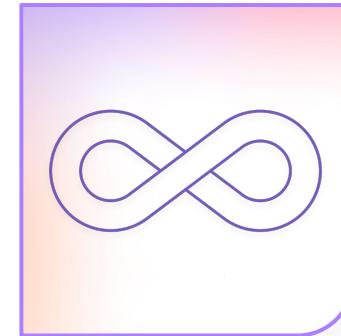
## The Way to Make Software



Waterfall



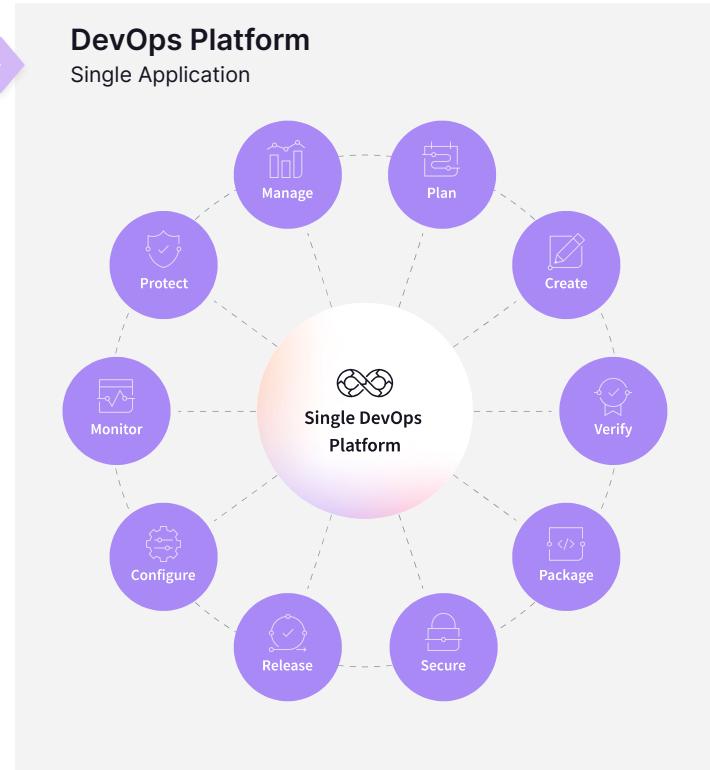
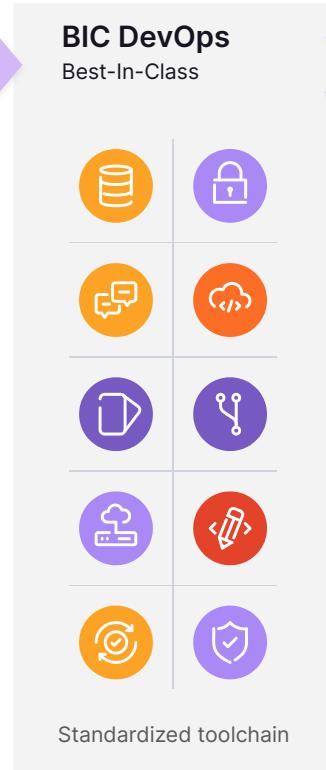
Agile



DevOps



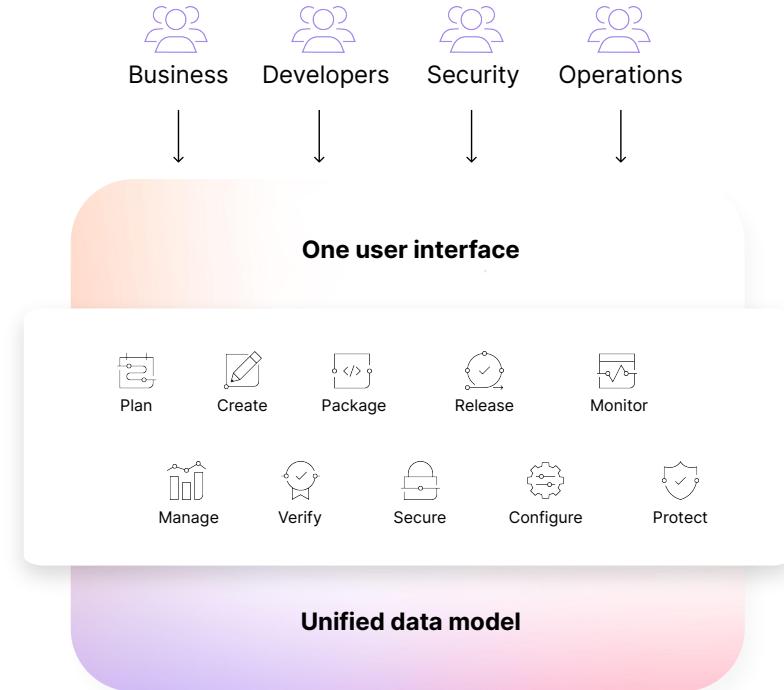
# The Four Phases of DevOps



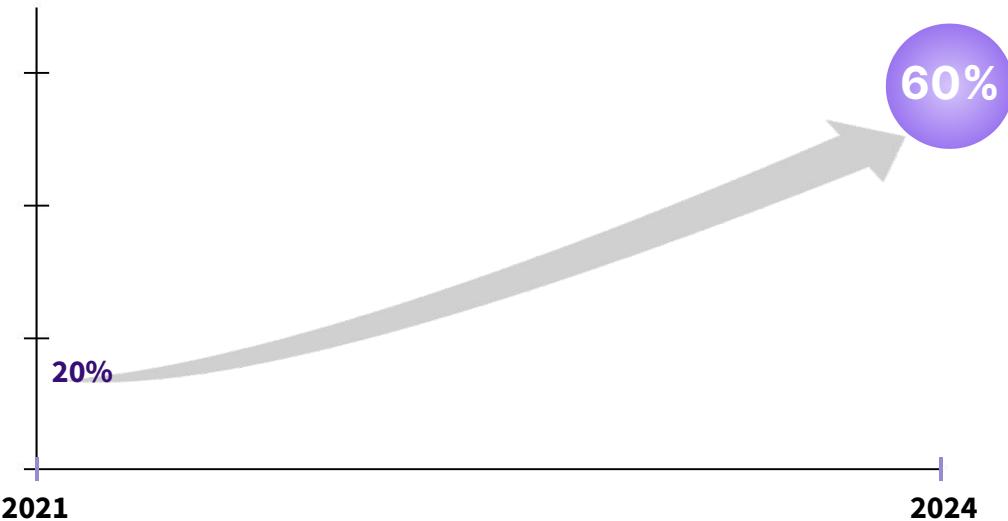


# The One DevOps Platform for software innovation

- Project planning
- Source code management
- Continuous integration
- Infrastructure configuration
- Incident monitoring
- Application security
- And so much more...



# Consolidation onto DevOps Platforms Supports Long-Term Market Growth



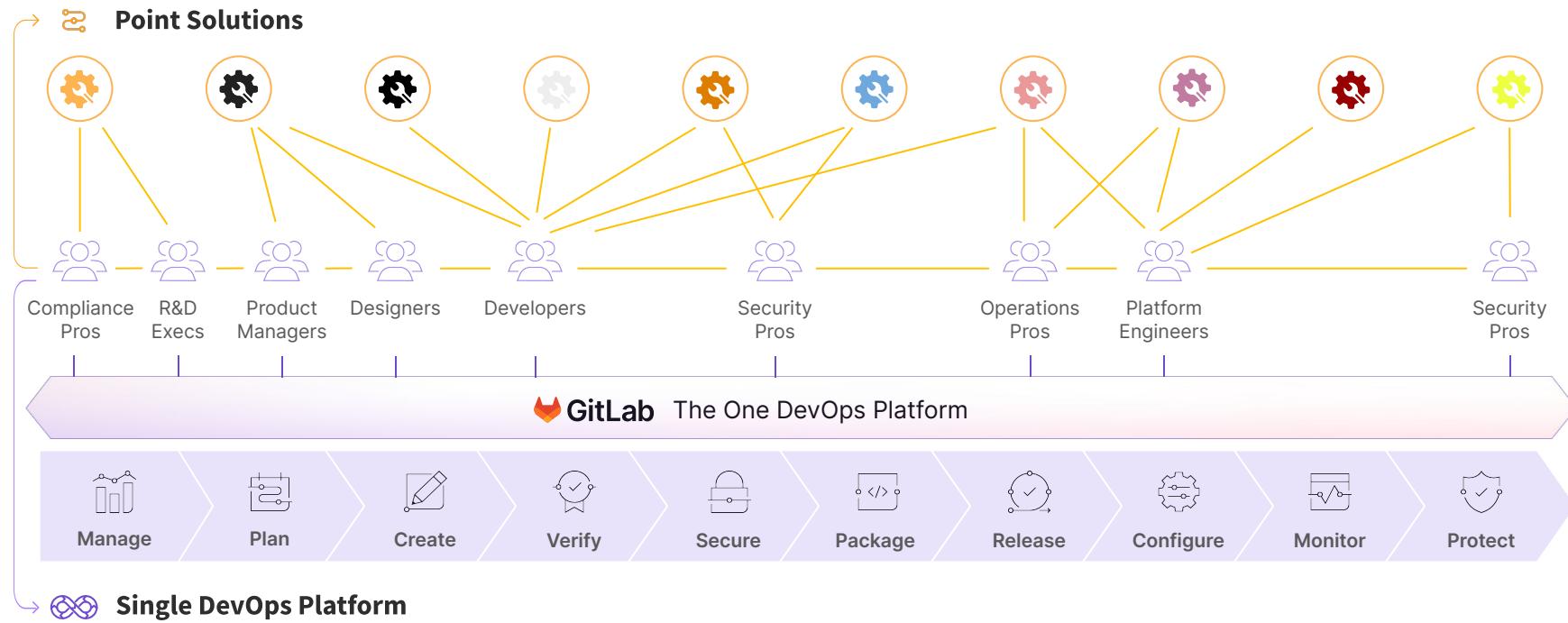
"By 2024, 60% of organizations will have switched from multiple point solutions to value stream delivery platforms to streamline application delivery, up from 20% in 2021"<sup>1</sup>

Increase in Platform usage correlates to a decrease in point solution usage

<sup>1</sup>Gartner Market Guide for Value Stream Delivery Platforms, Manjunath Bhat, Thomas Murphy, Daniel Betts, Chris Saunderson, Hassan Ennaciri, Joachim Herschmann, 18 October 2021  
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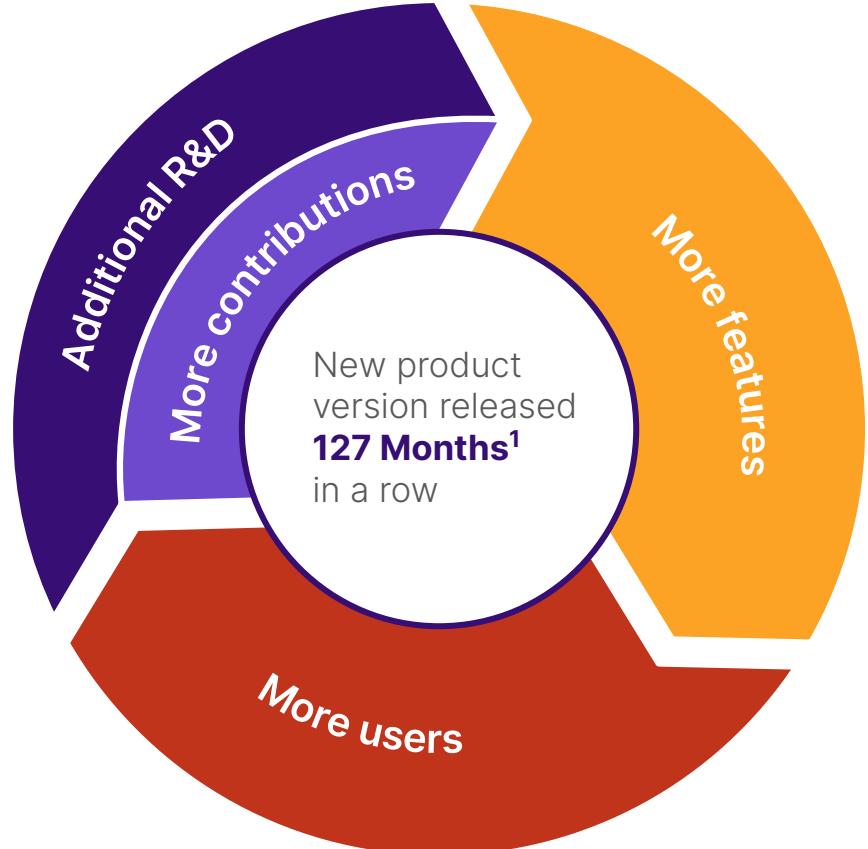


# GitLab Streamlines Collaboration Across Personas



# Accelerate Innovation

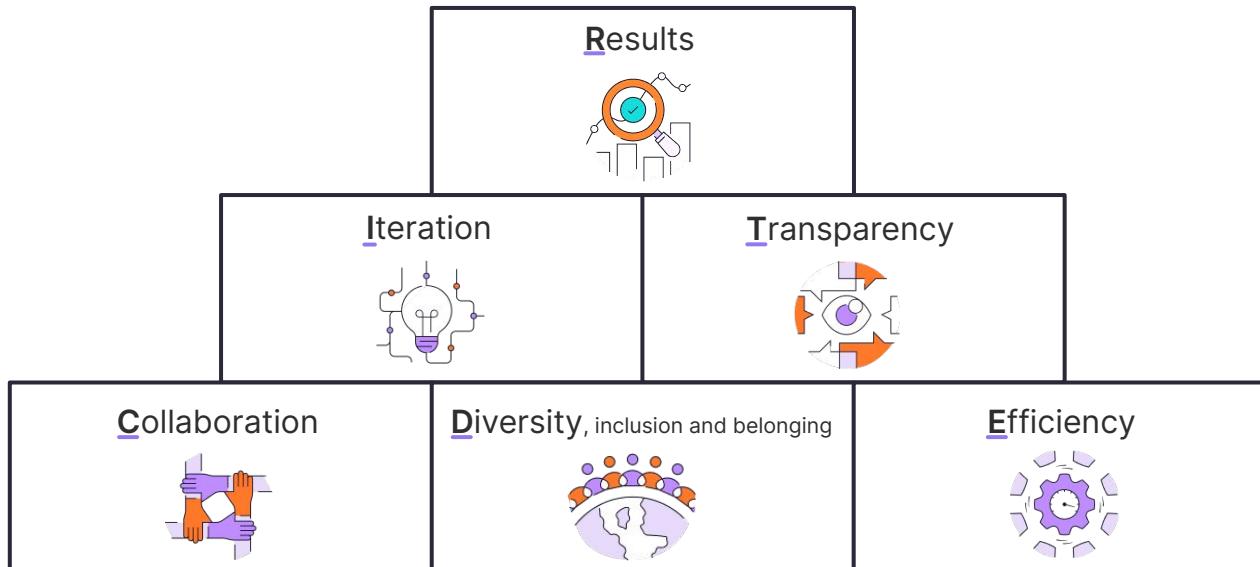
Dual-Flywheel Development Strategy



<sup>1</sup> As of April 30, 2022

# Driven by a Distinguished Company Culture

CREDIT Value Hierarchy Prioritizes Results



20 Documented ways in which we reinforce Our Values

# All-remote Company since 2014

- Wider, more diverse, and more uniquely skilled global talent pool
- Measurable objectives > prescribed hours
- Shifts based on when employees are most productive
- Engaged and passionate team
- No physical locations



**1,700+**

Team Members

**~65**

Countries

**2,300+**

Handbook Webpages

**0**

Headquarters



# Slides from Investor Deck, FY23, Q2

For more about making  
your ideas stick with  
others, check out our book!

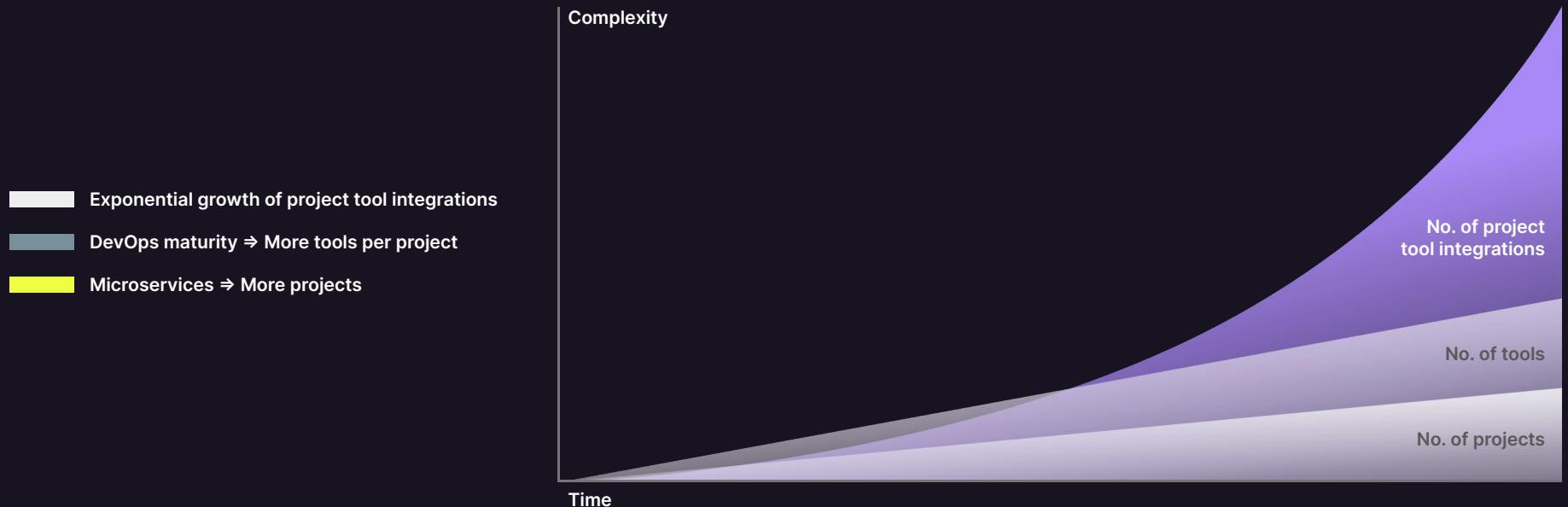
# The Challenge



Every company must be great at developing, securing, and deploying software.



# DIY DevOps is Getting Exponentially Harder

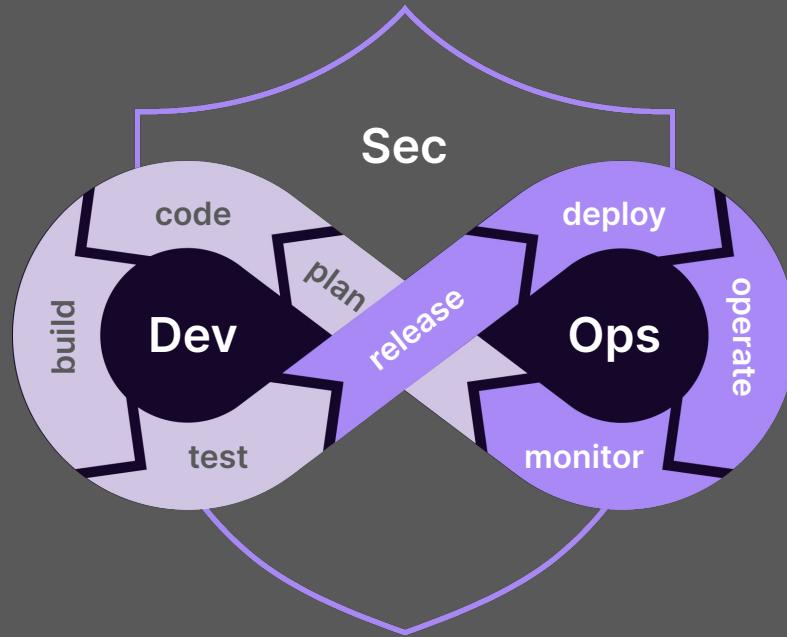


# The Solution



# GitLab offers a better approach The One DevOps Platform

- ✓ Unified data model
- ✓ One user interface
- ✓ Single application
- ✓ Cloud agnostic
- ✓ Superior user experience

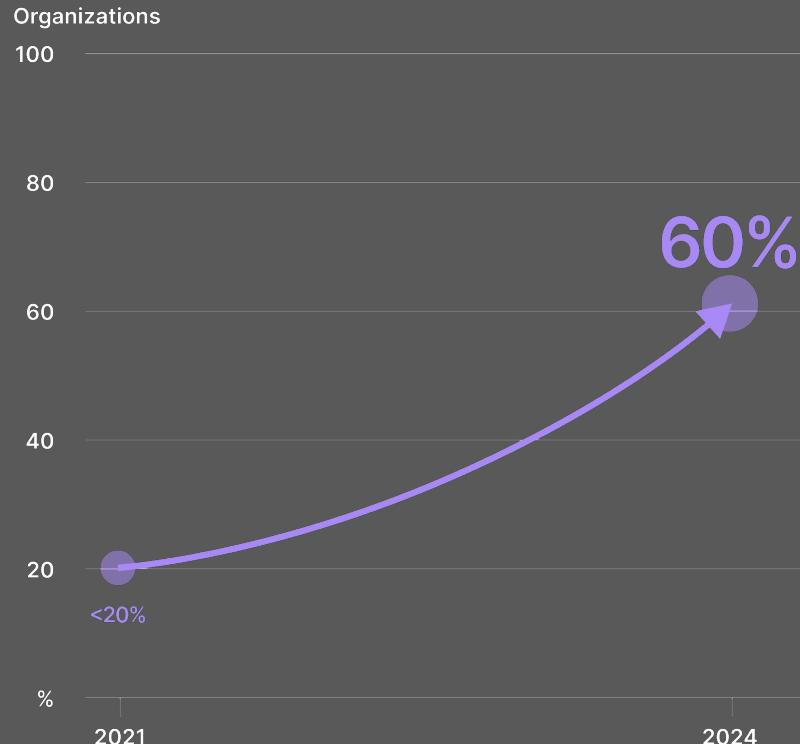


A single application





By 2024, 60% of organizations will have switched from multiple point solutions to value stream delivery platforms to streamline application delivery, up from 20% in 2021.



# Why customers choose GitLab



Deliver better products faster

→ Travis Perkins **increased developer velocity, cut costs by 20%**, and built new customer-facing digital services instead of managing their toolchain.

 **Travis Perkins**



Increase operational efficiency

→ Airbus releases features **144x faster** with GitLab.

**AIRBUS**



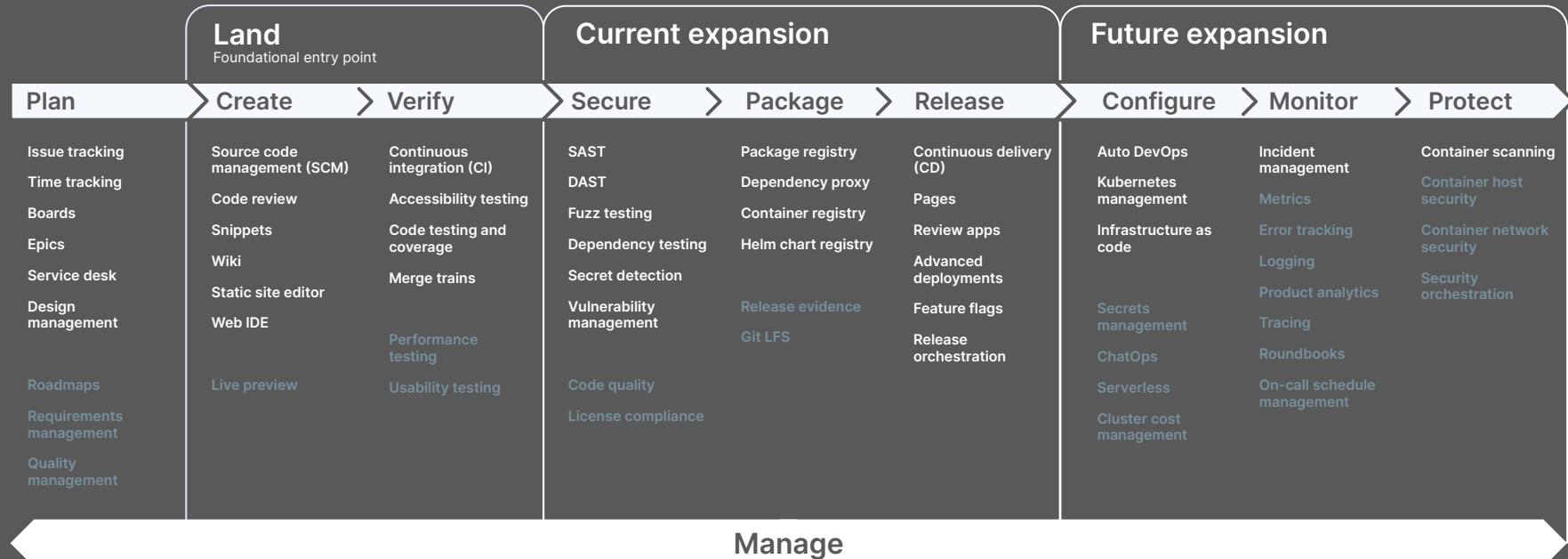
Reduce security and compliance risk

→ Hilti **increased security code checks by 400%** with GitLab.

**HILTI**



# A comprehensive platform across the entire software delivery lifecycle



[Subgroups](#) | [Audit events](#) | [Value stream management](#) | [Insights](#)    [Audit reports](#) | [Compliance management](#) | [Code analytics](#) | [DevOps reports](#)



Feature maturity key:

Mature

Early

# GitLab enables delivery of 407% ROI



Source: Forrester Consulting Total Economic Impact™ study in 2020. 407% within the first three years of deployment to revenue-generating applications.

# Competitive differentiators

 DevSecOps Platform	<ul style="list-style-type: none"><li>An all-in-one DevSecOps solution with security integrated throughout the platform</li></ul>
 Flexibility	<ul style="list-style-type: none"><li>SaaS for customers who want to consume as a service</li><li>Self-Managed for customers who want deployment control</li></ul>
 Cloud Agnostic	<ul style="list-style-type: none"><li>Deploy anywhere enabling multi-cloud strategy</li><li>Avoid vendor lock-in - no single cloud preferential treatment</li></ul>
 User Experience	<ul style="list-style-type: none"><li>Integrated, one platform experience prevents context switching</li></ul>
 Open Core Platform	<ul style="list-style-type: none"><li>We build with our customers</li></ul>



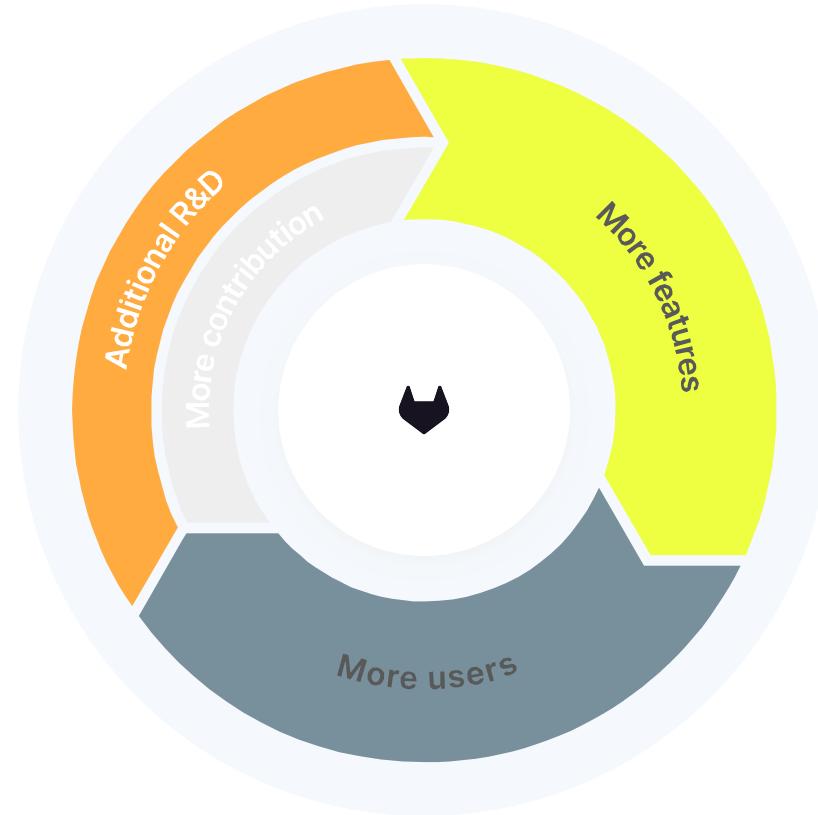
# Iteration drives innovation

## Dual Flywheel Approach:

- Innovation from GitLab
- Innovation from community contribution

## Result:

**130\*** consecutive monthly releases drive more use cases, capabilities, and functionality.

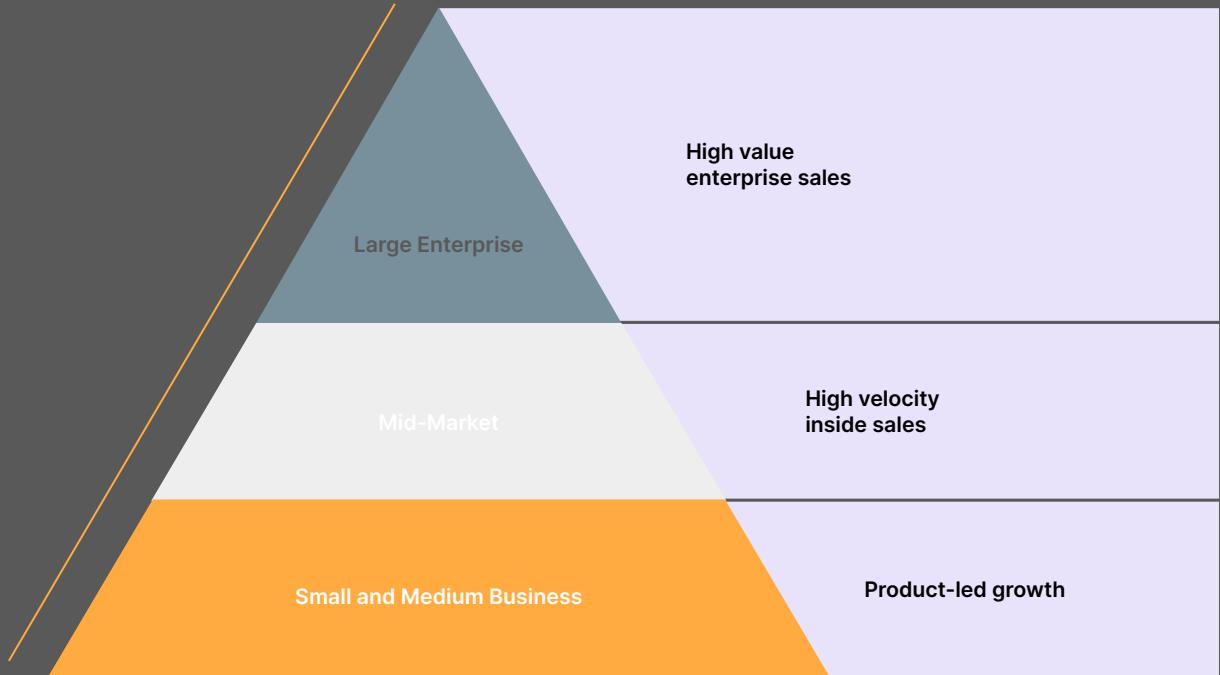


\*As of July 31, 2022

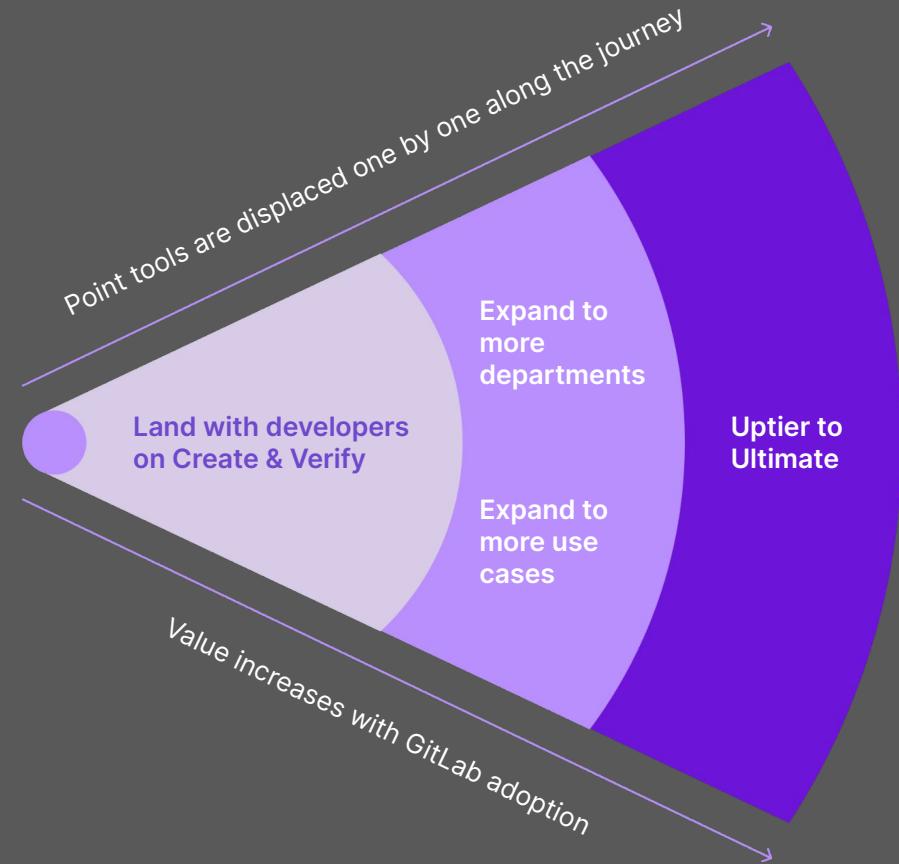
# Go-to-Market Strategy



# Leading the category via multi-faceted go-to-market



# Land and expand model



# GitLab partners complete our customers' solutions

Need to update logos to current key partners

- Cloud, on-premises, hybrid, K8s



- Vast integration partner community



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- Global strategic services and business partners



Replace logos above with

- Adaptavist
- Accenture
- CDW
- Insight
- Clearvision
- IBM
- Networld
- Amazic
- Zivra
- Trace3
- Flywheel Data
- Need to add additional APAC and Pubsec

