Purpose-Driven Contribution Decisions

Johan Linåker, Lund University
Nithya Ruff, Comcast Cable

Introduction

Johan Linåker

LUND UNIVERSITY

Nithya Ruff

COMCAST

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Talk Outcome

- How do you decide what to share as open source and when to share it?

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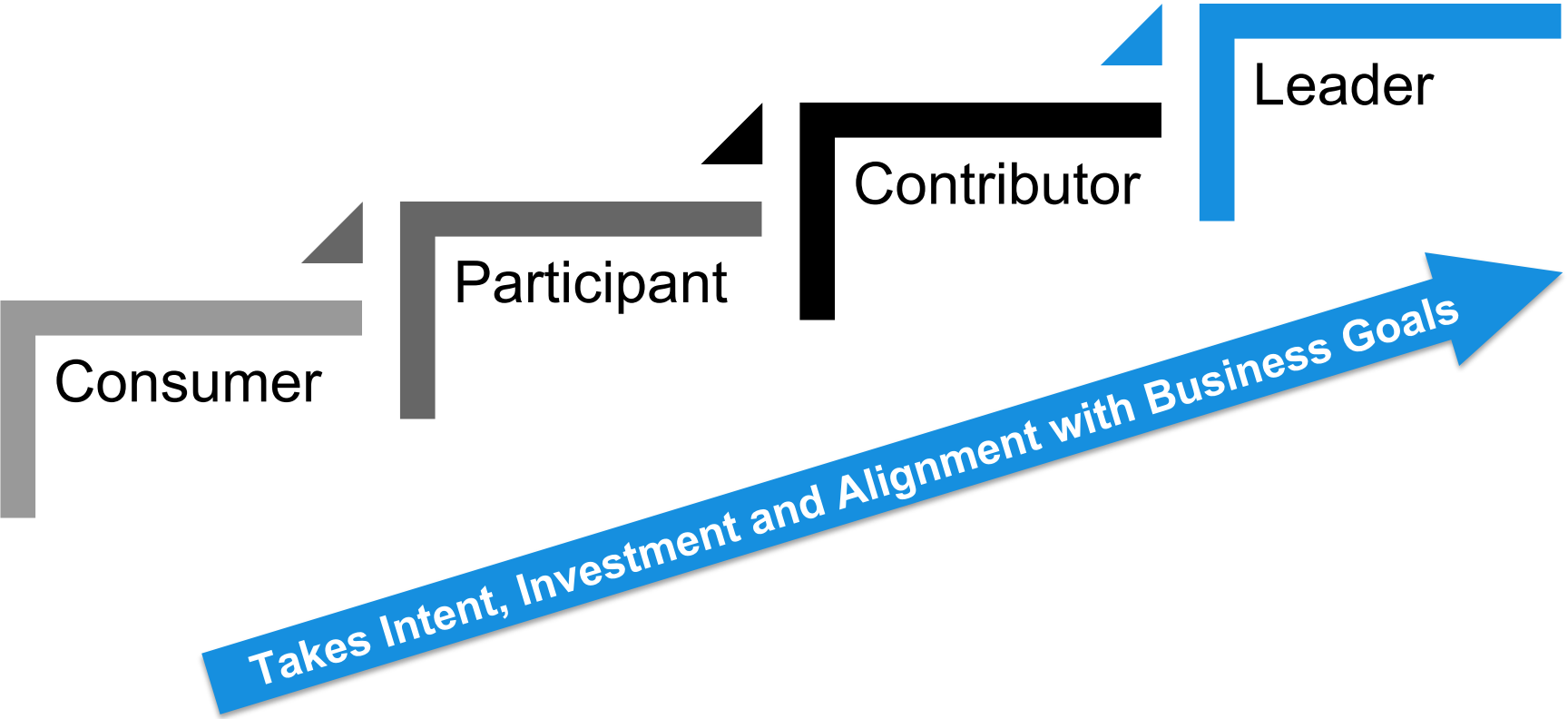
Everyone starts with consumption - but never make it past



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Connecting Contribution to Business

- In Businesses, Contributions need to be tied to business impact
  - What do we depend on?
  - What project needs help and support?
  - Where are there gaps?
  - Where do we need to bring the industry together?
- Focus on compliance, internal release planning, and defensive patents/IPs

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Contribution Strategies

- Deciding if a project or feature should be shared as open source
- Should be purpose-driven and motivated
- Ad-hoc contributions should be allowed to some extent for motivation

Business Impact

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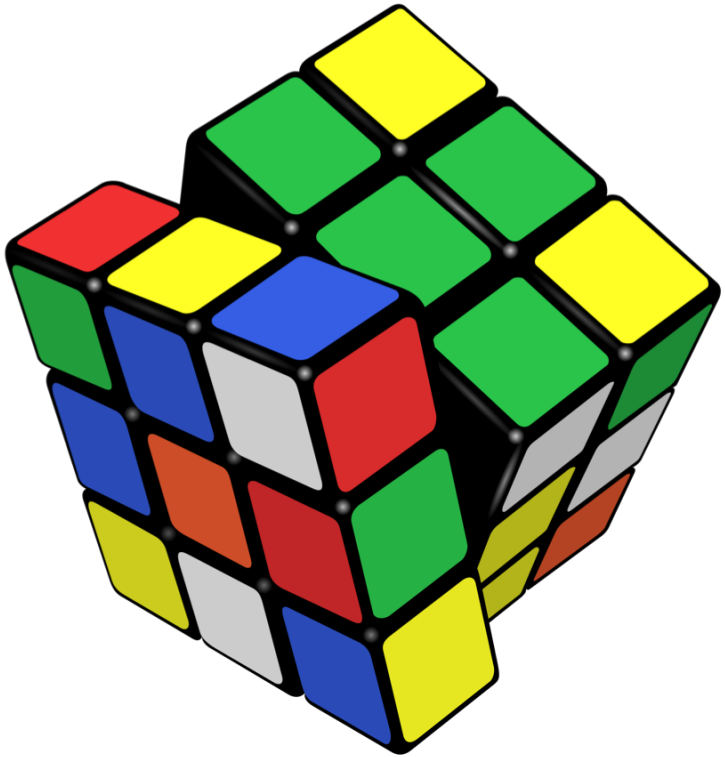
Control Complexity



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Community Strategy & Objectives

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Framework for Contribution Strategies

Business Impact

Platform/Leverage

Differentiator

Commodity

Product/bottleneck

Control Complexity

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Case Study: Internal Comcast Project

- Internal DevOps project @ Comcast which is a highly scalable and distributed DNS as a Service offering
- Part of infrastructure that help deliver products and services to end-customers
- Objective: Create a Contribution and Community Strategy
- Workshop Led by Johan Linåker & Key DNS Team

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Case Study: Internal Comcast Project

Business Impact	Control Complexity
High impact in terms of profit and revenue	Competence available to drive project
Limited direct impact on end-customer	Does not include strategic or blocking IP
No differentiator but important for core capabilities	Underlying technology considered commodity
Necessary for access to leading technologies	Lack of alternatives
Negative impact if not available	Internal defined need for the project

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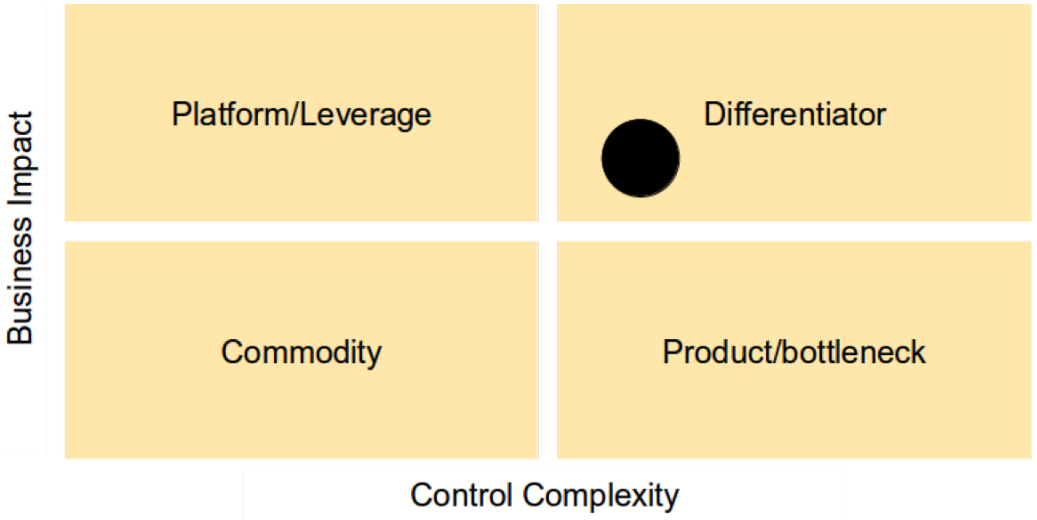
Case Study: Internal Comcast Project



- Limited differentiation
- Push towards commoditization and standard solution
- Release as independent project and community
- Release fast
- Maintain influence and guide direction
- Co-operate & make active contributions

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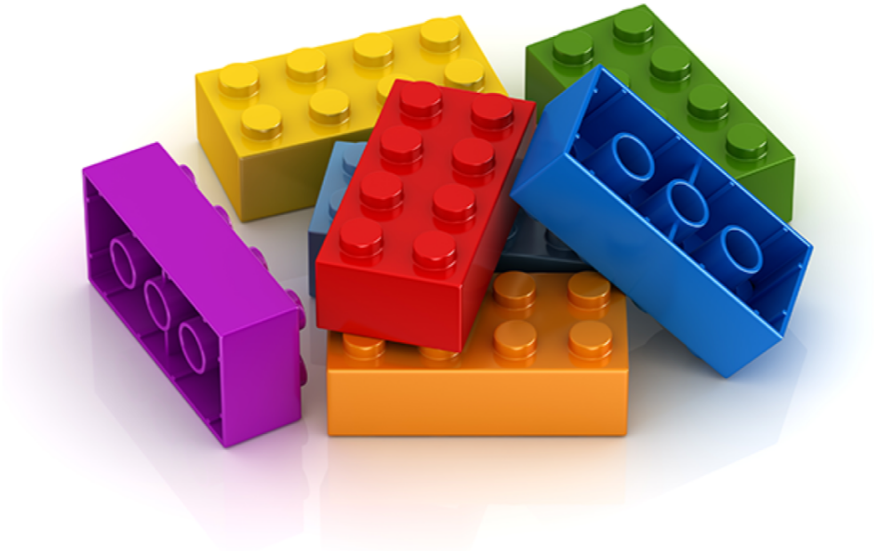
Case Study: Internal Comcast Project

- Launched Internal Community and Infrastructure
- Converted Users to Contributors Inside
- Starting the OS Review Process
- Making Good Progress Towards External Community

How to set it up



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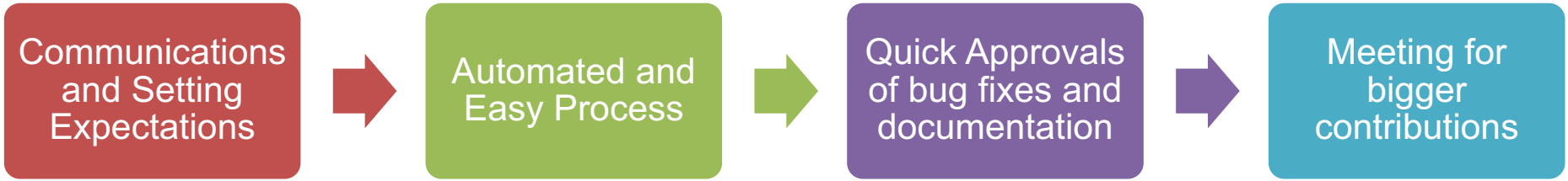
Internal Contribution Process



Contributions
Encouraged
Welcome
Environment

Easy to do
Trackable
Measurable

Help Prep
Quick
SandBox

Multi-functional
Dialogue
For larger

Involve Business
Owners

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Internal Governance

Open Source
Advisory Council

Balanced Decisions

Aligned with Business Needs

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Internal Approval Guidelines

Will it be of value to the community and us?

Are we allocating resources to maintain it?

Should it be patented or kept inside company?

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Takeaways

- Companies are mainly driven by shipping revenue bearing products
- Companies need good reasons to set aside resources to contribute to open source
- And OSS contributions take time and skills
- However, companies understand contribution tied to business outcomes and reasons

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Questions & Follow-up

- @johanlinaker
- - http://linaker.se

- @nithyaruff
- - https://comcast.github.io/

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