



THE LINUX FOUNDATION

Purpose Driven Community Engagement

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Introduction



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- 
- Talk Outcome: How To Shape Company Open Source Community Strategy



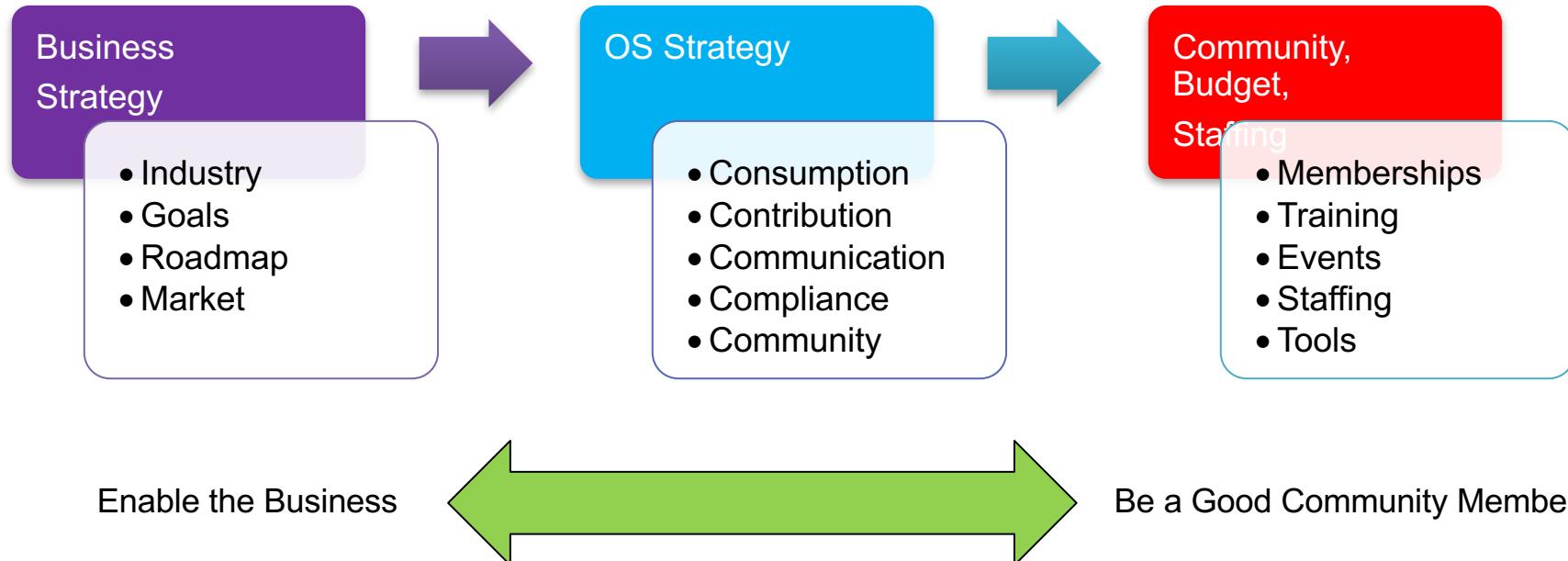
Open Source Is
No Longer Optional

78%
OF COMPANIES
RUN ON OPEN SOURCE

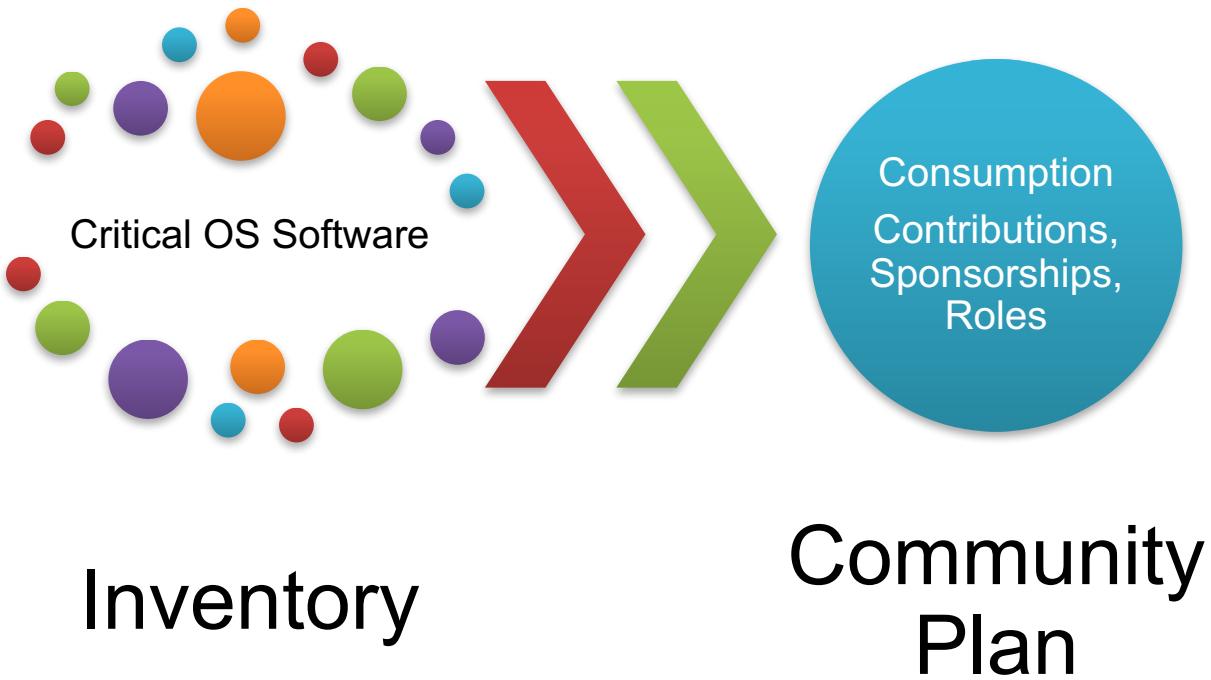
LESS THAN 3%
DON'T USE OSS IN ANY WAY

2015 Future Of Open Source Study results; @blackduck

Companies Need an OS Strategy



Community Engagement Tied to Critical Use



Case Study: 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 Internal Community
 - Find Right External Community for Project
- Workshop Led by Johan Linåker & Key DNS Team



Framework for Contribution Strategy

Business Impact

Platform/Leverage

Differentiator

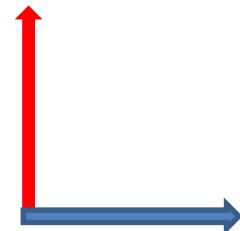
Commodity

Product/bottleneck

Control Complexity

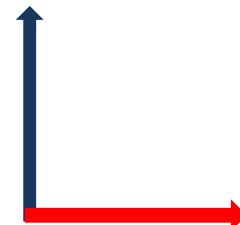
Project's Business Impact

- High impact in terms of profit and revenue
- Limited direct impact on end-customer
- Not a differentiator but important for core capabilities
- Necessary for access to leading technologies
- Negative impact if not available

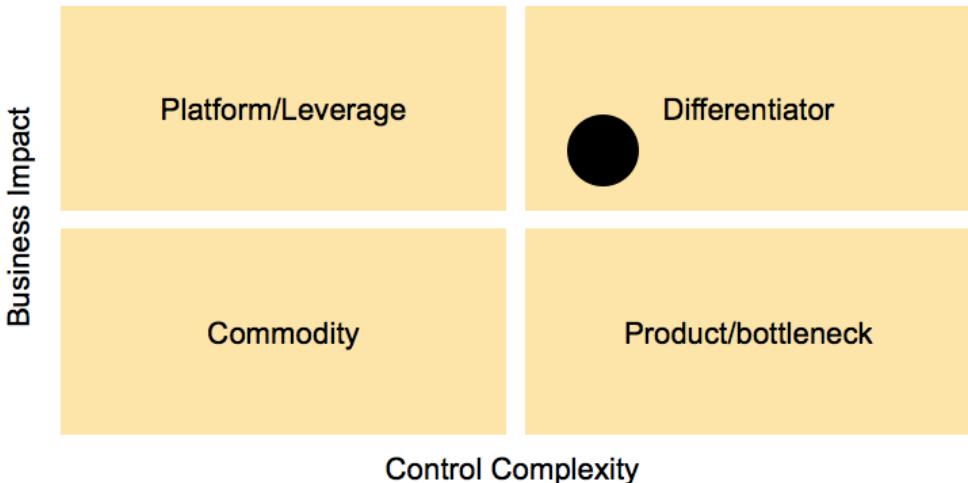


Project's Control Complexity

- Competence available to drive project
- Does not include strategic or blocking IP
- Underlying technology considered commodity
- Lack of viable alternatives
- Internal defined need for the project



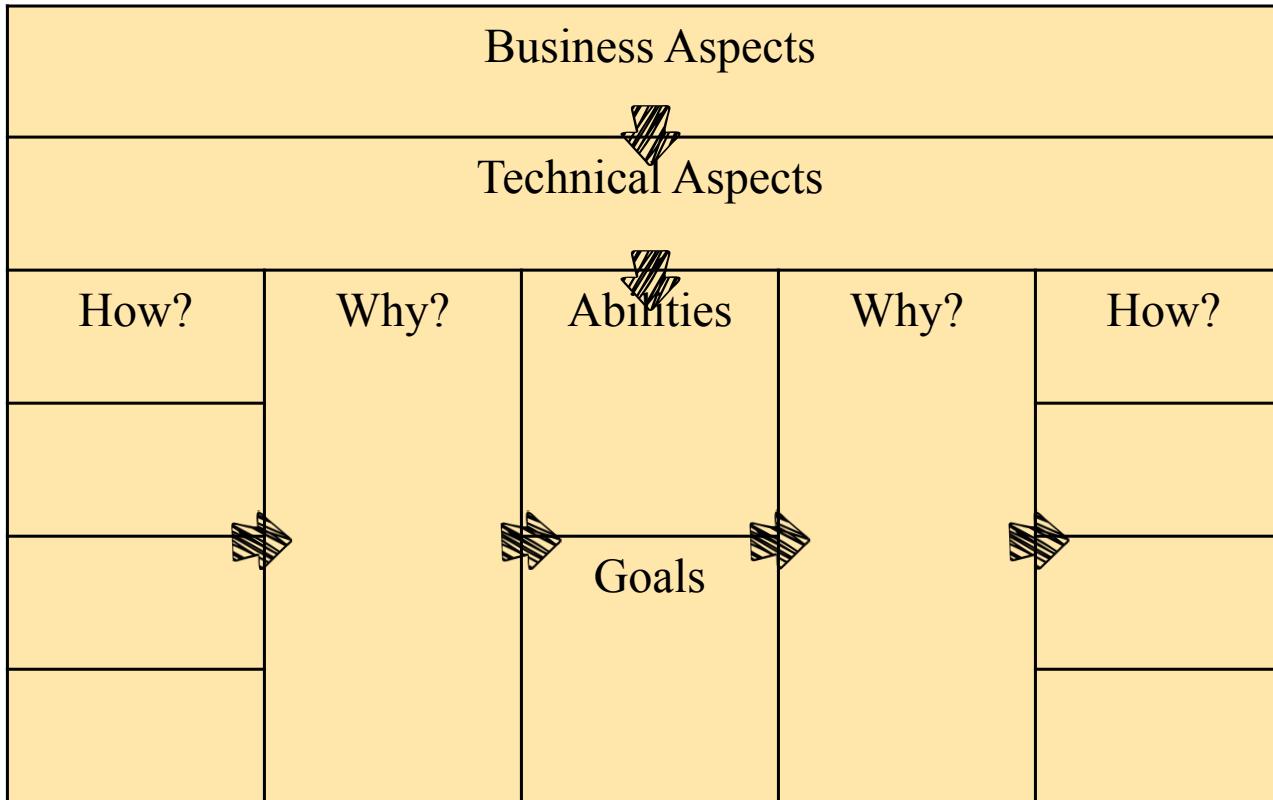
Contribution and Community Strategy



Goals:

- Create independent, diverse and vibrant community;
- Not just Comcast contributors
- Maintain and guide the direction
- Standardize as go-to-solution

Framework for Community Strategy



Key Drivers

Governance

- Be open
- Seat at the table and drive the community
- Diverse user and governance base

Community

- Incentivize and nurture Inner and Open Source Culture
- Evangelize when possible
- Release fast and maintain hygiene



Activities

Key Activities

- Find a host ecosystem
- Identify users and use cases
- Start internal, go external

Key Activities

- Mission statement and road-map
- Infrastructure and hygiene
- Online and offline presence

Key Activities

- Incentivize contributions
- Build internal backing and culture
- Company branding

Update on DNS-as-a-service

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

Takeaways

- Company OS Use is often tied to Business Need
- Community Engagement Driven by Motivation
- Discover & Align to Drive Investments & Activities



Questions and Follow-up

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<https://comcast.github.io/>



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OPEN SOURCE SUMMIT





Business Impact

