Can You Put a Price on Open Source?

Technical Program
Manager @ CNCF

@mrbobbytables
@mrbobbytabl.es

Bob Killen

Mario Fahlandt

Customer Delivery
Architect @ Kubermatic

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Yes!

$ 8.800.000.000.000

Thank you!

Is this true?

Kubernetes

Lines of Code

64,493,560

Commits

546,198

Contributors

15,096

Number of Contributors

Zoom 1yr 3yr 5yr 10yr All

500

250

0

2014 2016 2018 2020 2022 2024

Synopsys | Open Hub

2015 2020
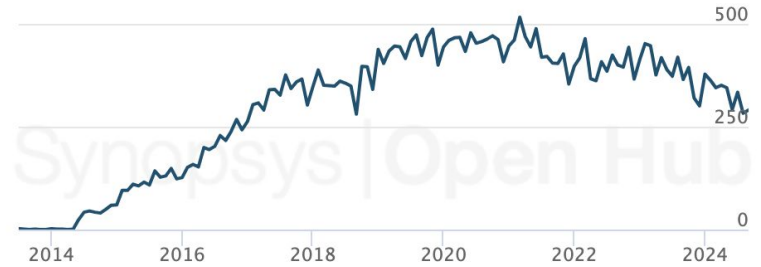
Commits per Month

Zoom 1yr 3yr 5yr 10yr All

7.5k

5k

2.5k

February 2016
Commits: 2,588

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

Synopsys | Open Hub

2014 2016 2018 2020 2022 2024

$ 1,965,070,663

Based on the assumption of $88.000 salary of a Go engineer calculated with CoCoMo

The Missing Pieces

Meetings
Roughly 32
Meetings per Week

GitHub
Management of
Repos and Bots

Governance & Policies
Research,
Implementation

Events
Contributor
Summit

Infrastructure
Monitoring,
Alerting, Running

Comms
Blogs, Social Media

The Problems

55889 Commits

Down -5839 (9%) from previous 12 months

1

3

34.88 days to Merged Time

Average Time To Merge (TTM) increased by 9.14 days

2

2586 Contributors

Down -178 (6%) from previous 12 months

Data points https://openhub.net/p/kubernetes

https://insights.lfx.linuxfoundation.org/foundation/cncf/velocity?project=k8s&routedFrom=Github

Personal or Professional?

52%
Contributed in both personal and professional time.

30%
Contributed in professional time only.

18%
Contributed in personal time only.

TL;DR?

MOST contributors are contributing on behalf of an organization.

MOST contributors **LIKE** and **WANT** to contribute more to OSS.

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MOST contributors **LIKE** and **WANT** to contribute more to OSS.

And more importantly...
To get **PAID** for it!

What do **companies** get out of contributing to open source?

What do **vendors** want to get out of contributing to open source?

Different People in a Company want different things

Leadership (VP, C*O, Investors)

Focused on
Health of business, opportunities & risks. Prioritizes Return of Investment. Least technical.

Product Owners

Prioritizes making the **best product.** Skilled at conveying technical details in user-friendly fashions. Desires customer/user feedback.

Managers / Leads

Concerned about **employees** and **meeting org objectives**. Better understanding of tech and knowledge of what team is working on. **Intermediary** between **team** and **leadership**

Developers

Contribute to Open Source and **get Paid**

Understanding the Vendor

- Enhanced Recruitment and Employee Engagement

- Increased Brand Reputation and Trust

- Greater speed of innovation

- Technical Influence

- Risk Reduction

- Cost Management & ROI

82%

of IT leaders are more likely to select a vendor who contributes to the open source community.

They are familiar with open source processes — 49%

They help sustain healthy open source communities — 49%

They can influence the development of features that we need — 48%

They are going to be more effective if I face technical challenges — 46%
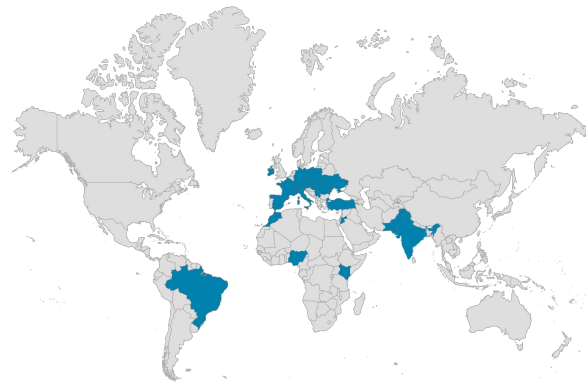
Marketing

Do Good Things and Talk about it!

Meet Kubermatic,
The Leading Kubernetes Experts

- Creator of **KubeOne, KubeLB, Kubermatic Cloud Stack & Kubermatic Kubernetes Platform**, Enterprise Software Platform, widely deployed in EU

- The **top Kubernetes employer** in Europe

- **Top committer** to the Kubernetes Project in the past years in Europe

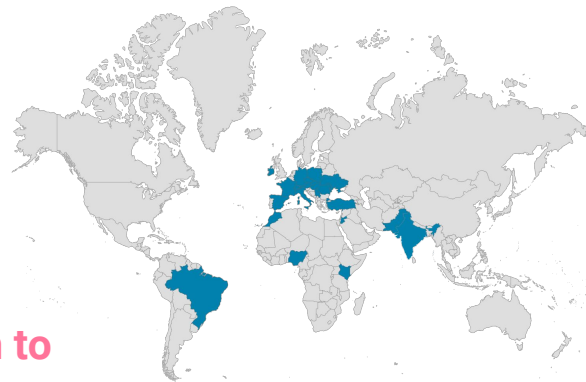**Our Team**

50+ employees

Located

All across the globe

![KUBERMATIC]

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- The **top Kubernetes employer** in Europe

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Show a relation to workforce

Our Team
50+ employees

Located
All across the globe

Link to devstats.cncf.io

Show relevant Community / Industry Certifications

The Goal of the Strategy

Get Leaders Involved

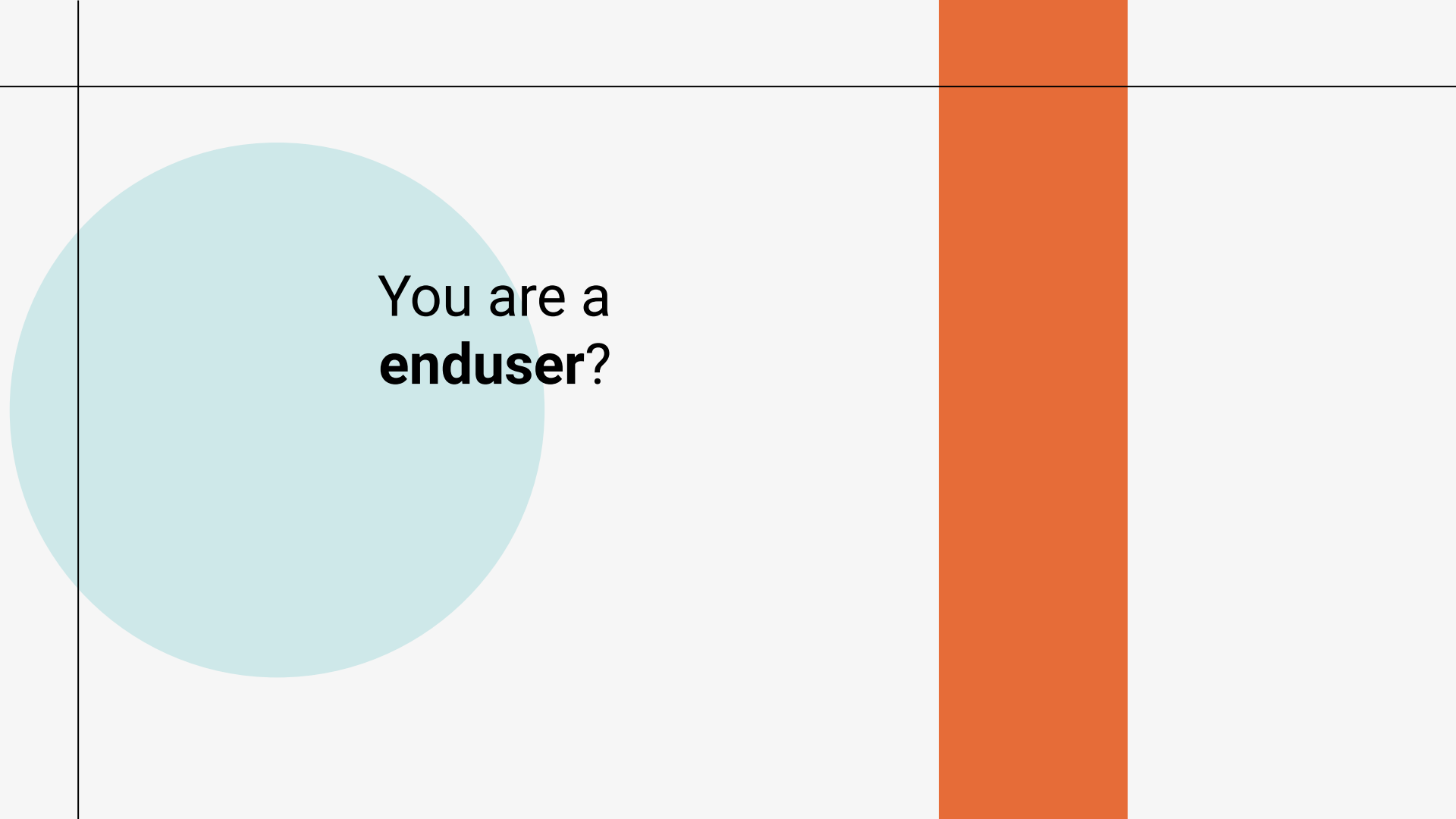**Obtain buy-in at various levels within the company**

Decision-making in diffuse, multi-departmental organizations

Explain your company's approach to open source and support

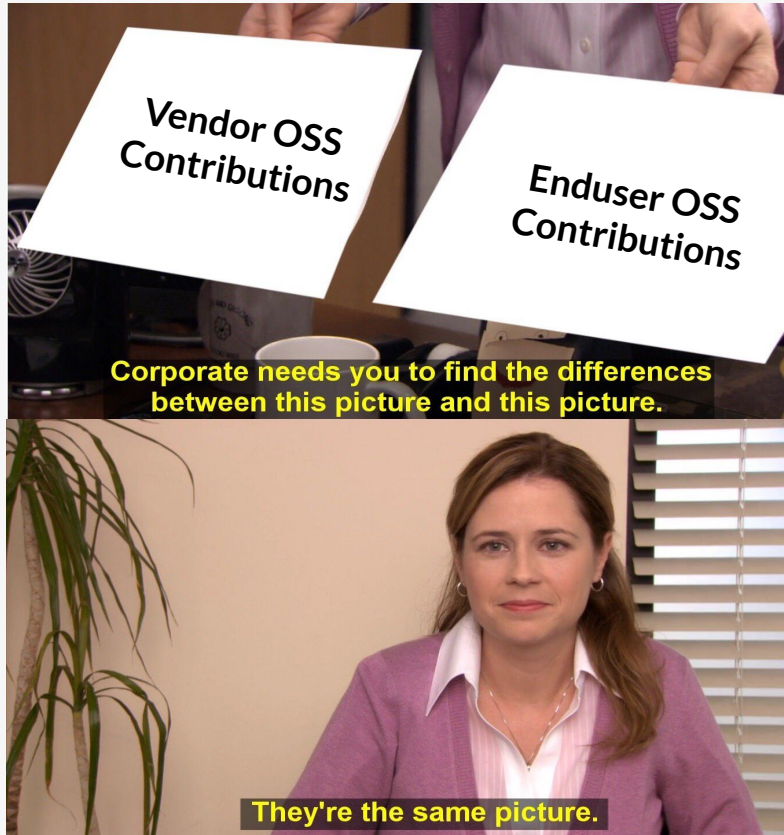**Help individuals and inventors make better decisions**

ROI

You are a
enduser?

What do you *want* to get out of to open source?

Understanding the ~~Vendor~~

Understanding the ~~Vendor~~ Enduser

- Enhanced Recruitment and Employee Engagement

- Increased Brand Reputation and Trust

- Greater speed of innovation

- Technical Influence

- Risk Reduction

- Cost Management & ROI

The benefits are the same, it's just different priorities

Increased Brand Reputation and Trust

Users greatly prefer organizations that contribute to open source; even if it is not directly aligned with their business.

Enhanced Recruitment and Employee Engagement

Developers are choosing employers that allow them to work with the latest technologies.

Open source makes the workplace more attractive to employees.
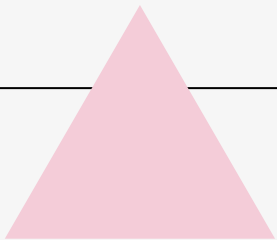
Speed of Innovation

The collaborative nature of open source means you gain access to a much larger & diverse group of contributors that enables continuous, distributed development.

(When they're not bikeshedding)

Technical Influence

Active contributors have greater input on the direction and roadmap of projects and more frequently have their issues responded to and resolved faster than non-contributors.
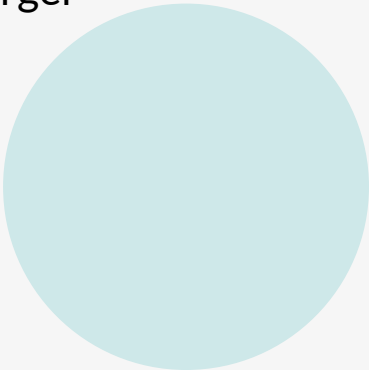
Risk Reduction

- By contributing to OSS, you **directly** decrease the risk of the projects you use.

- Avoid vendor lock-in

- Clear licensing & Prevention "rug-pull" scenario

- Reduce chance of project going un-maintained

- Improved awareness issues & breaking changes

- Improved security & transparency

Cost Management & ROI

Cost to develop an OSS project internally is estimated it would be be at least 3.5x more; paying for equivalent software functionality would incur 4x the cost*

By contributing to an OSS project, you gain access to a larger talent pool.

- Issues, bugs, features MAY be developed by you OR others in the project.
- Projects bias working on issues from other contributors before the larger community.
- Your input is valued more, and you can influence the development of things not being driven by you.

*Measuring the Economic Value of Open Source: A Survey & Preliminary Analysis

Company SWEs: 6
Average SWE time allocation: 10%
Total SWE allocation: .6

Project Committers: 54
Total Project Contributions: 4663
Company Contributions: 633
% Company Contributions: 14%

Bug Statistics (prev. year)	
Total bugs	55
Submitted by Company members	11
Company bugs fixed by Company members	6
Mean time to fix Company member bugs	3~ days

Company Activity vs Others

Others   Company
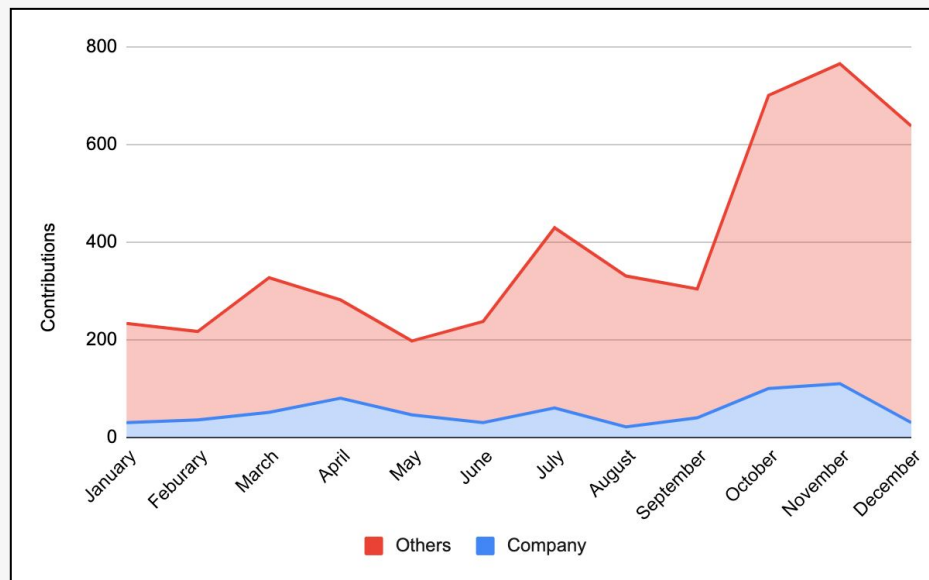
The Open Source Pitfall

Most orgs have **NO** open source strategy
(or it's limited to licensing & compliance)

Employees are frequently encouraged to contribute to OSS directly or indirectly without any specific guidance.
This creates a negative feedback loop:

- Employees encouraged contributing

- Value & Impact is not understood; leadership asks: "Why are we spending time on something that doesn't help us? "

- Employees told to spend less time on open source, but they *understand the impact* and feel unrecognized and undervalued; becomes burned out.

- Both the project **AND** the organization begin to suffer.

Curse You Pitfalls
Why do I always fall into you

Conclusion!

Value
There is real value in contributing to OSS

Strategy
Have OSS Strategy in place

Quantify
Quantify your investment with alignment to business goals

Marketing
Speak about what you do

@mrbobbytables
@mrbobbytabl.es

@mfahlandt
@mfahlandt.bsky.social

Thank

You

New Contributor Orientation Meeting for Kubernetes

Every Third Tuesday with APAC/EMEA/AMER friendly sessions