

# Driving Organizational Change with Open Source

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**Cody Zuschlag**



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# Zen and the Art of Organizational Open Source

Revisiting the Open Source Maturity Model

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**why???**





 codyzus

# Cody Zuschlag

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Staff Developer Relations Engineer @NearForm  
University Instructor @ Université Savoie Mont Blanc

France





 paulapaultweets

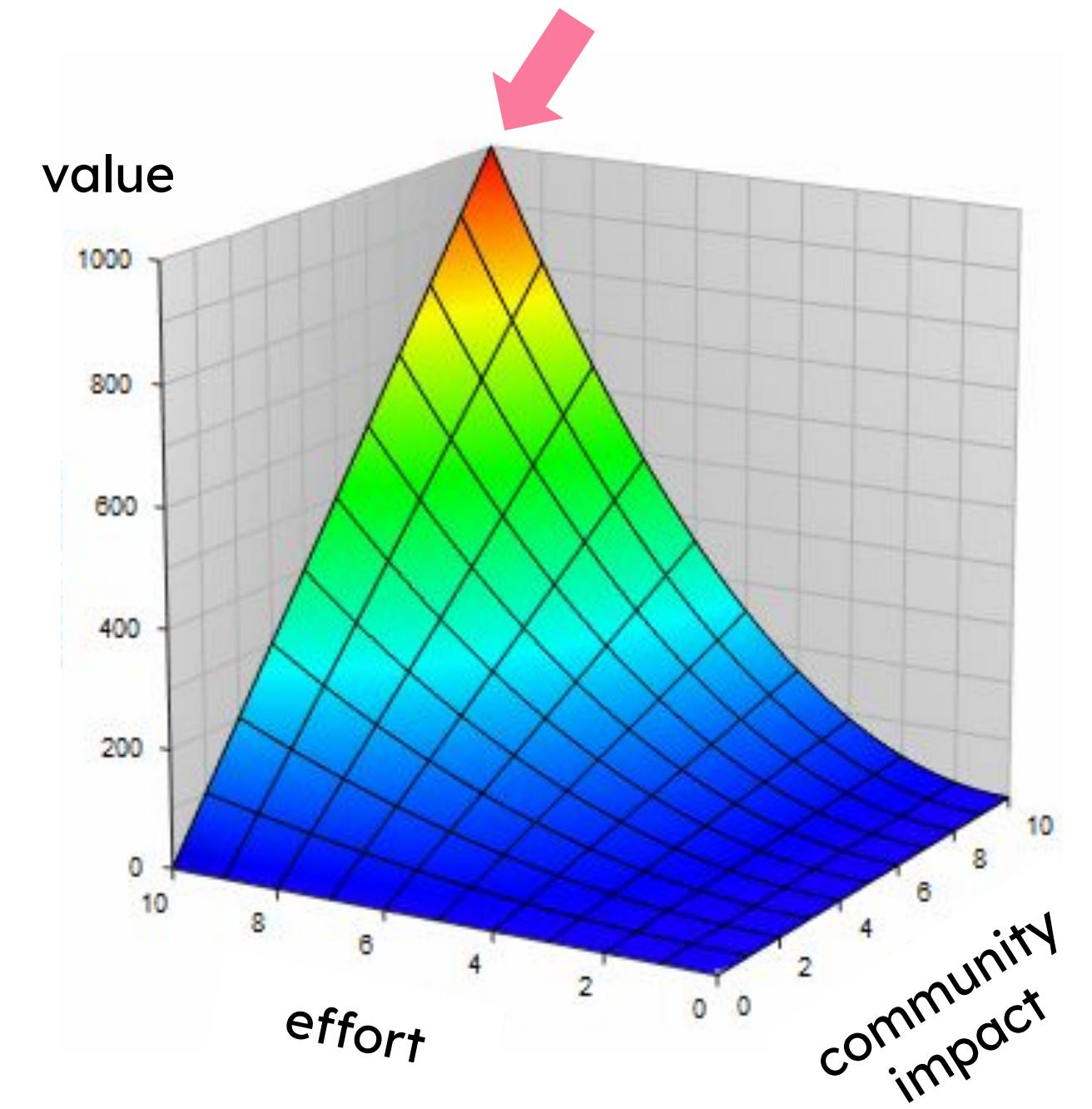
# Paula Paul

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Field CTO of DX @NearForm  
Board Member OpenJS Foundation  
Open Source Day Committee Grace Hopper  
Celebration  
Many other shenanigans...

**Why should  
organizations care  
about open source?**

# Embracing open source brings value to the organization



# Maximizing our open source effort, impact, and value...

zen 🙏



# Zen?

- Attracting & retaining talent
- Lower maintenance costs
  - Eliminate maintenance fees
  - Impact feature roadmap
- Improve dev ex (internal & external)
- Brand recognition
- Reinforce corporate goals & values
  - Sustainability
  - Community



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# Stepwise approach

1. Define the levels OSS maturity
2. Identify orgs current level
3. Work towards the next level



# Reaching Zen of OSS

- 5. Enlightenment**
- 4. Acceptance**
- 3. Bargaining**
- 2. Fear**
- 1. Denial**



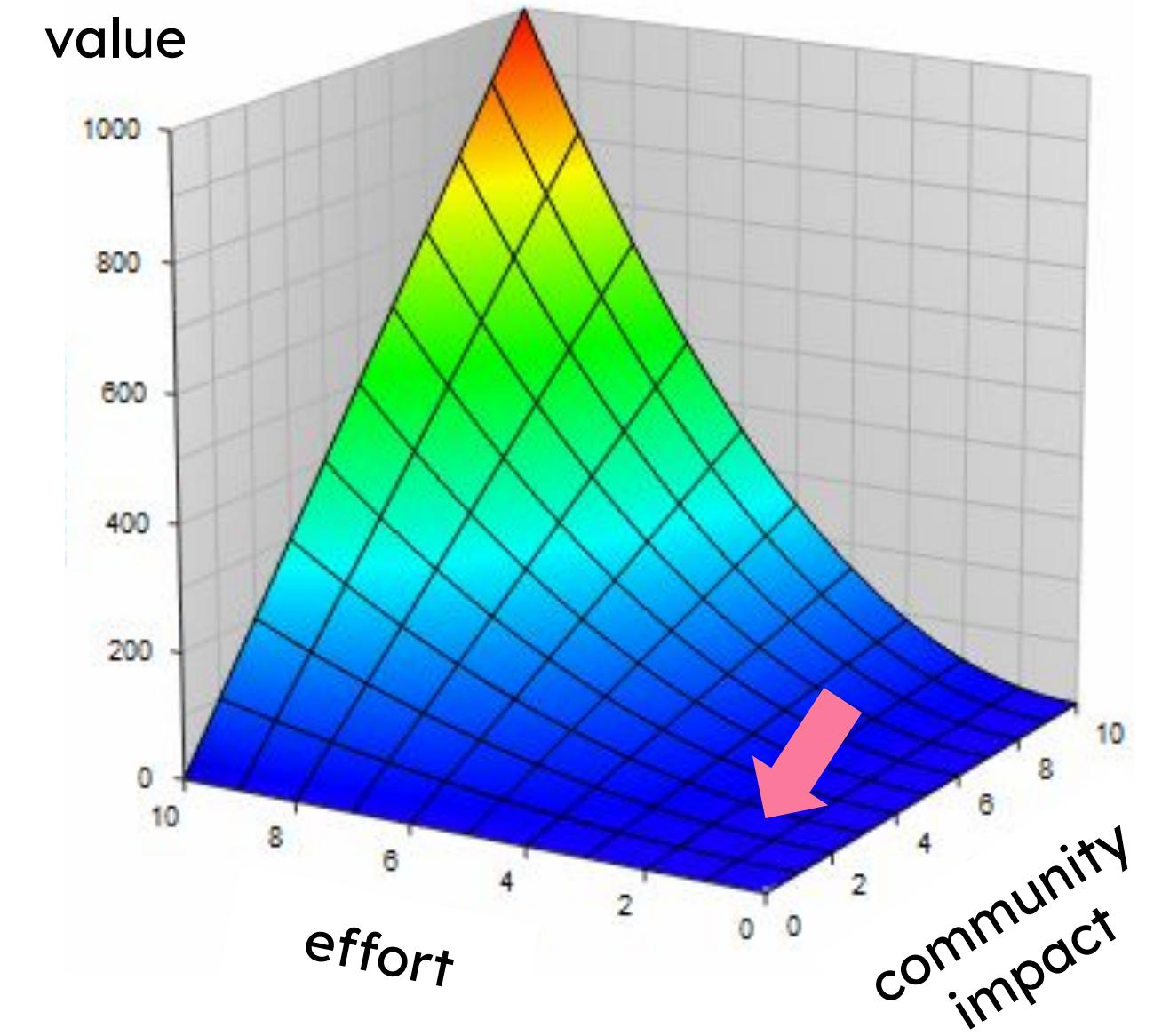
# Level 1: Denial

- “No OSS”
- All closed source, commercially licensed software
- OSS prohibition - fears about security and supply chain



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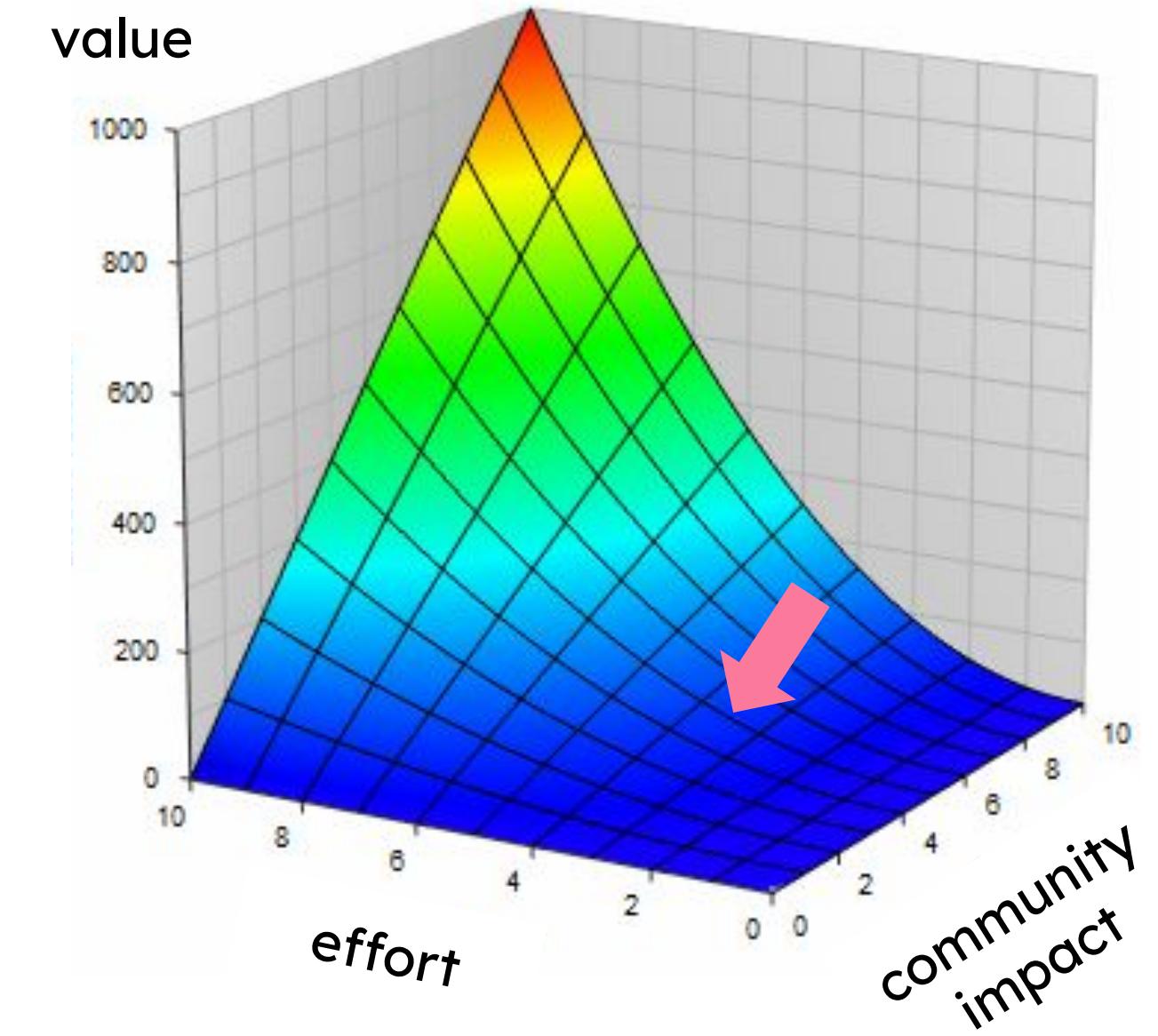
# Level 2: Fear

- Tightly controlled supply chain
- Devs struggle to be productive
  - shadow IT



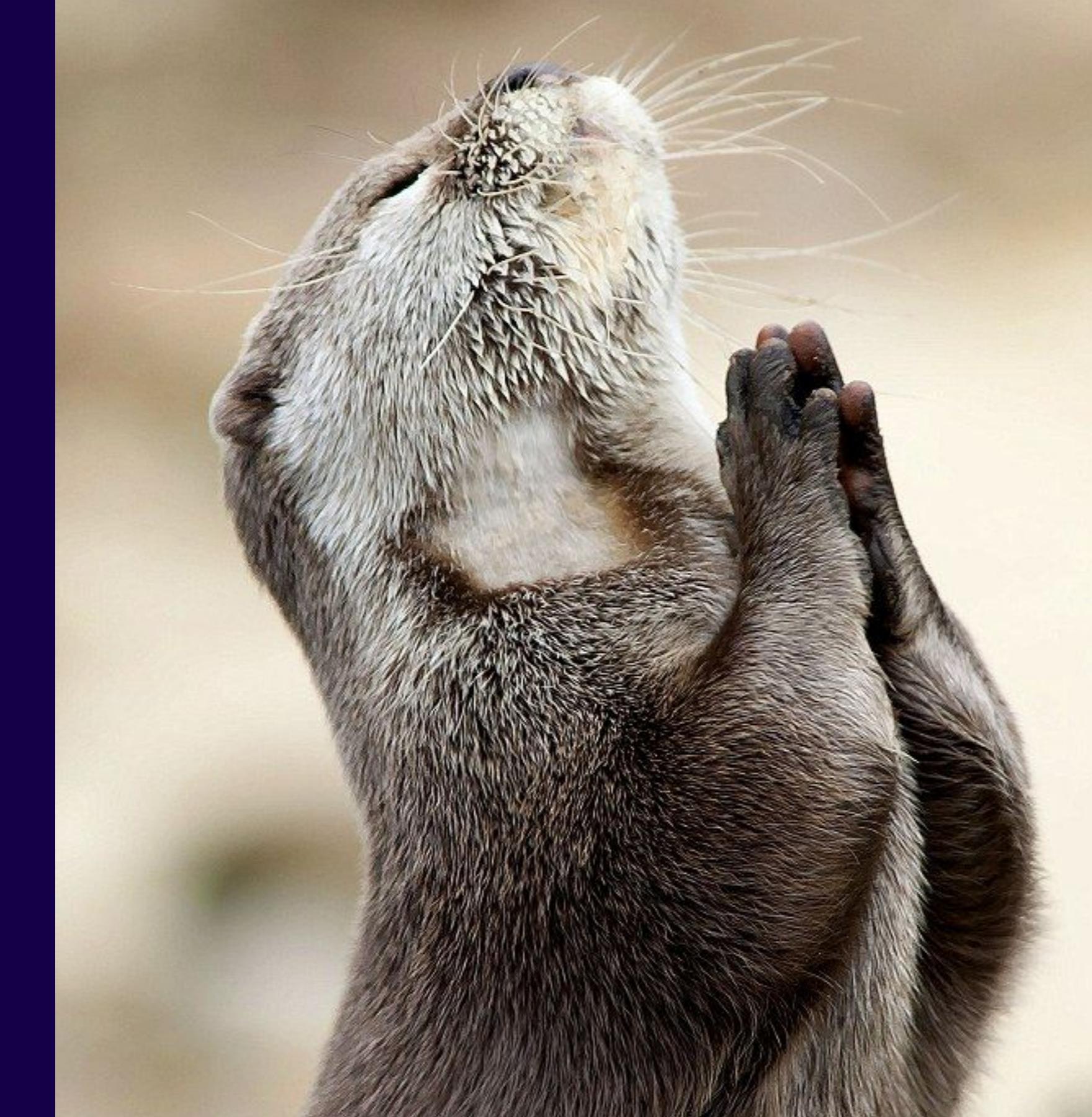
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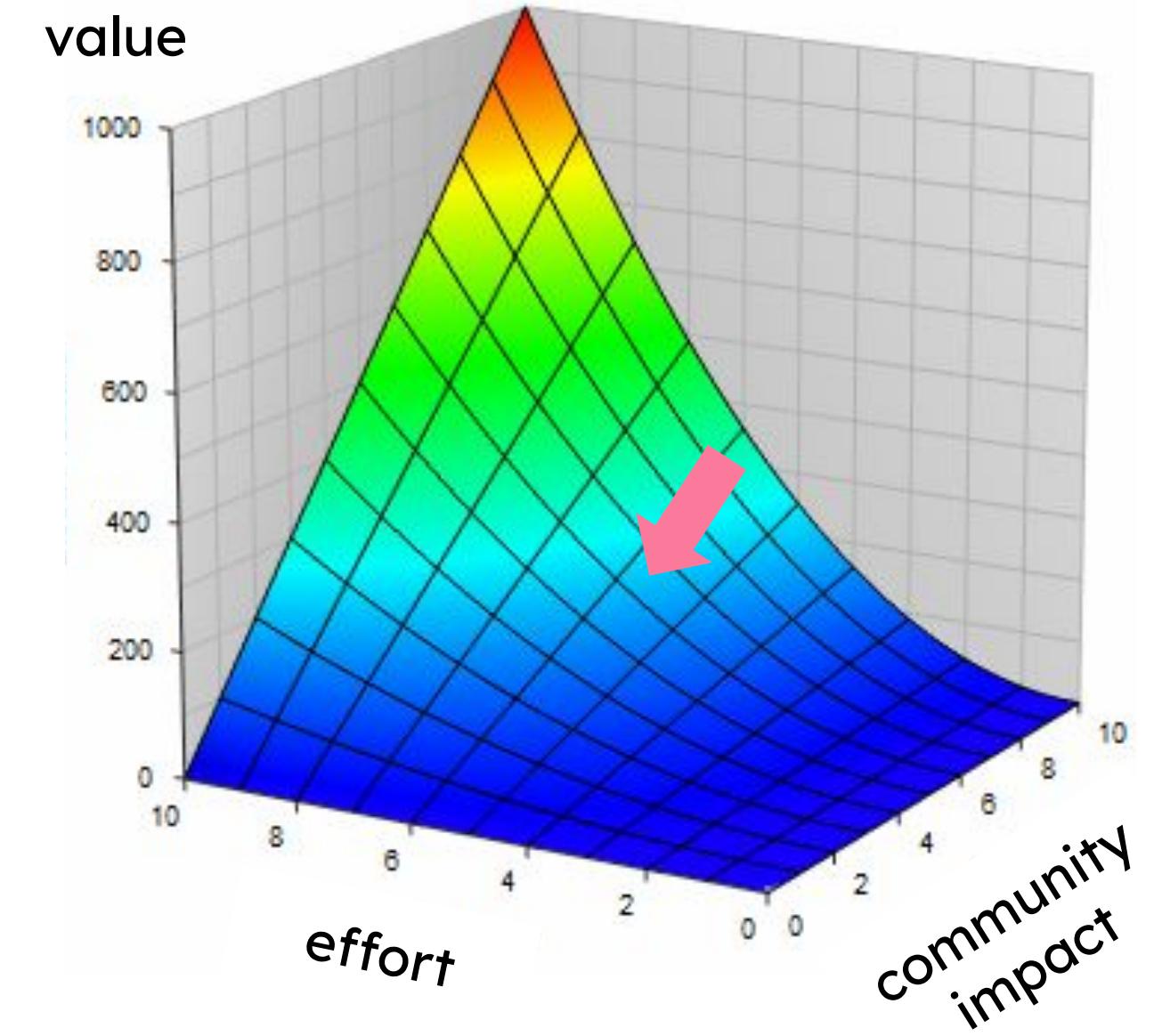
# Level 3: Bargaining

- Open supply chain
- Devs contribute only to controlled supply chain
- No contributions to public OSS projects
- “InnerSource”



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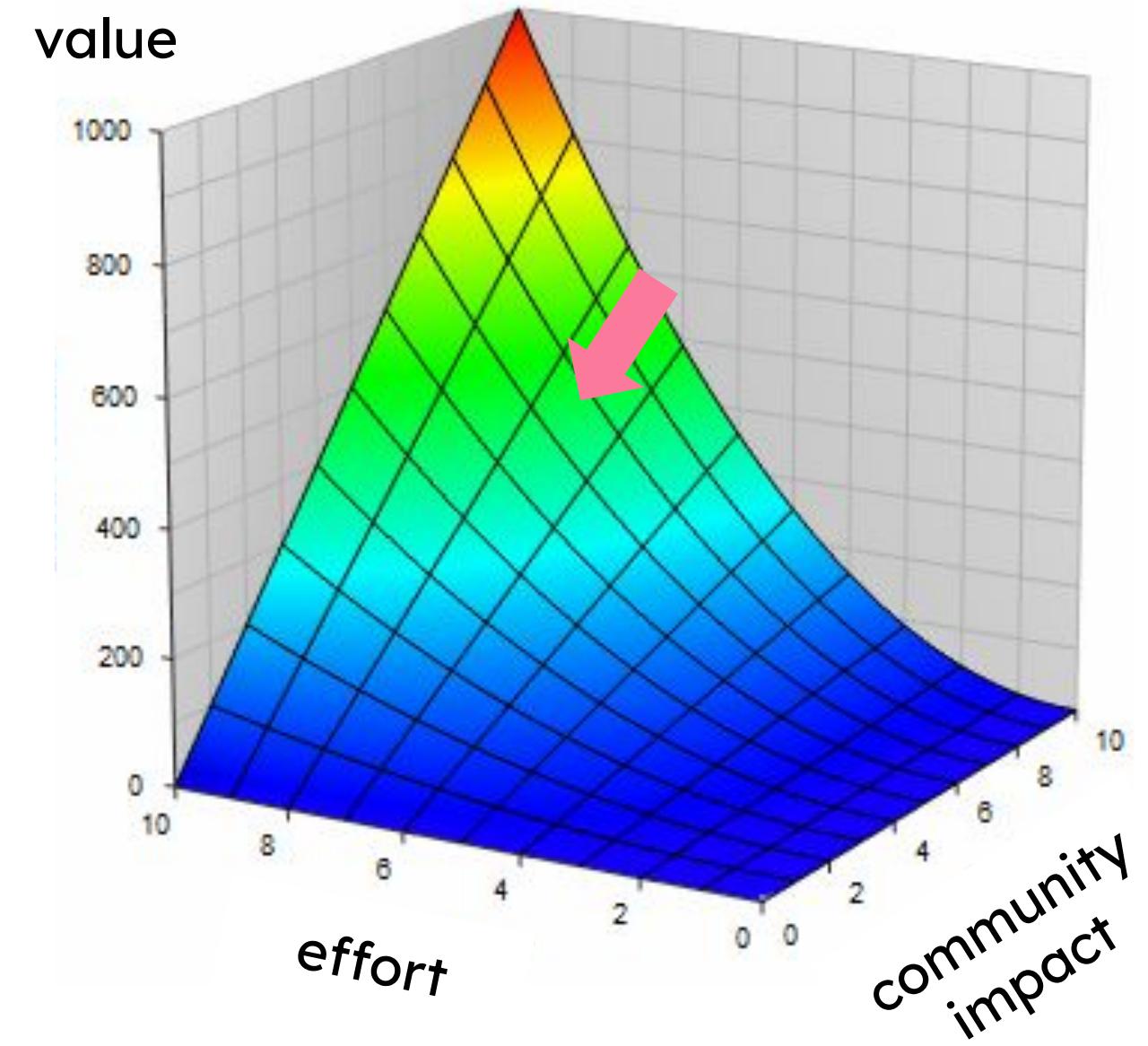
# Level 4: Acceptance

- Developers empowered to use and contribute to OSS
- Adhoc non-optimized community contributions
- Part of OSS ecosystem, but not organized initiative



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# Level 5: Enlightenment

- Strategic OSS drives innovation & efficiency
- Sponsoring 1+ OSS projects
- OSPO
- Identification of “strategic” OSS projects
- OSS policy
  - Education on legal aspects
  - Time for contribution
- Measuring contributions & ROI
  - Org & community
- Actively participate in OSS foundations/standards groups



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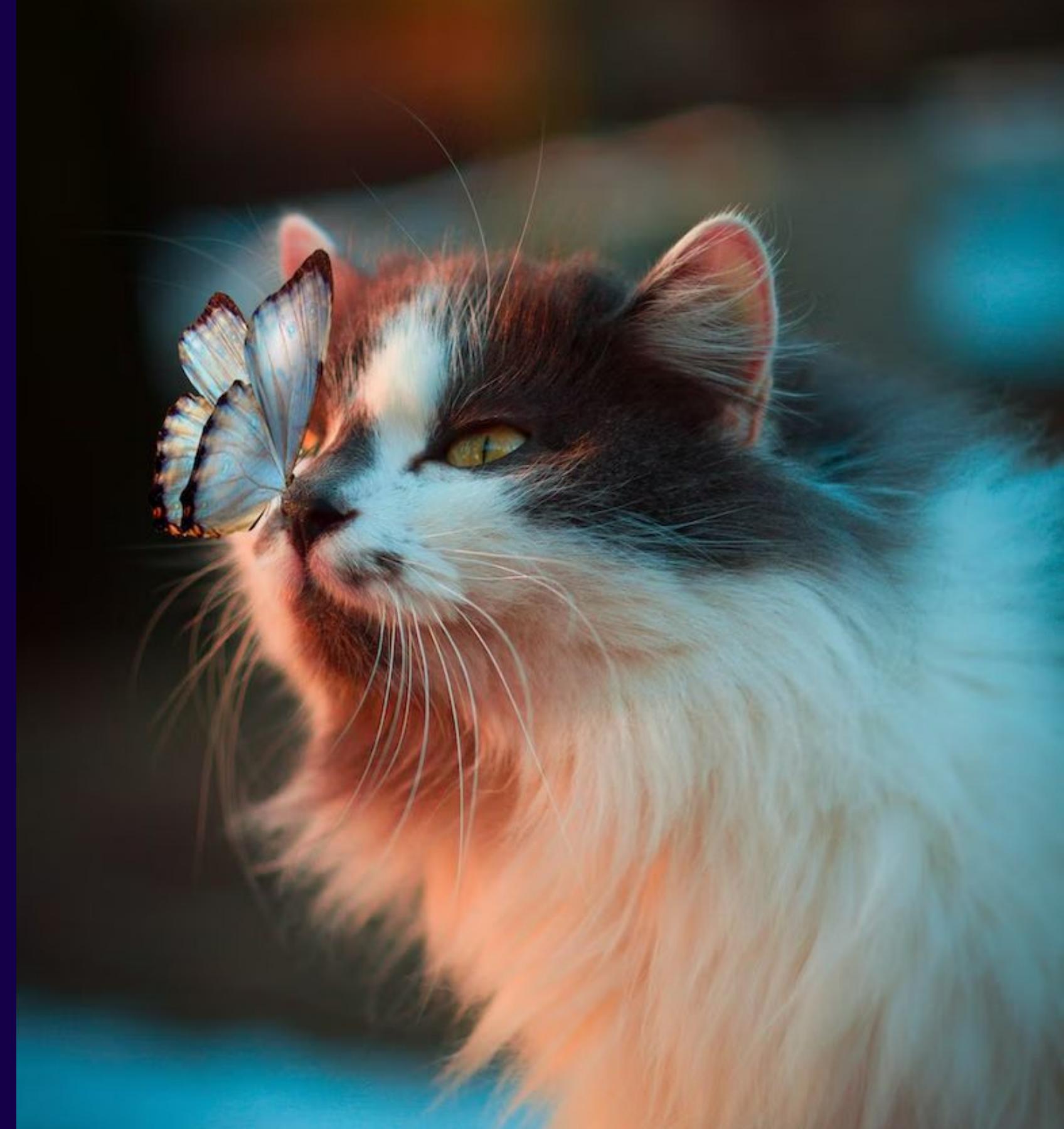
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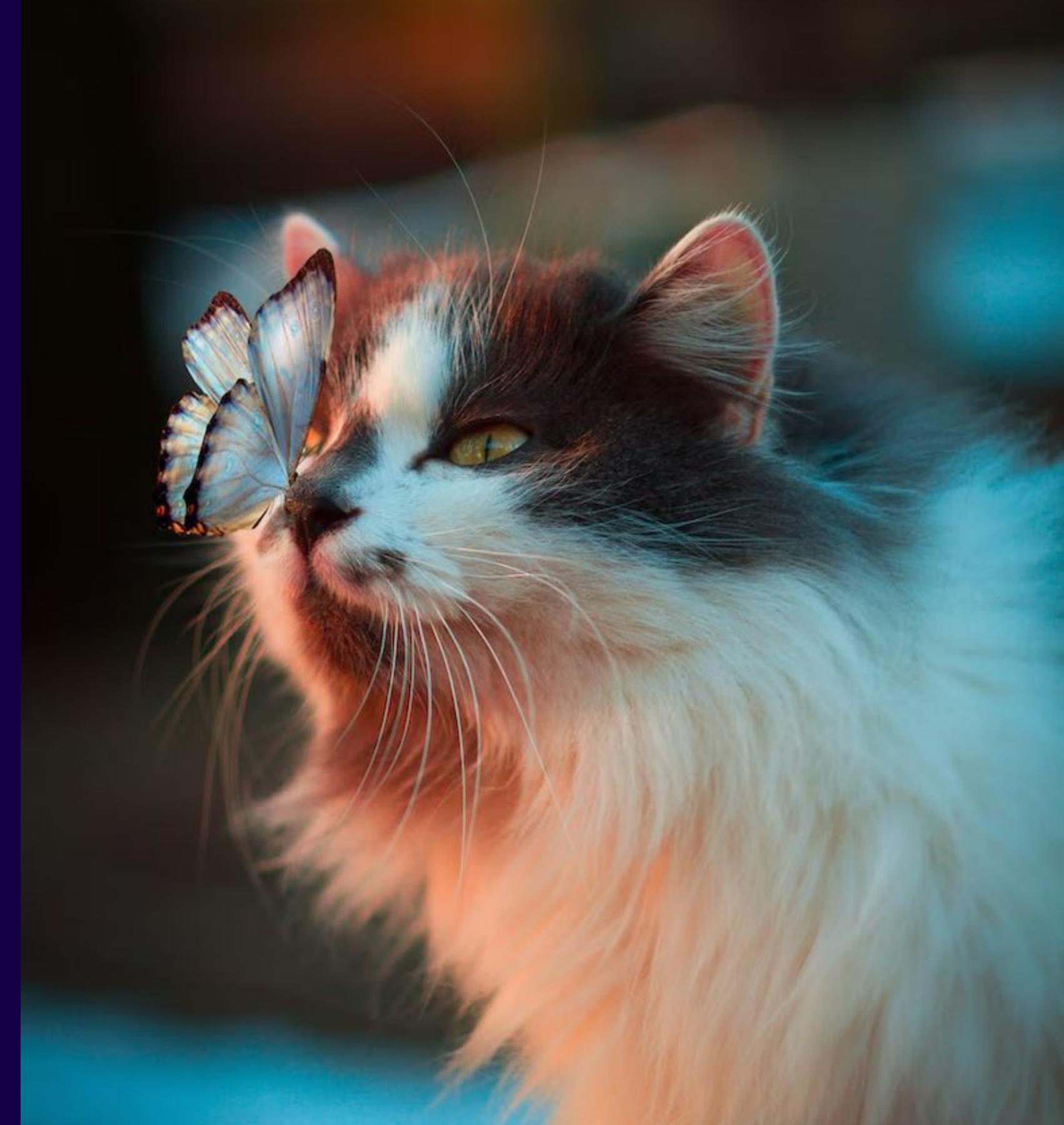
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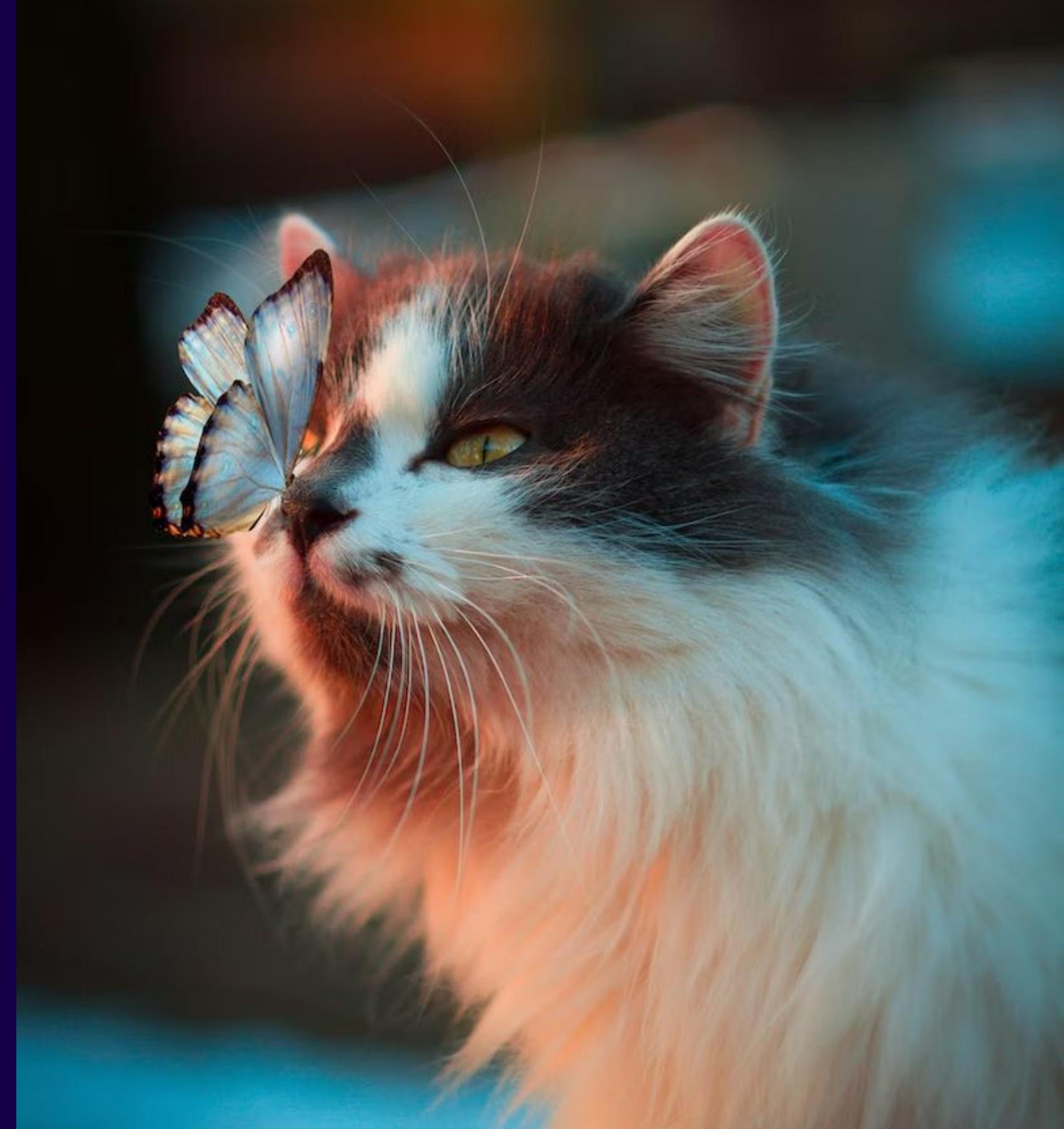
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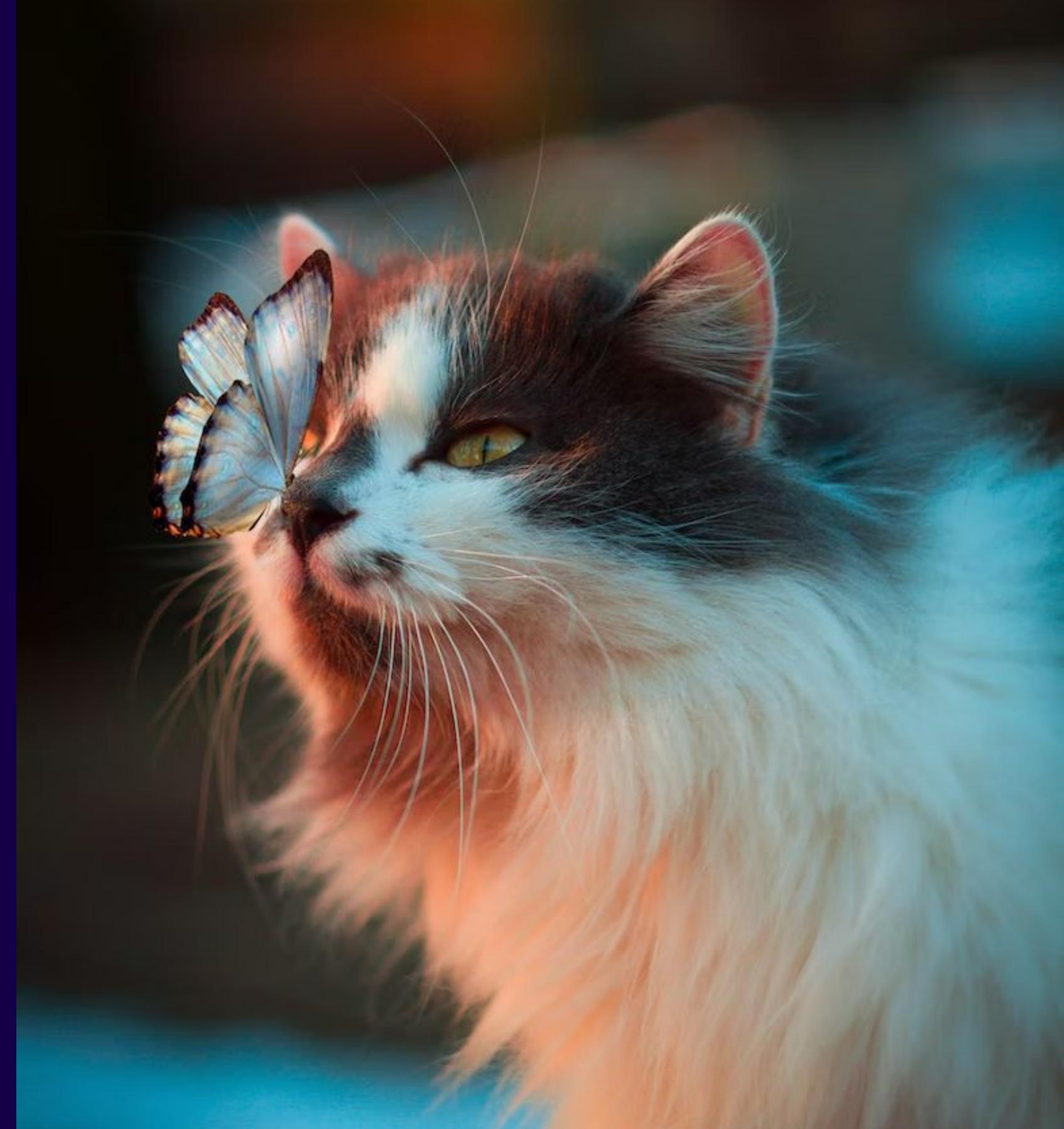
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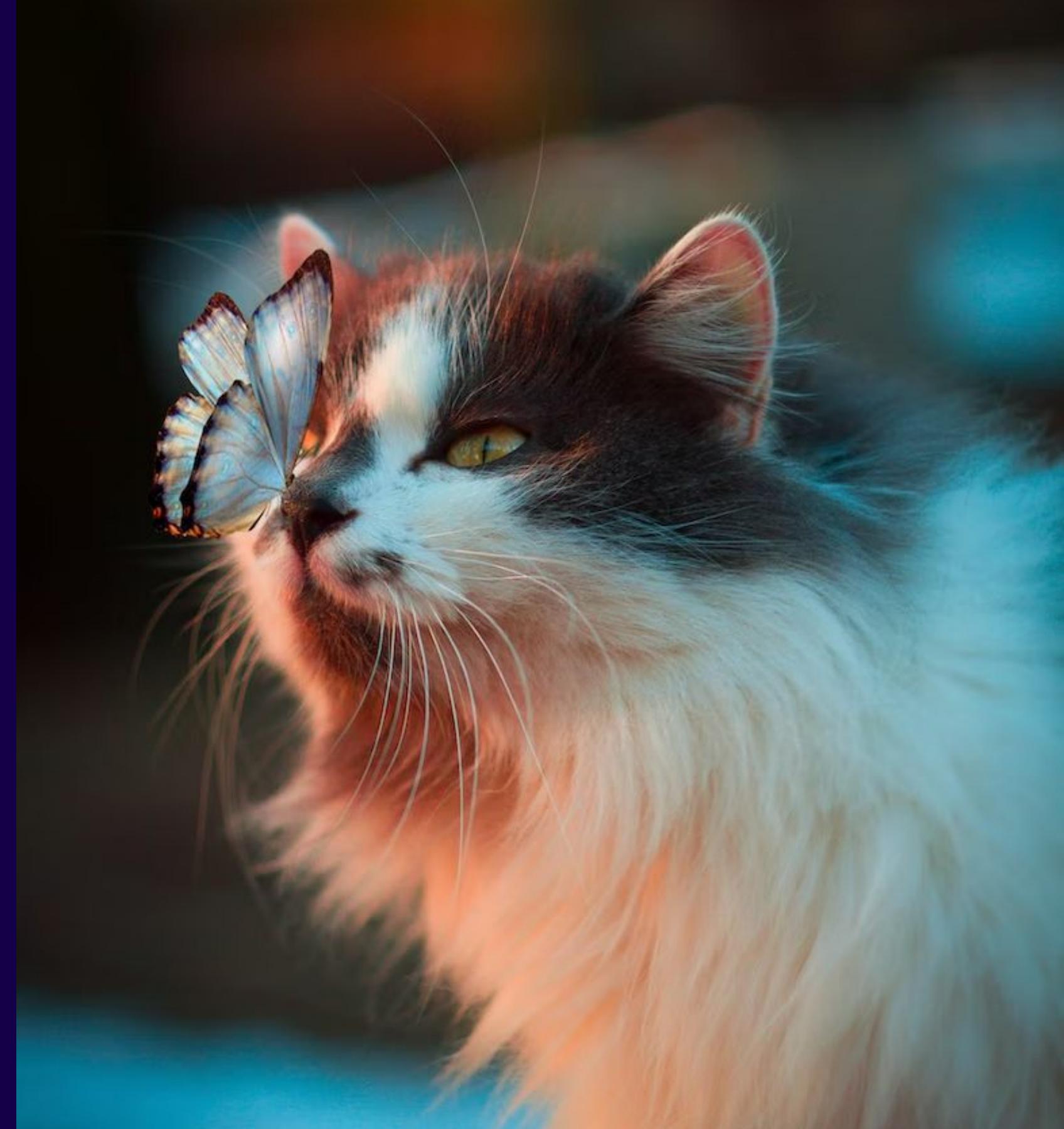
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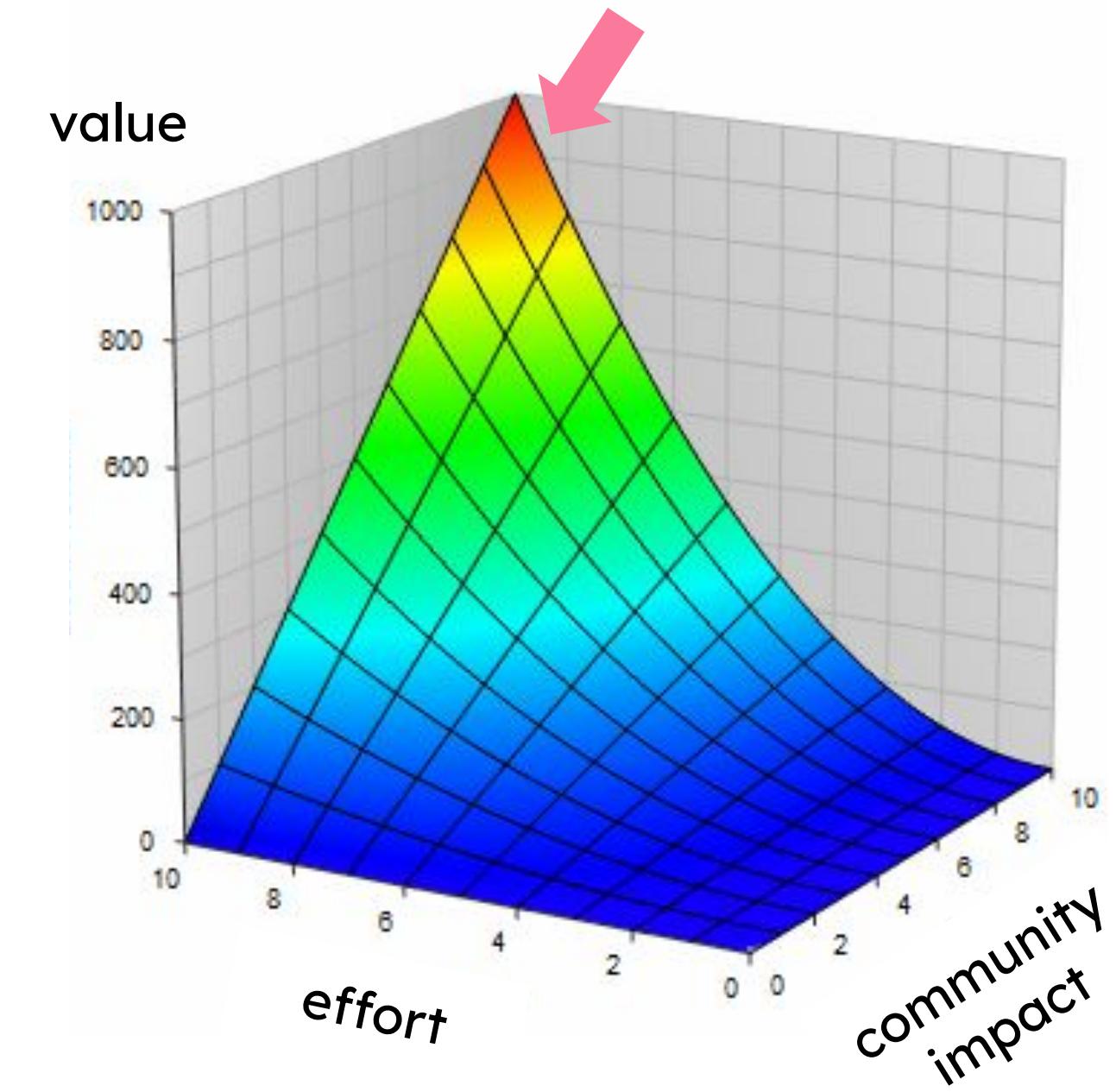
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# Your organization

- Most are 3-4, lets go to 5!
- Commercial software maintenance?
  - Invest in OSS alternative (people & resources)
- Innovation & differentiation
  - Define your competitive advantage?
  - OSS to differentiate
  - OSS to innovate



# OSS Zen Call to Action

- Assess current level
- Understand current strategic deps
- Strive to level up
- Connect to the community
- Reach OSS Zen!







WE'RE BOLD  
WE'RE FLEXIBLE  
WE'RE OPEN  
WE'RE EMPOWERING

**Major Contributors to the  
Open Source Web Platform**

**NPM monthly downloads**

**1B**

Represents modules used globally

**8%**

**Global Delivery Org with 300+ and counting**

**We are hiring!**

# Questions?



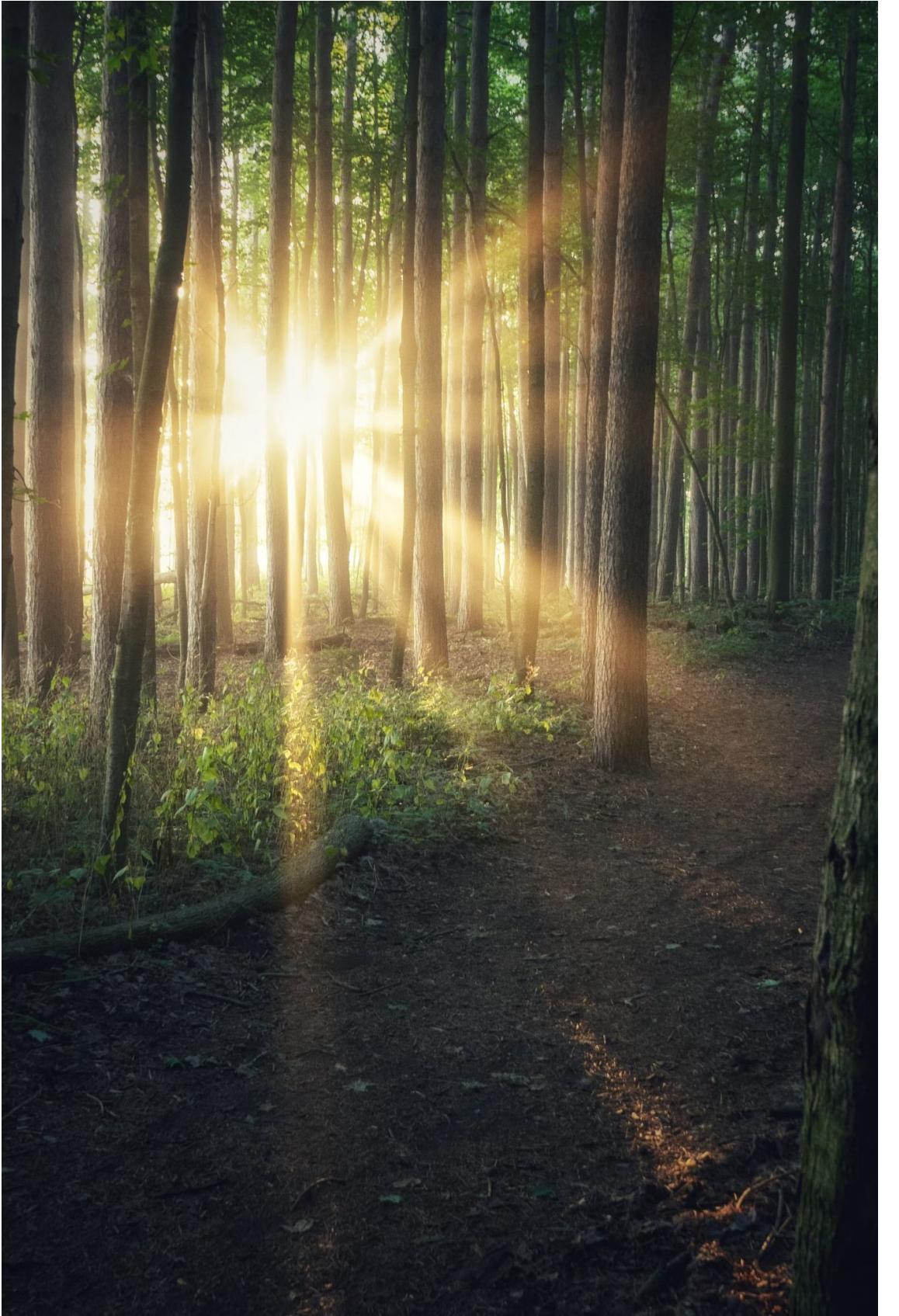


# OSS Zen

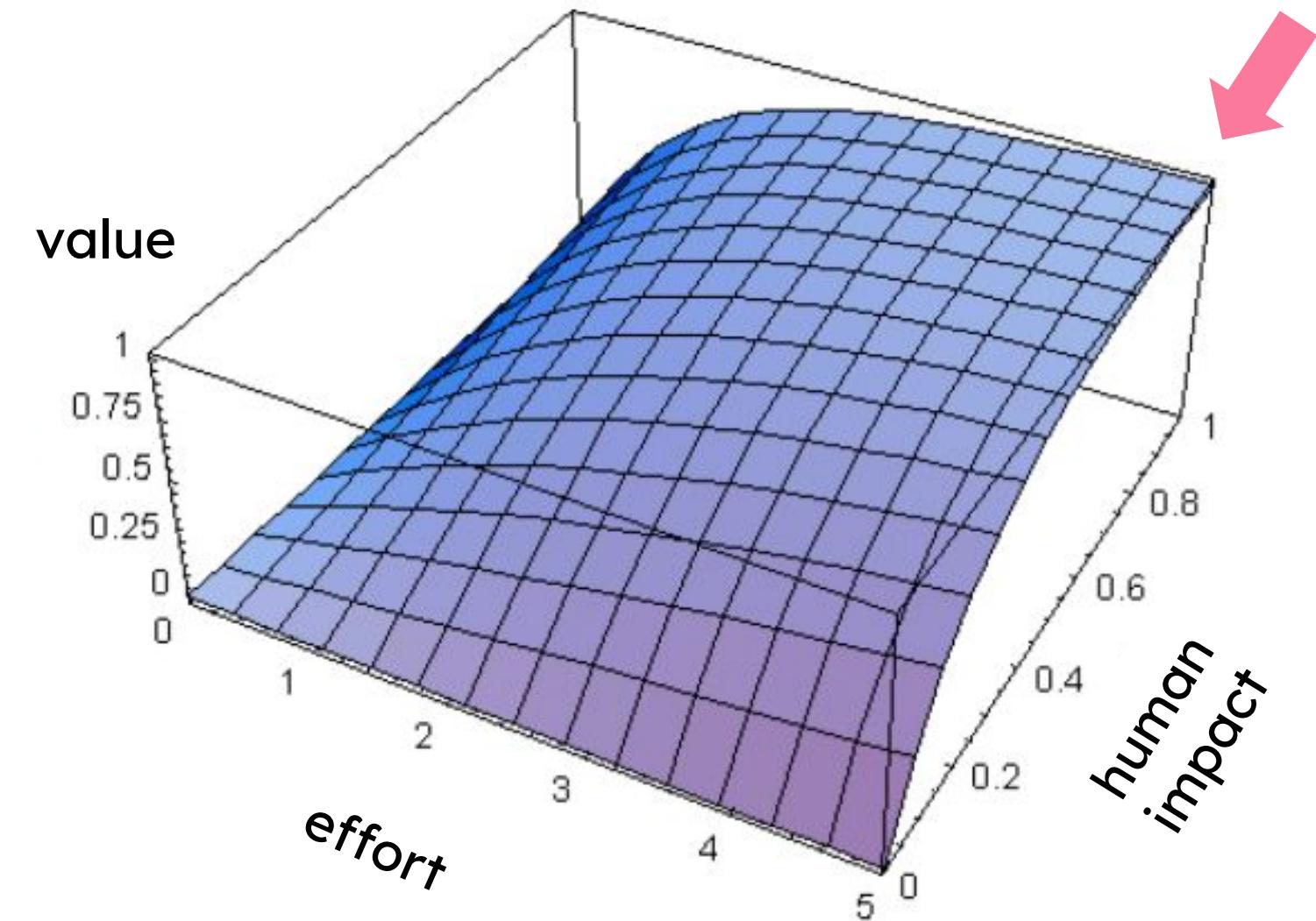
- Requires:
  - Investment
  - Effort
  - Vision
- Big ROI







# Embracing open source brings value to the organization



# 3 dimensions

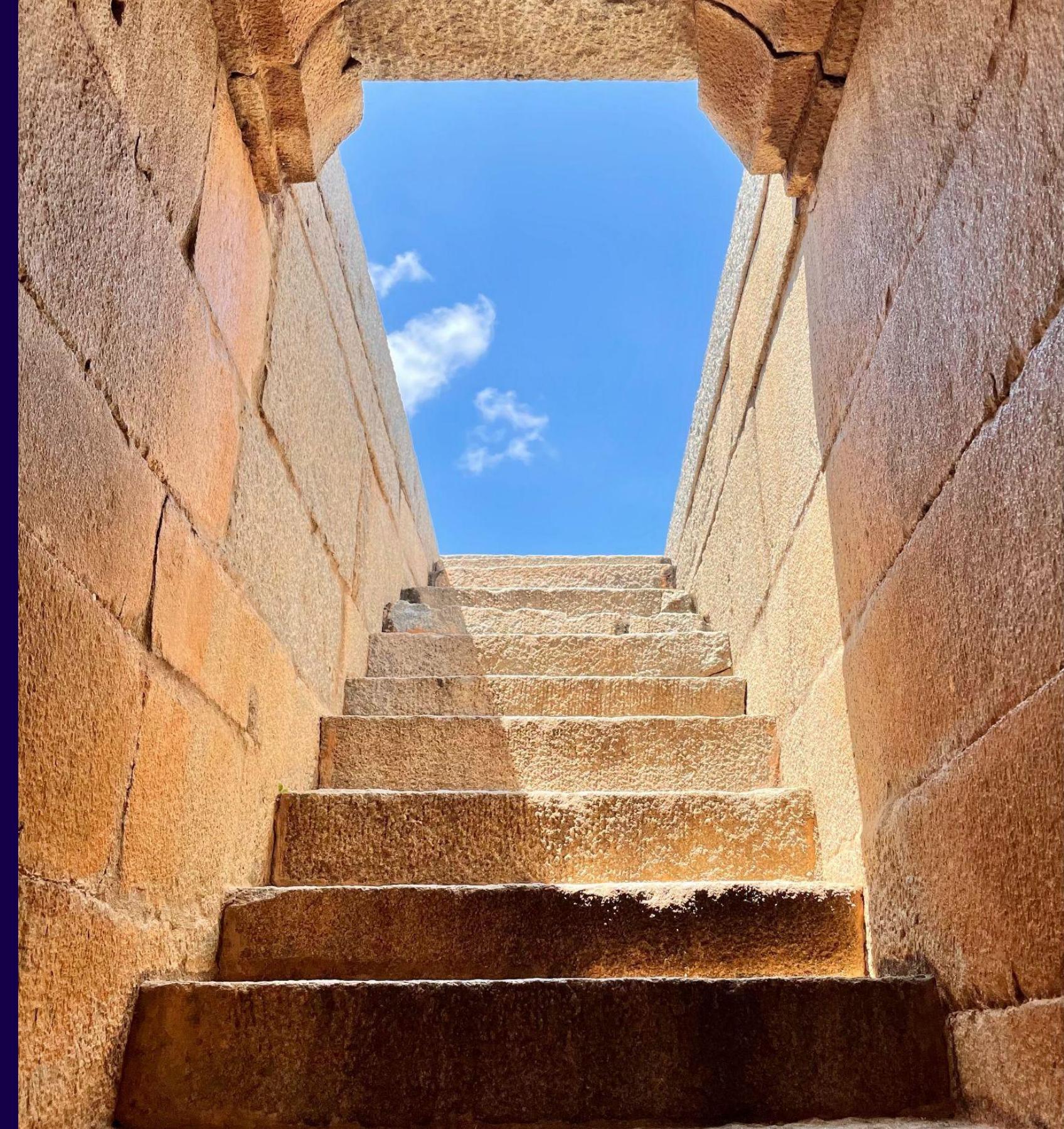
Effort

Value

Human impact???



# OSS Bliss

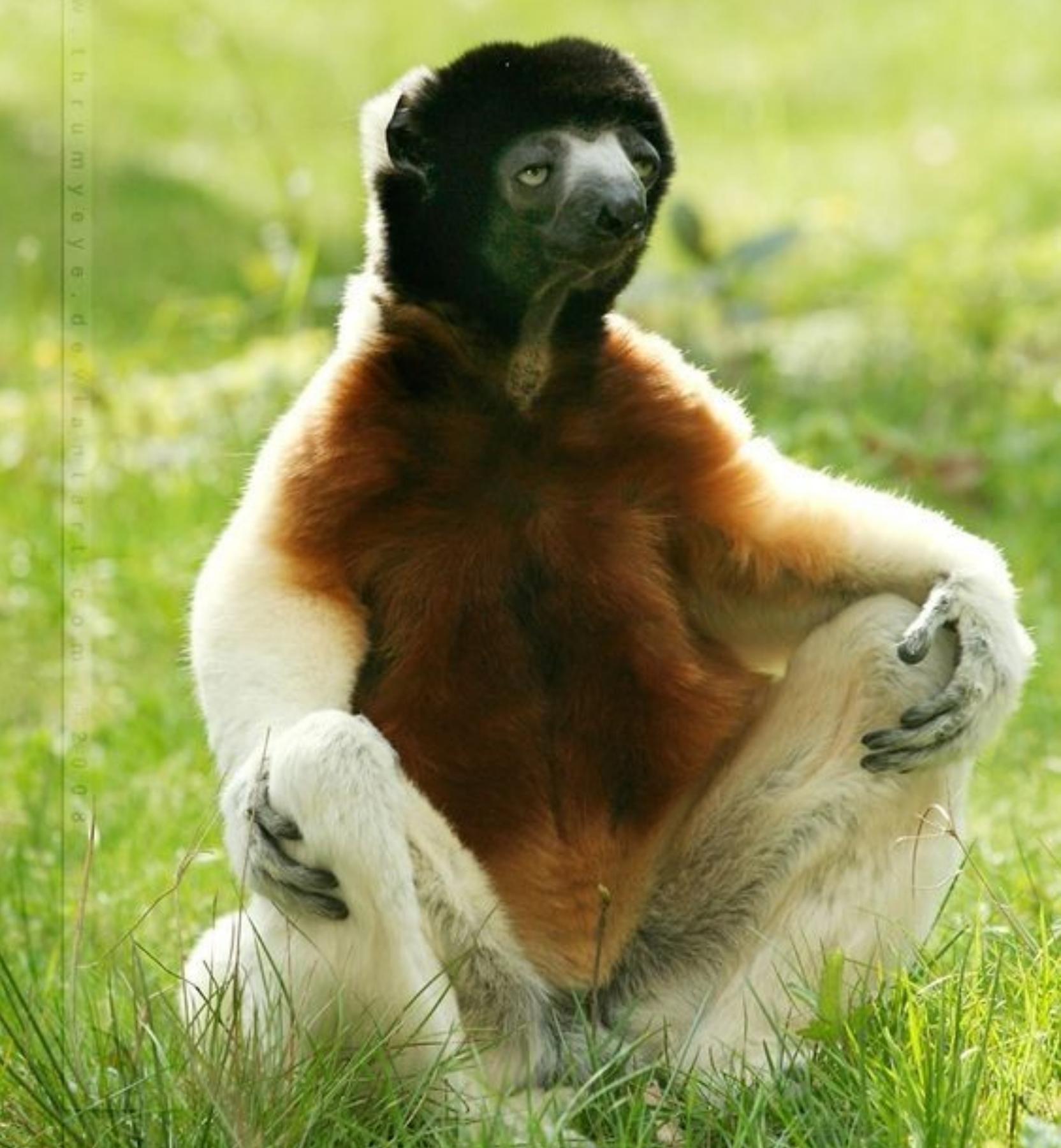


# Level 5: Enlightenment



# Level 1: Denial





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