Community By The Numbers

Discovering the Value of Open Source

Brian Proffitt
Principal Community Analyst
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Defining Community

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Upstream and Downstream

A Quick Primer

Open source development should be done firmly away from commercial development.

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- Upstream: Open source, community-driven, multi-organizational

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- Upstream: Open source, community-driven, multi-organizational
- Downstream: Open source, commercial-driven, mono-organizational

A Word About Licenses: Nope

Important, But Not For This Conversation

Licenses set up some of the rules of the road. But they don't change the value equation.

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  - GPL, AGPL

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- Free Software: "Restrictive," changes required to be pushed upstream
    - GPL, AGPL
- Open Source Software: "Permissive," changes stay or go as desired
    - APL, MIT

Developer Value

Code! Code! Code!

The value starting point.

Measuring work is the clearest way of determining value.

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    - Time + Humans = Value
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- Constructive Cost Model (COCOMO)
  - Time + Humans = Value
  - Tied to lines of code (SLOC)
- Linux kernel value:
  - 15.4 million lines of code
  - 4,977 years of effort
  - $302,751,156

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The Value of Services

Getting things done.

Upstream contributions give value to downstream product.

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Getting things done.

Upstream contributions give value to downstream product.

- Ceph Bug Fixes (April 2016-April 2017)
  - 299 non-Red Hat submitters, 627 issues, 19.6 days median issue open time
  - $2.92 million work value
  - $9780/full-time submitter
  - $2445/part-time submitter

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  - 107 Committers, 3 person-years
  - $165,668 work value
- LibreOffice
  - 1,659 Committers, 2,763 person-years
  - $168,061,850 work value

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Business Value

Sales Value

Why Upstream Is Not a Sales Stealer

Problem: "Losing" downstream sales to upstream use.

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Why Upstream Is Not a Sales Stealer

Problem: "Losing" downstream sales to upstream use.

- Establish frictionless hand-off from upstream to downstream
- Become thought leaders in community events
- Engage users earlier
- Community use as R&D

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Marketing Value

Clearing the Confusion

Problem: Mixed messages between upstream and downstream

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- Simplify branding

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Problem: Mixed messages between upstream and downstream

- Simplify branding
- Gather customer issues/fix data
- Use case stories
- Establish feature roadmaps

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Avoid Unforced Errors

Things not to do.

Your community is a valuable asset, but don't treat them as a lead resource.

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Avoid Unforced Errors

Things not to do.

Your community is a valuable asset, but don't treat them as a lead resource.

- Don't track software user data.
- Don't run the hard sales pitch in community events.
- Don't ignore community contributions.

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Earn Some Runs

Some positive plays to try.

Maintain a positive focus on the upstream, and it will reward you.

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Some positive plays to try.

Maintain a positive focus on the upstream, and it will reward you.

- Use soft leads from newsletters, community event attendance.
- Add upstream tracking in sales for win/loss analysis.
- Work with community contributions to build partnerships and new features.

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