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Open Source for Closed Source Companies

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Who am I?

- Developer Evangelist @ PagerDuty

- Tinkerer

- Owe my career to OSS

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What is Open Source?

- Releasing source code under a permissive license for greater good
  - Allows adaptation and re-release
- Facilitates global maintenance and collaboration
  - Usually for free!
  - Offers more diverse opinions than any company can sustain internally

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What open source isn't

- Giving it all away for nothing
  - Giving it away in exchange for out of house development
  - Giving it away in hopes someone else finds it useful
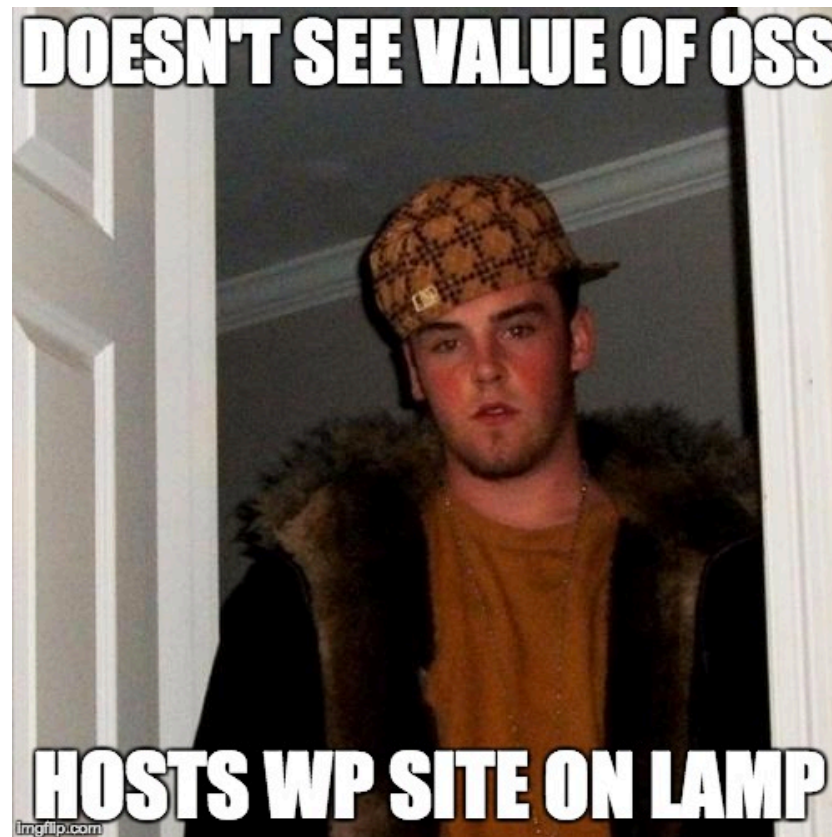- Giving away your business

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"We can't do that."

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"There's no value to OSS."

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"We have to hire someone to maintain it."

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But what about my bottom line?

- Truly great ideas will be built on
- Leechers are probably not as successful as you
- There's more to a product than the code

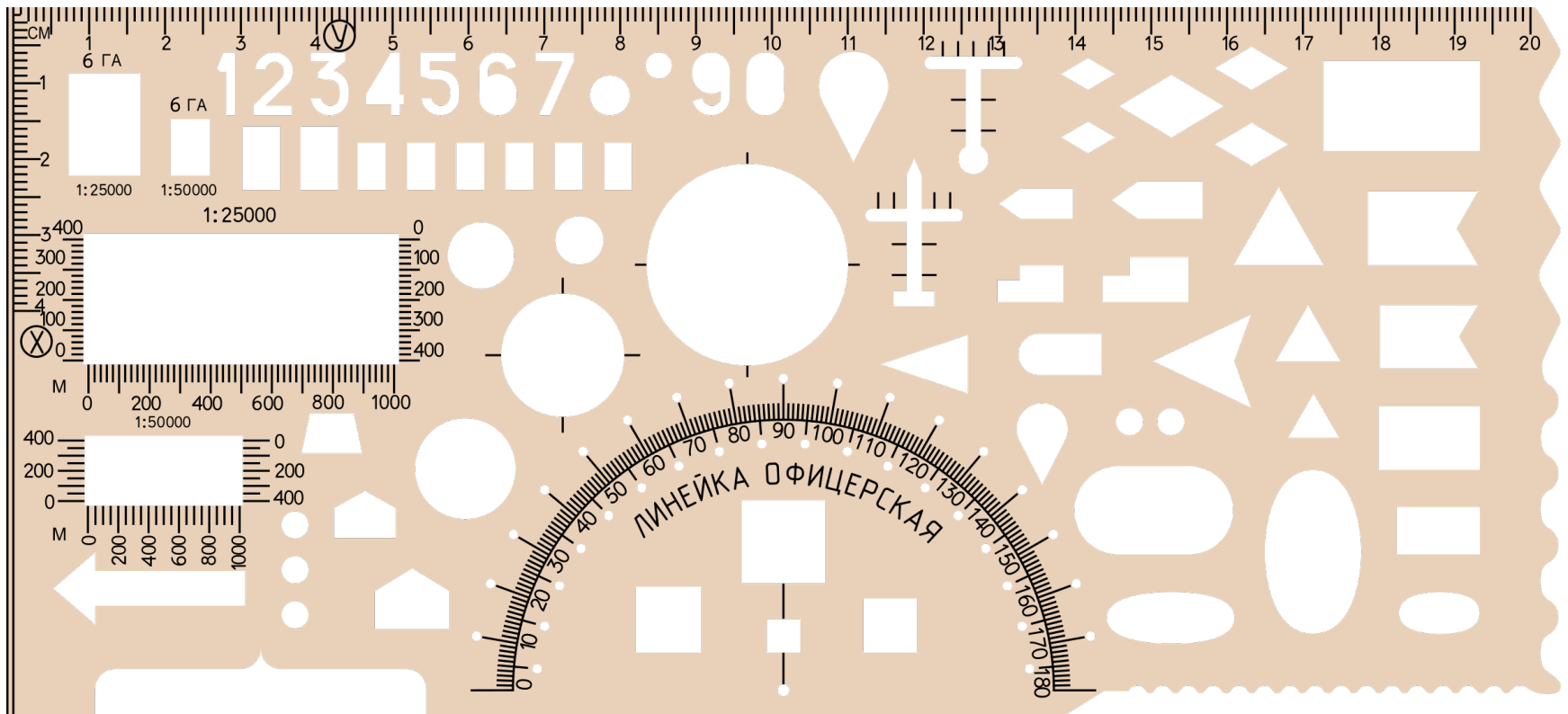**pagerduty**

"Someone will steal my idea!"

- Your idea is probably not unique
  - Are you reinventing the wheel?
- People don't care about your idea as much as you think
  - If they did, they'd build it themselves
  - Value is subjective

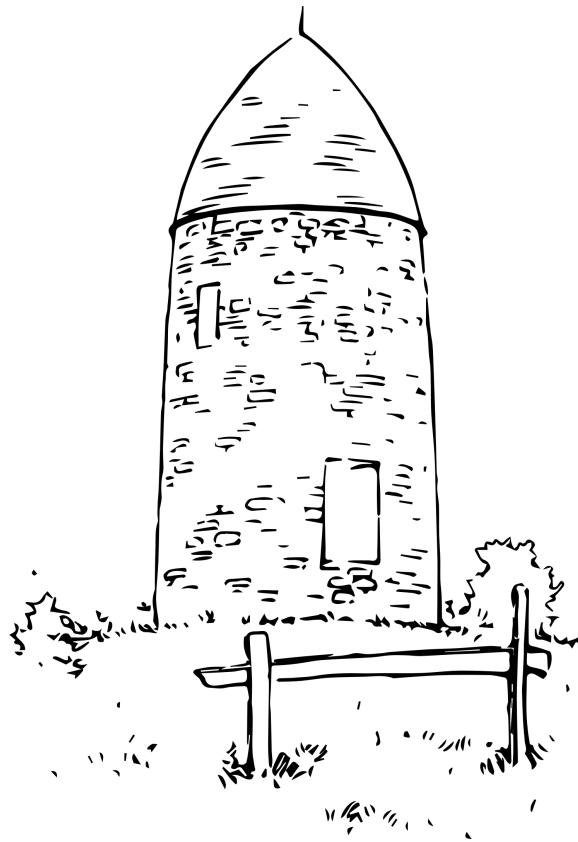pagerduty

Try before you buy!

- Everyone loves this
  - They don't all want to talk to sales reps just to get critical info
- If people know what they're getting, they'll tell you how it will/won't work for them
  - You win either way
    - Product improvements
    - Revenue

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One size doesn't fit all.

Silos

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Sooner or later...

- ...someone will make an open source alternative to your product.

- It may as well be you from the start.
  - Keep that marketshare

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I'm not convinced.

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Internal Transparency

- Internal documentation
- Open-invitation meetings
- Open training
- Office hours

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Open Information

Cross-team Functionality

- Anyone can contribute to anything
  - Obviously not saying anyone can be CEO for a day
- Teams own specific projects
  - Establish contribution guidelines
  - Keep bug queue organized
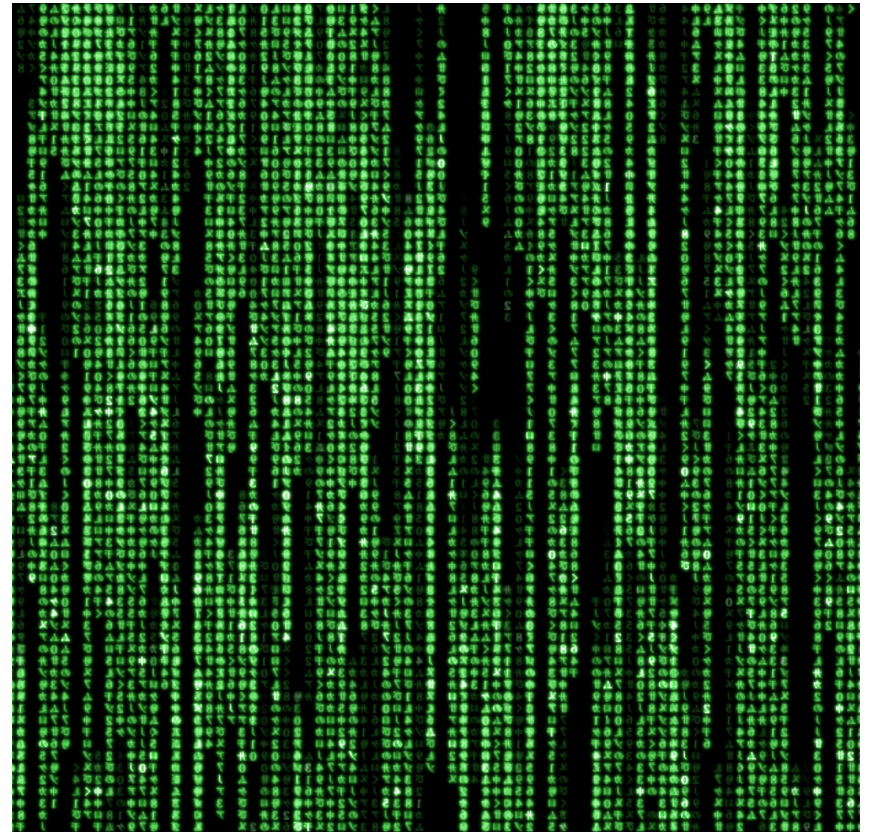 - Handle feature requests

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Learn from Failure

- Everyone makes mistakes
- Someone's failure is some else's lesson
- Blameless post-mortems

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What else can we open source?

- Documentation
- Libraries/tools
- SDKs
- Frameworks
- Modules

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Thank you.

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