Agenda

- Introduction
- The Players
- The Landscape
- Influence 101 – Pick the right project
- Models of Influence – For Companies
- Models of Influence – For Developers & Users
- Conclusion
Introduction

- Open Source is Eating the World. Why?
  - High Value – Take the software and use it
  - Higher Value – Customize the software and give back your changes to the community
  - Highest Value – Lead the development of key areas of projects that are important to you
The Players

- Vendors
- Customers
- Developers
- End Users
The Landscape – Common Open Source Project At the Linux Foundation

- Open source development community
  - Governed by Technical Steering Committee Charter, and/or Policy document
  - Contributors
  - Committers
  - Project Leads
  - Technical Steering Committee
  - Release Manager
  - Release Engineer / DevOps

- Open source non-profit organization
  - Governed by Bylaws, or Charter
  - Board
    - Officers
    - Sub-Committees
  - Advisory Group
The Technical Community Landscape

Technical Steering Committee

TSC Chair

PTL

Committers

Contributors

PTL

Committers

Contributors

PTL

Committers

Contributors

PTL

Committers

Contributors

PTL

Committers

Contributors
The Non-Profit Landscape
Influence 101 – Pick The Right Project

- Questions to ask
  - Will you need to modify the code?
  - What license is the code under?

- If you need to modify the code...
  - Who controls the project (Company, individual, or non-profit)?
  - What is the governance?
    - Who makes the decisions? Is it democratic or dictated?
    - Who owns the copyright?
Models of Community Influence – For Companies

- Put talented developers to work upstream
- Recognize the social contract you are entering – Trust is earned
  - Upstream First
  - Consistency (no drive-by patches)
  - Continuity
  - Monogamy
- Put developers on the core of the project
- Put developers on support & infrastructure roles (test, docs, DevOps/Release Mgmt)
- Don’t start a new effort if something similar already exists
- If starting a new effort, socialize the idea and get others to join before beginning
- Invest in quality engineers – Let them build an affinity with the project
  - Example – Itanium Server Release
  - Example – IPMI help for a competitor
Models of Non-Profit Influence – For Companies

- Become a member of the organization
  - Join at the highest level you can afford

- Become a member of the Board
  - Guide the messaging
  - Guide the resources of the non-profit
  - Receive aid/advice in community engagement
  - By either joining at a high membership level, or through an election

- Become an officer of the Board

- Initiate/lead a subcommittee of the Board
  - Marketing, Finance, IP&Legal, Trademark, Product, Training & Awareness, etc.

- If an end user, participate in the Advisory Group
Models of Community Influence – For Developers

- RTFM…. All of them
- Find and join all relevant communication channels (irc, jira, slack, twitter, etc) – Lurk a bit before speaking
- Attend community events – meet people and share your ideas
- Recognize the social contract you are entering – Trust & respect is earned
  - Be Humble
  - Be Helpful
  - Be Respectful
- Put the Project First, or at least on even footing with, your corporate agenda
- Join an existing project – The more core, the better
- Learn, and support the infrastructure; CI, packaging, documentation
- Socialize any new idea early & solicit and respond to feedback – find others also interested
- Contributor, committer, Project-Technical-Lead (PTL)
- TSC Member, Release Manager, Test/QA Lead
- Ambassador
- User Group Lead
More Models of Influence – For Developers

- TSC Chair
- Committer-Member-At-Large of the Board of Directors
Conclusion

- [Good] open source projects are social organizations no different than the PTA, HOA, or Lions Club
  - They are not joint-ventures, or corporate partnership agreements
- Being depended upon, and delivering raises trust
- Credibility is based on the company AND the individual

Bottom Line: Those that do the work, have the influence