Strategic Alignment of Open Source Contributions with Corporate Product Strategies

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#OSPOCON

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Agenda

- Company Benefits
- Aligning Contributions
- Collaboration
- Strategic Project Definition
- Company Reputation
- Four Steps to Success

Company Benefits to Open Source Contributions

"Ecosystem is bigger than us – you don't want to go alone – together we can create a great system."

Joe Beda, Principal Engineer at VMware

co-creator of Kubernetes

- Faster time to market

- Increased developer productivity

- Robust and generalized solutions

- Influence and Leadership in the community

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Aligning Contributions to Product Strategies

- Thoughtful and coordinated contributions

- Consistent and effective participation within communities

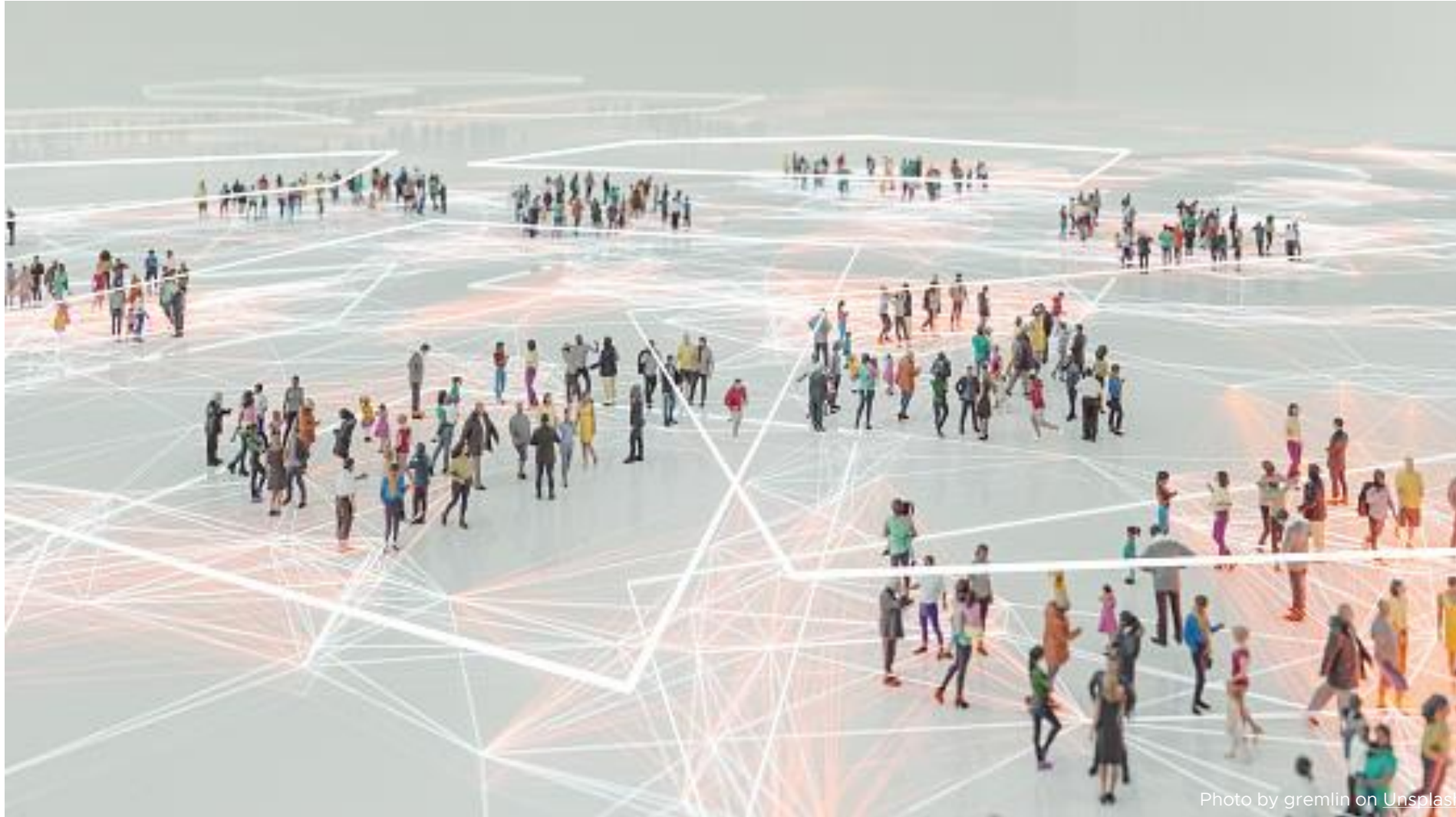# Open Source Collaboration Across the Organization

Photo by gremlin on Unsplash

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Strategic Project Definition

- ✓ Key components in our products

- ✓ Active - regular commits and releases

- ✓ Significant and consistent employee contributions

Strategic Open Source Project and Product Strategies table

Project Overview

Key Products

Product Strategies around Project

Leading BU Point of Contact

Leadership Roles

Remarks for Contributors

Benefits of Defining a Project as Strategic

- ✓ Understand our open source strategies in one consolidated place

- ✓ Connect with the right people & resources for key projects

- ✓ Drive consistent contribution across the organization

- ✓ Improve our engagement to increase our influence within key communities

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Community contributions and Company reputation

"It takes many good deeds to build a reputation and only one bad one to ruin it."
Benjamin Franklin, an American Polymath and one of the Founding Fathers of the US

Reliability and Sustainability

Leadership roles

Contribution

Governance

Community

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Four Steps to Success

STEP1
Find the company's most strategic projects

STEP2
Share the project information connect with people to learn

STEP3
Contribute to the project aligned with business goals

STEP4
Regularly assess project viability and our engagement

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Final Thoughts

Adopt a strategic approach toward open source contributions to streamline your investments

Thank You

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