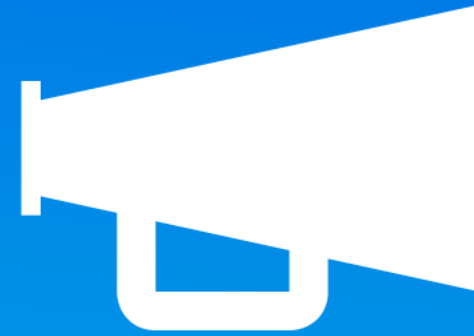
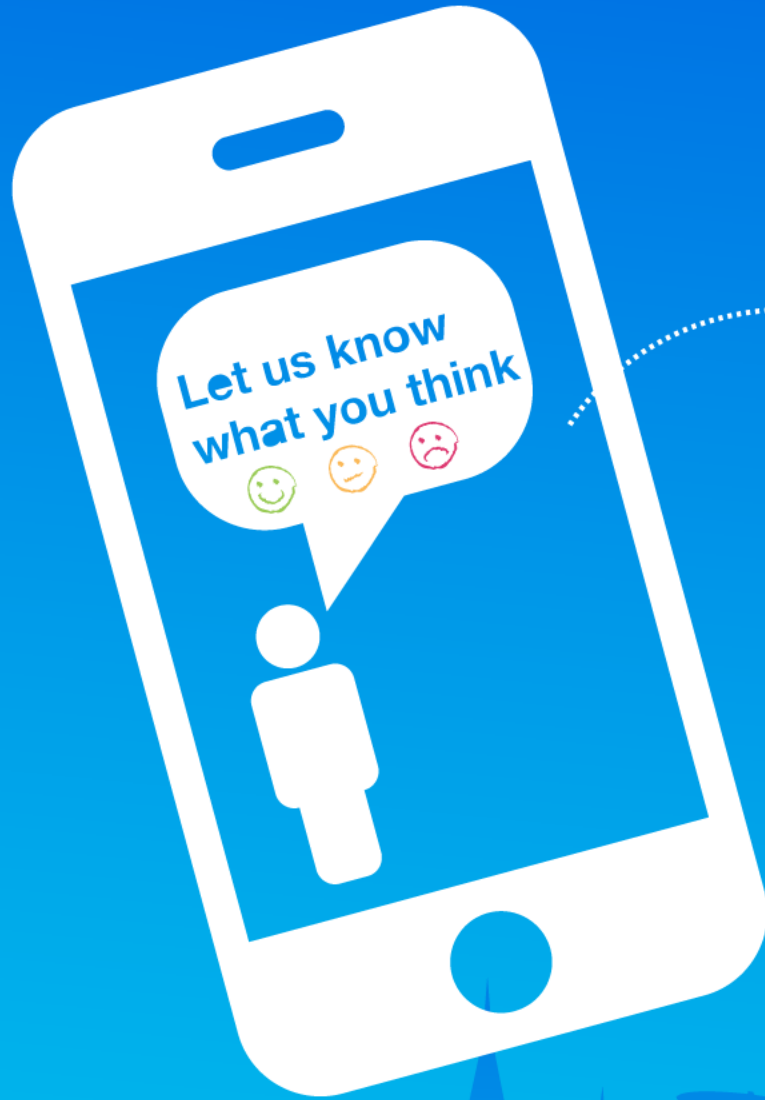


How to train your company to prefer open source

Rich Lander, Microsoft

.NET Team – Program Manager





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About me, @richlander

1995



UNIVERSITY OF
WATERLOO

2000



Microsoft

2014



NET
foundation

What I work on ...



.NET Foundation

Home of the .NET Foundation

<http://www.dotnetfoundation.org> contact@dotnetfoundation.org

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corefx

C# ★ 8,419 🌐 1,833

This repo contains the .NET Core foundational libraries, called CoreFX. It includes classes for collections, file systems, console, XML, async and many others.

Updated 12 hours ago

github.com/dotnet

corefxlab

C# ★ 152 🌐 69

This repo is for experimentation and exploring new ideas that may or may not make it into the main corefx repo.

Updated 14 hours ago

coreclr

C# ★ 5,239 🌐 1,062

This repo contains the .NET Core runtime, called CoreCLR, and the base library, called mscorlib. It includes the garbage collector, JIT compiler, base .NET data types and many low-level classes.

Updated 16 hours ago

TL;DR

Even Microsoft is now active in open source.

Surely, your organization is more forward thinking.

If not, you can apply the *myth busting*
that changed Microsoft.

The .NET Core story at MSFT

What happened

Day 1: [Engineers] Hey, we should open source .NET Core.

Day 5: [Engineers to Managers] Hey, we should open source .NET Core.

Day 6: [Managers] We'll think about it.

Day 10: [Engineers to Managers] Open source is a really good idea!

Day 11: [Managers] We'll think about it.

Day 100: [Managers] We need you to open source .NET Core, 60 days from now!

What *actually* happened

Visits to Silicon Valley.

Change in business model.

New CEO.

You need a new CEO?

No.

We had do a lot more than *just* that. ;)

Open Source Realizations

Increase engineering efficiency.

Attract Talent.

Broaden customer base.

Monetization doesn't depend on closed source.

Open Source Benefits

Community advocates

Community ports to Free BSD and OS X.

Relationship with GitHub.

Let's bust some myths!

Myth: It's not you, it's me

No, it's you.

Myths: Value Proposition

Myth: Open source doesn't solve *our* needs

“Our customers want it *from Microsoft.*”

“We need to build the *high-performance* version.”

“We will be *servicing* this for 10 years.”

Open source can solve *our* needs

Adopt the foo OSS component. Contribute to it.

Make it faster. Fork off versions for servicing.

Customers will notice and smile.

Myth: This is our strategic advantage

“This is our IP.”

“We spent 10 years on this already.”

“This is how we make money.”

Yesterday's IP is tomorrow's commodity

When your IP becomes commodity, adopt the community maintained version. Improve it.

Spend your time on differentiating investments.

Customers will notice and smile.

Myth: Open source quality varies

This isn't a myth.

Commercial software quality varies, too.

Myths: It's challenging

Myth: Open source engagement is hard

“These people have different beliefs.”

“I cannot convince these people to take my change.”

“They don’t value our process and schedule.”

“Who do I escalate to?”

Open source engagement is more pragmatic

First, engagement within corporations is no party.

Open source projects tend to be very pragmatic and judge proposals solely on their merits.

**Successful projects create an amazing force multiplier.
People are attracted to great projects.**

Myth: Open source licenses are a problem

“We will get sued.”

“Our lawyers don’t understand open source.”

“The approval process will take forever.”

Open source isn't an interesting legal risk

Open source projects don't want a legal fight. The licenses demonstrate that.

Sure, copy-left licenses should give you pause.

Who are these lawyers you have? Open source licenses are simple compared to NDAs and other corporate agreements.

Myth: The problem is our management.

“Once we get approval, it’s full steam ahead.”

“Working in the open is so liberating.
Everyone is going to love this.”

Open source can be a big shift

**Our management largely shifted at once
as did their expectations on our approach.**

Many engineers preferred the familiar and closed model.

**It's a big effort to convert a large team to git and to social
development on GitHub.**

Myth: Our managers thinks in terms of risk

“Our customers are very conservative.”

“How will this affect our business?”

“What’s the the value of open source?”

Choose quicker 'time to market'

Otherwise, your business will get left behind.

Your customers will probably prefer battle-tested open source components.

**You may need new leadership.
Look to Microsoft on that.**

Myths: Losing Control

Myth: Projects are not professional.

“We are a real company. We need to partner with other companies, not individuals we cannot control.”

“A project may close at any moment or go off in a strange direction.”

Open source can be a big shift

Major companies contribute to and run open source projects.

Use a Mobile OS? Filled with OSS. The US Feds run OSS projects on GH.

You are the supreme owner of your fork!

Myth: We will lose control of our project!

“Our IP will be lost!”

“Someone will fork our project on day 1.”

Open source can be a big shift

Oh, please do fork our project. Please do!

You should be so lucky that your project gets so popular that actual forking and splintering is a concern!

People look for leadership.

Opening ...

Every company should be using open source to make being a software company easier and cheaper.

Contributing to open source means you are viewed as a leader, by customers, partners and employees.

Open source is way more fun.



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