Why Do Large Orgs Work In Open Source?

- High return on investment
- Varied requirement for investment
- Accelerated development cycles
- Lack of royalties
- Retain value for low-ROI efforts
- Partnership & collaboration opportunities
- Opportunities for leadership
- Social currency, corporate citizenship

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Leadership Is Participation

"If you are relying on an open source project heavily for your product and you don't have a seat at the table in terms of leadership and strategy for that project, your business is at risk."

– Guy Martin, Autodesk

Corporate Policy Challenges

- Systems Development Lifecycle (SDLC)
- Security Development Lifecycle (SDL)
- Local software development policies
- IP and other legal requirements, code scans
- Trademark & Brand
- Governance guidance
- Code review
- External communications & websites

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The Partner Dance

- Companies tend to mistrust cooperation and take animalistic approach to corporate relationships
- Open source formalizes mature relationships, enabling
  - coopetition
  - differentiation
  - mutual messaging & support
  - development of parallel business

Open Source Programs at Large Scale

- Primary purpose: manage open src efforts consistently, align with corp goals

- Redefine external relationships with collaboration & partnership vs. competition

- Streamline processes

- Leave software practices to engineers, but guide with best practices

Establishing Order

- Get to know ALL the corporate policies
  - Legal, security, QA, PM, support, docs, training
- Know who owns each part, and buy them coffee or chocolate
- Document everything by project phase
- Revise with open source principles
- Hold trainings and office hours
- Define and generate useful metrics

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Define and Generate Useful Metrics

"A lot of times we get really great answers to the wrong questions."
– Matt Germonprez, CHAOSS Community

"Find metrics for each community that you're working with.
I tend to find metrics based on what a specific community is
feeling as pain, and try to change those metrics for the better.

There is no one, magic assessment where if you look at six metrics,
ranging from pull requests to contributor numbers, you can suddenly
pronounce your community and ecosystem healthy. "
– **Sarah Novotny**, Kubernetes community program manager

Further Reading from Linux Foundation

- Open Source Guides
  - Running an Open Source Program Office
  - Managing an O/S Project in Your Organization
  - Open Source Guides Reading List
- Publications
  - Enterprise Open Source: A Practical Intro
  - Open Source Compliance in the Enterprise
  - How to Build Open Source Competency

Further Reading from the TODO Group

- TODO Guides
  - Using Open Source Code
  - Participating in Open Source Communities
  - Building Leadership in an OpenSrc Community
  - Setting an Open Source Strategy

Note: these guides are maintained on github using open source best practices

- asdf
  - Second level
    - Third level
      - Fourth level
        - » Fifth level