
Open Source in the Enterprise: From Invisible to Transparent

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The Litany of Enterprise Open Source Complaints

- Licensing is weird
- No throat to choke
- No fun executive briefings on the golf course
- What is this community stuff, anyway?
- In sum: It's different than what I'm used to
- And yet, enterprises are adopting open source
 - Most invisibly
 - Some transparently
- Why?

The Methodology of “Open Source in the Enterprise”

- Lessons learned through working with enterprises
- Interviews with enterprise users, industry leaders, government officials
- Research in relevant academic literature
- Innovative data mining

Working Hypotheses

- IT is moving out of back office and infusing business offerings
- Economic model of proprietary software is unsustainable in ambient computing world
- Developing nations are becoming developed nations
- IT must support, not hinder business objectives

Adoption Driver #1: Agility and Scale

- Business driver: change
 - Seasonal
 - Structural
 - Global
- Proprietary products limit responsiveness
 - Budget
 - Speed
- Open Source enables Agility and Scale
 - Expansive licensing allows scale out
 - Lack of license fees reduces budgeting friction

Adoption Driver #2: Quality and Security

- Business driver: Software is key to business operations
 - Poor quality affects critical business system uptime
 - Online, connected world demands problems be fixed immediately
 - National governments concerned about security backdoors in proprietary software
- Proprietary products present quality and security issues
 - Features take priority over bug fixes
 - Security through obscurity track record is problematic
- Open Source offers quality and security benefits
 - Large development community can respond quickly
 - Transparency offers better insight

Adoption Driver #3: Avoiding Vendor Lock-in

- Business driver: New IT world requires self-direction
 - Lack of ability to chart IT direction poses business hazards
 - IT-infused business operations demands breaking over-dependence
- Proprietary products threaten lock-in
 - Consolidation reduces choice
 - Lock-in creates uncertainty about costs
 - Today's economy means vendor may become competitor
- Open Source breaks lock-in
 - Source code availability means no vendor control
 - Open source redistribution rights mean no signaling of business intentions

Adoption Driver #4: Cost

- Business driver: Deliver more with less
 - Competitive economy means unrelenting pressure on IT budgets
 - Changing economy constantly requires new IT offerings
- Proprietary products are unaffordable going forward
 - Licensing and maintenance soaks up too much budget
 - IT-infused business offerings require different cost paradigm
- Open Source changes cost equation dramatically
 - License fees make systems affordable
 - System costs better matched to system value

Adoption Driver #5: Sovereignty

- Business driver: Developing nations want to control IT destiny
 - Reduce dependence upon foreign suppliers
 - Build local IT capability
- Proprietary products harm national sovereignty
 - Revenue leaks beyond national borders
 - Nation-specific functionality goes unaddressed
- Open Source supports national sovereignty
 - Decentralized development avoids foreign dependence
 - Enables local IT industry to grow
 - Keeps revenues at home

Adoption Driver #6: Innovation

- Business driver: Changing economy requires constant innovation
 - Globalization requires moving away from cost competition
 - Staggering pace of change requires harvesting user creativity
- Proprietary products impair innovation
 - Fixed nature reduce ability to modify to meet business condition change
 - Slows innovation implementation to vendor's pace
- Open Source enables innovation
 - Community provides insight and user modifications
 - Expansive licensing enables quick product changes
 - Open source allows complementary product creation

Enterprise Open Source Adoption

- **Fog and confusion**
- **Realm of anecdote and suspect surveys**
- **Importance of peer behavior**

Enterprise Open Source Adoption

- **Report technique: Data mining of actual open source jobs**
- **SimplyHired: database of jobs from websites**
- **Report focused on F1000 websites**
- **Created 'hitlist' of open source products**
- **Generated data:**
 - **Percentage of open source/total jobs**
 - **Presence of specific open source products**
 - **Growth of specific open source products**

Enterprise Open Source Adoption

- **Some surprising statistics**
- **Open source jobs represent about 10% of total IT jobs**
- **Open source has moved well beyond Linux or even LAMP**
- **Wide range of open source products being used in enterprises**
- **Fastest growing: content management, dynamic languages, virtualization**

Enterprise Open Source Action Plans

- **If open source is important, it needs to be a formal initiative**
- **Report presents three Action Plans**
 - **Early adopter**
 - **Mainstream user**
 - **Innovation creator**

Early Adopter

- **Audit infrastructure to discern current open source use**
- **Implement open source governance**
 - **Whitepaper available**
- **Integrate open source use into existing processes**
- **Evaluate open source use patterns**
- **Learn open source community skills**

Mainstream User

- **Perform IT portfolio analysis**
- **Create action plan to diffuse open source use**
- **Build an open source-skilled workforce**
- **Increase community participation**

Innovation Creator

- **Identify opportunities for industry-specific skills**
- **Identify critical open source dependence and address it actively**
- **Influence the direction of important open source projects**
- **Change orientation from internal efficiency to external innovation**

Summary

- Powerful motives are driving enterprise open source adoption
- Open source is more present than most IT organizations recognize
- Success with open source requires a formal action plan
- More info on report: <http://radar.oreilly.com/research/os-enterprise-report.html>
- Discount coupon: front of room
- Governance whitepaper: business card