Can Evil Corporations Truly Embrace Open Source?

In which we explore whether corporations are actually evil, what open source really means and what the stages of transformation are.

Simon Phipps, simon@meshedinsights.com · http://meshedinsights.com
Are Corporations Evil?
“A corporation doesn't love you or hate you. It's like a lawnmower. Put your hand in, it gets cut off. It doesn't hate you, it's just a lawnmower; it cuts everything.”

– B. Cantrill
What Is Open Source?
Open Source Definition

1. Free Redistribution
2. Source Code Available
3. Derived Works Allowed
4. Integrity of The Author's Source Code
5. No Discrimination Against Persons or Groups
6. No Discrimination Against Fields of Use
7. Redistribution Maintains All Rights
8. License Must Not Be Specific to a Product
9. License Must Not Restrict Other Software
10. License Must Be Technology-Neutral
Permissionless
Flexibility
Cloud Computing
Permissionless Cloud Scaling
The Long Road To Freedom
1. Open Source As Enemy

- Attacks open source as a principle
- "Cancer", "Freetard", "Communism"
- Becoming rare to find in public
2. Damage Containment

- Frames isolated actions as proof of support
- Marketing message not revenue action
- Attacks other open source activities
3. Embrace and Extend

- Frames larger strategies as proof of 
  embrace
- Plays semantic games to conceal 
  cognitive dissonance
- Creates "Open Source Office"
- Sponsors OSCON
4. Executive Air Cover

- New CxO or EVP strategy
- Open source staff can challenge corporate actions - and win (maybe)
- Business strategies depend on community reputation
5. Exploratory Opening

- Products-level open source
- Coherent business plans for profit while protecting customer liberty
- Business strategies depend on effective software production in community
6. General Opening

- Open source the norm
- Hold-out units escalated to CEO
- Demonstrable profit from open strategies
7. Full Embrace

- Software freedom is a core company value
Some Strategies For The Road
Trade Control For Influence
Contribute
(or pay forever)
Articulate Business Value
USE

Adoption-led

Fail early

Retain budget flexibility
Hire experts freely
In-house expertise at any level
Understand product intimately
USE
STUDY
IMPROVE

Rich Marketplace
No barriers to innovation
Built-in escrow
Deploy without barriers
Partner ecosystems
Citizen and customer usage
Business Value Is
The First Derivative Of
Software Freedom

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Conclusion

- Corporations are systems, not people
- Embracing open source requires systemic transformation
- Business arguments trigger transformation
- Ultimately people make it happen
Q & A

Licensing
Patents
"Free" vs "Open"
Community
Governance
Foundations
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http://opensource.org/join

Simon Phipps is a director of the Open Source Initiative