

Open Source Strategie im Unternehmenskontext

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Agenda

- 1) Past: History and context - Free/Open Source Software
- 2) Present: Status quo
- 3) Future: Outlook and where to go next

-> Lessons learned for your strategy?

Past: History and Context

Open Source software in commercial products:

- Bottom Up: Using OSS components in product development (by accident, intentionally)
- Understanding Open Source licenses, early stage enforcement
- License compliance, processes, policy and training

Open Source and community:

- Software development, project development
- Definition and raising awareness
- Governance structures

Present: Status Quo

Open Source software in commercial products:

- Everywhere – OSS is the new normal
- Still working on OSS licenses and processes, focus on standardization (e.g. ISO/IEC 5230)
- Enforcement and legal disputes?

Open Source and community:

- Maintenance and resources, especially independence and autonomy
- Security, export control, and other general software development related topics
- Community norms, principles on “fair” enforcement”

Future: What's next?

Open Source software in commercial products

- Security and how to collaborate across department(s) etc.?
- Still working on supply chain, especially standardized requirements (S-BOM etc.)
- No/very little enforcement but increased focus on reputation and visibility

Open Source and community:

- Sustainability and inclusiveness
- Security, security, security
- Collaboration and competition

Open Source Strategy

Demand driven approach:

- A means to an end but not an end in itself: Concrete goals and objectives, measurable
- Product development and partnerships: Insourcing vs. outsourcing

Open Source as a software development model:

- Focus on software development, quality, and collaboration (strategic partnerships)
- Licensing model to support development approach

Outsourcing

Outsourcing decisions are *strategic decisions* (managerial actions) that reflect the internal and external behavior of an organization:

- Suppliers, hired to deliver products (“simplified” contract)
- Suppliers, hired to provide services (“simplified” contract)
- Suppliers/partners to collaborate on specific products, deliverables etc.
- Suppliers/partners to collaborate on Open Source other and relevant “open” products
- Suppliers/partners to contribute and engage in Open Source and other relevant “open” projects, see also RISC V etc.

In sourcing

Similar to outsourcing, insourcing decisions are strategic decisions intended to enhance an organization's conduct and outcome, especially to build inhouse expertise and talent – and have full control and ownership over specific products:

- Competitive advantage
- Product ownership and control
- Resource allocation, inhouse expertise and talent acquisition
- Reputation

Criteria

Product: Control and ownership

- Commodity products – no ownership and control needed but strategic investment
- Differentiating products – full control and ownership needed: Necessary investment

Budget / Investment

- Direct costs, e.g. fees, including licensing fees, acquisition, training costs etc.
- Indirect costs, e.g. external legal and consulting costs, administrative costs, etc.

Time to market

- Short term: Most likely outsourcing
- Long term: Most likely insourcing

Criteria - continued

Team structure and talent

- Capacity and growing/scaling
- Inhouse knowledge: Learning, training, and building a knowledge pool

What is the most valuable aspect / component of your company?

- Specific product?
- Brand?
- Talent(s)?

Q&A

What?

Why?

How?

When?

Thank you very much!

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