Why we open source

~~99% 95% 89%~~

most of our code

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transfersummit.com, Oxford, June 2010

slides revision: 2010-06-23

original image: http://www.flickr.com/photos/vermininc/2777441779/

WHY WE OPEN OUR CODE

Day

Bertrand Delacrétaz

TransferSummit/UK

OPEN *Innovation · Development · Collaboration*

Keble College, Oxford 24-25 June 2010

Why

would a successful commercial software vendor open source most of their code?

keep our
secrets!
hide our
ugly code...
no outside ideas!
ugly code flourishes
in the old times:
code vault and fences
picture: ronnieb on morguefile

this is

2010

and this is

The Web

picture: Livah45 on morguefile

open source

@Day?

Basel, Switzerland headquarters
(~80 people, ~150 worldwide)

Munich

London

Newport Beach, CA

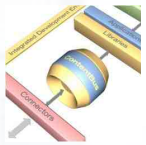
Toronto

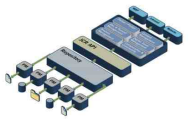
"Day allows us to quickly and reliably deliver content to our entire McFamily, helping us to be flexible and drive new opportunities."

Steve Wilson, Senior Director of Web Communications, McDonald's

Day™

content-centric products



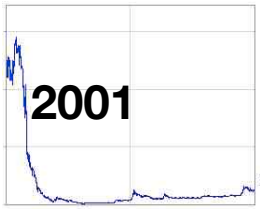


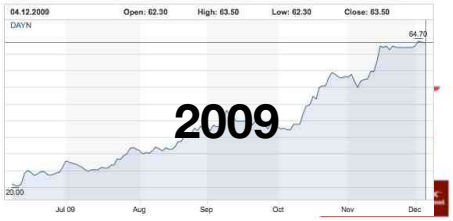
(everything is content)

Swiss open source award / business / 2008

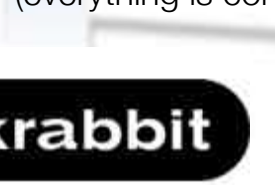
www.day.com

note the 3-letter domain name:
we've been doing this for a while...



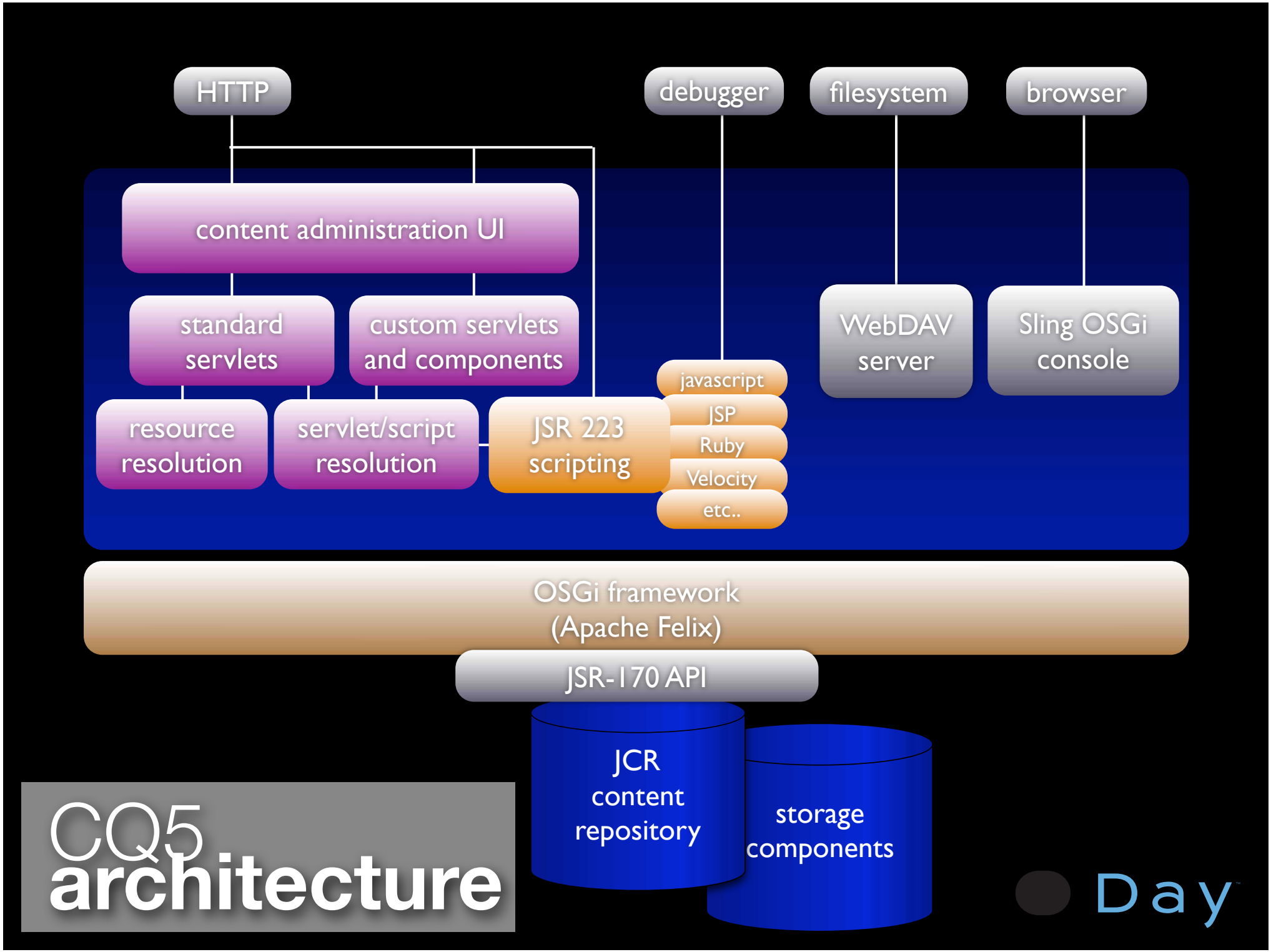


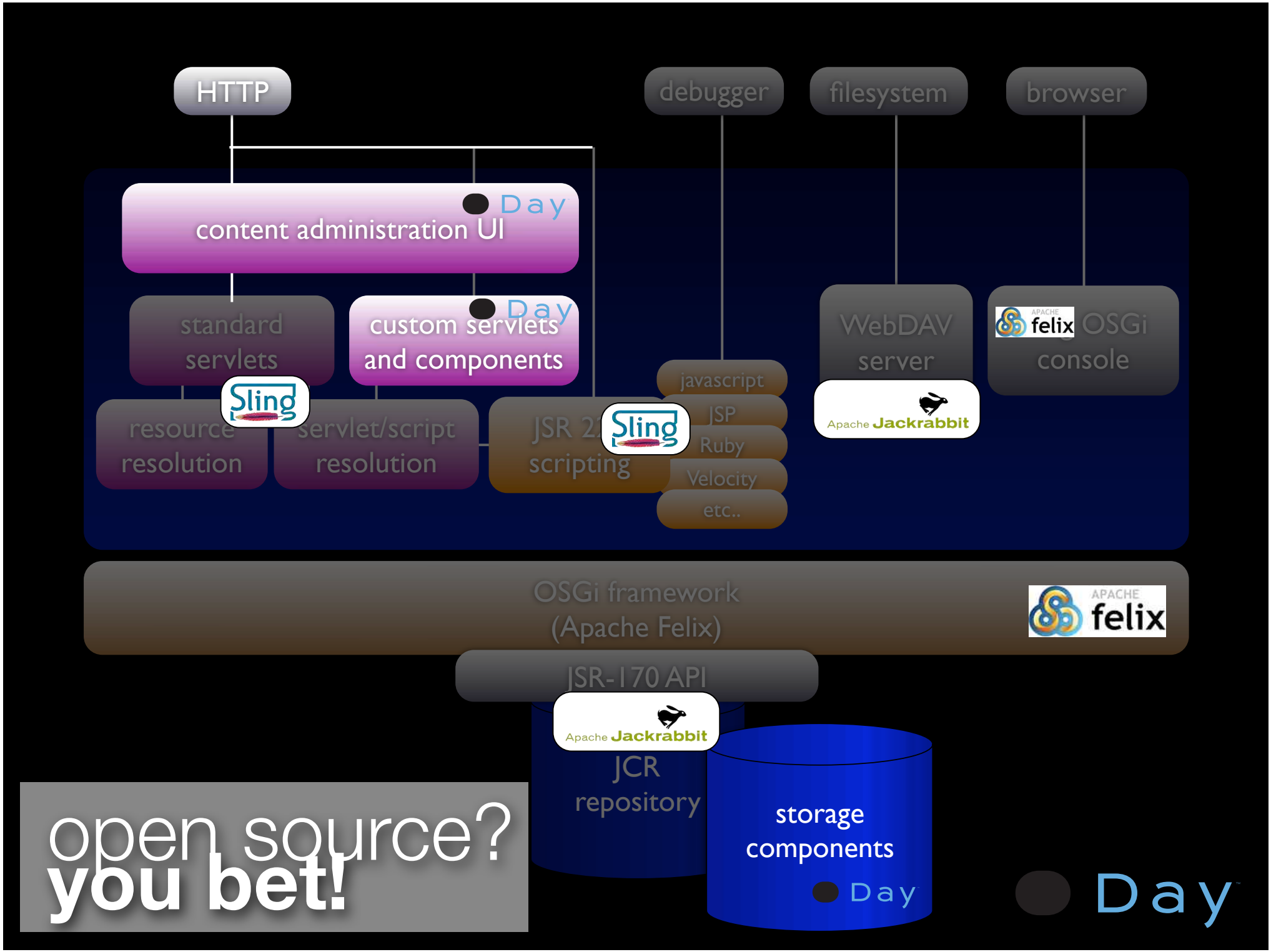
Survived tough times (SWX:DAYN)



Strong ties to the Apache Software Foundation

Roy T. Fielding and **David Nuescheler**,
"Mr. REST" and "Mr. JCR"


HTTP
debugger
filesystem
browser
content administration UI
standard servlets
custom servlets and components
resource resolution
servlet/script resolution
JSR 223 scripting
javascript
JSP
Ruby
Velocity
etc..
WebDAV server
Sling OSGi console
OSGi framework (Apache Felix)
JSR-170 API
JCR content repository
storage components
CQ5 architecture
Day


HTTP
debugger
filesystem
browser
content administration UI
Day
standard servlets
custom servlets and components
Day
WebDAV server
OSGi console
Sling
resource resolution
servlet/script resolution
JSR 2 scripting
Sling
javascript
JSP
Ruby
Velocity
etc..
Apache Jackrabbit
OSGi framework (Apache Felix)
APACHE felix
JSR-170 API
Apache Jackrabbit
JCR repository
storage components
Day
open source?
you bet!
Day

LOC

of our open source core parts

513’000

625’000

238’000

WHY WE OPEN OUR CODE

full java and xml source code files

criticality

of our open source core parts

50%

25%

15%

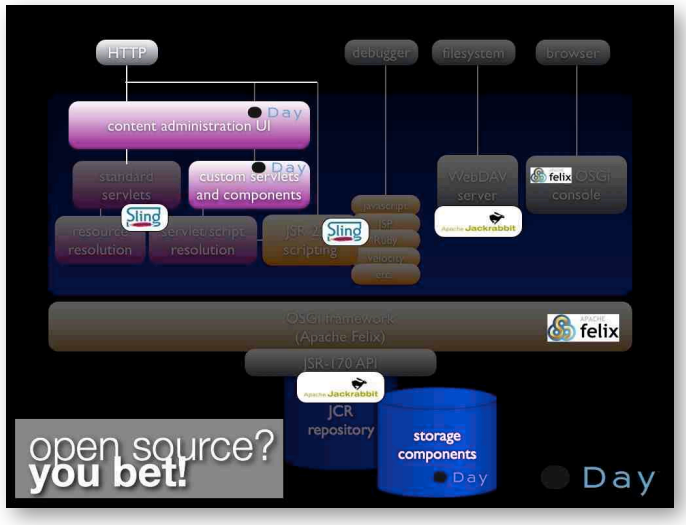
90%

WHY WE OPEN OUR CODE

(based on the scientific «finger in the air» method)

open source @Day?

YES



definitely

but

Why?

picture: tarr101 on morguefile

having the best team is not enough,
you need to be fast!

clean architecture and modularity enables
agility for our customers.

ok, but

are we the best anyway?

Day's R&D team

(highlights)

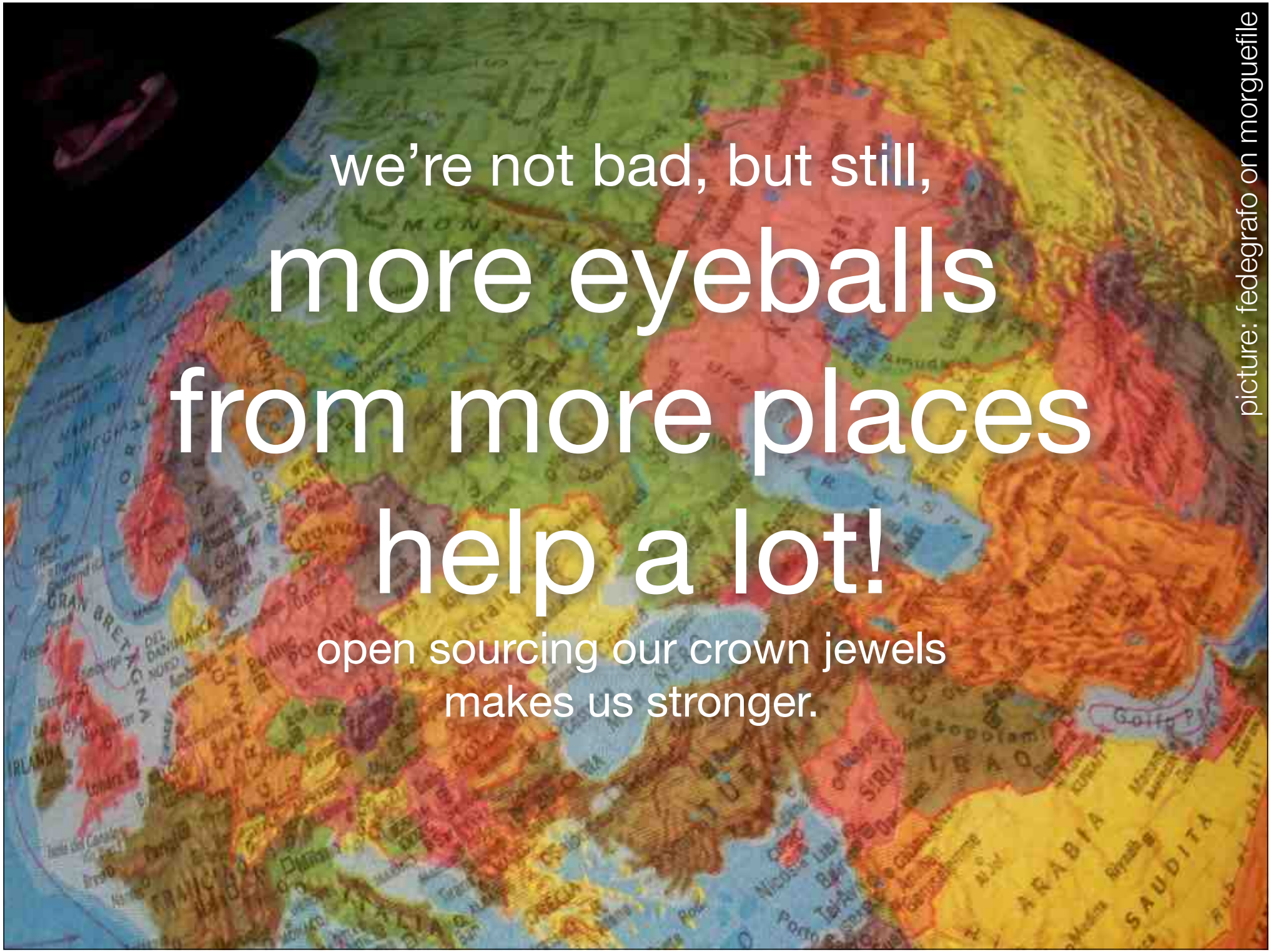
Roy T. Fielding and **David Nuescheler**,
"Mr. REST" and "Mr. JCR"

Thomas Müller
original author
Hypersonic SQL and H2 databases

Carsten Ziegeler, Felix Meschberger, Jukka Zitting
VPs, Apache Excalibur, Sling and Jackrabbit
(among other fun things)

WHY WE OPEN OUR CODE

and quite a few other people
of this caliber...


we're not bad, but still,
more eyeballs
from more places
help a lot!
open sourcing our crown jewels
makes us stronger.
picture: fedegrafo on morguefile

BTW:

being spec lead for JCR also helps

JSR-170

JSR-283

Content Repository for JavaTM technology API v2.0

Spec-Lead:
Day Software

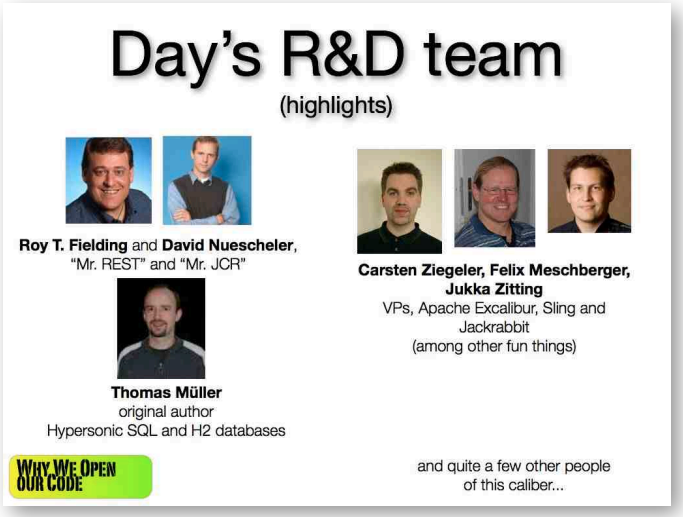
Status:
Final Release 14-sept-2009

Expert Group:

WHY WE OPEN OUR CODE

open source @Day?

YES



we need the help!

ok but what's the

impact?

more eyeballs
more use cases
more users of all kinds
more opinionated developers
impact on **quality**:
very high!
picture: kevnrosseel on morguefile

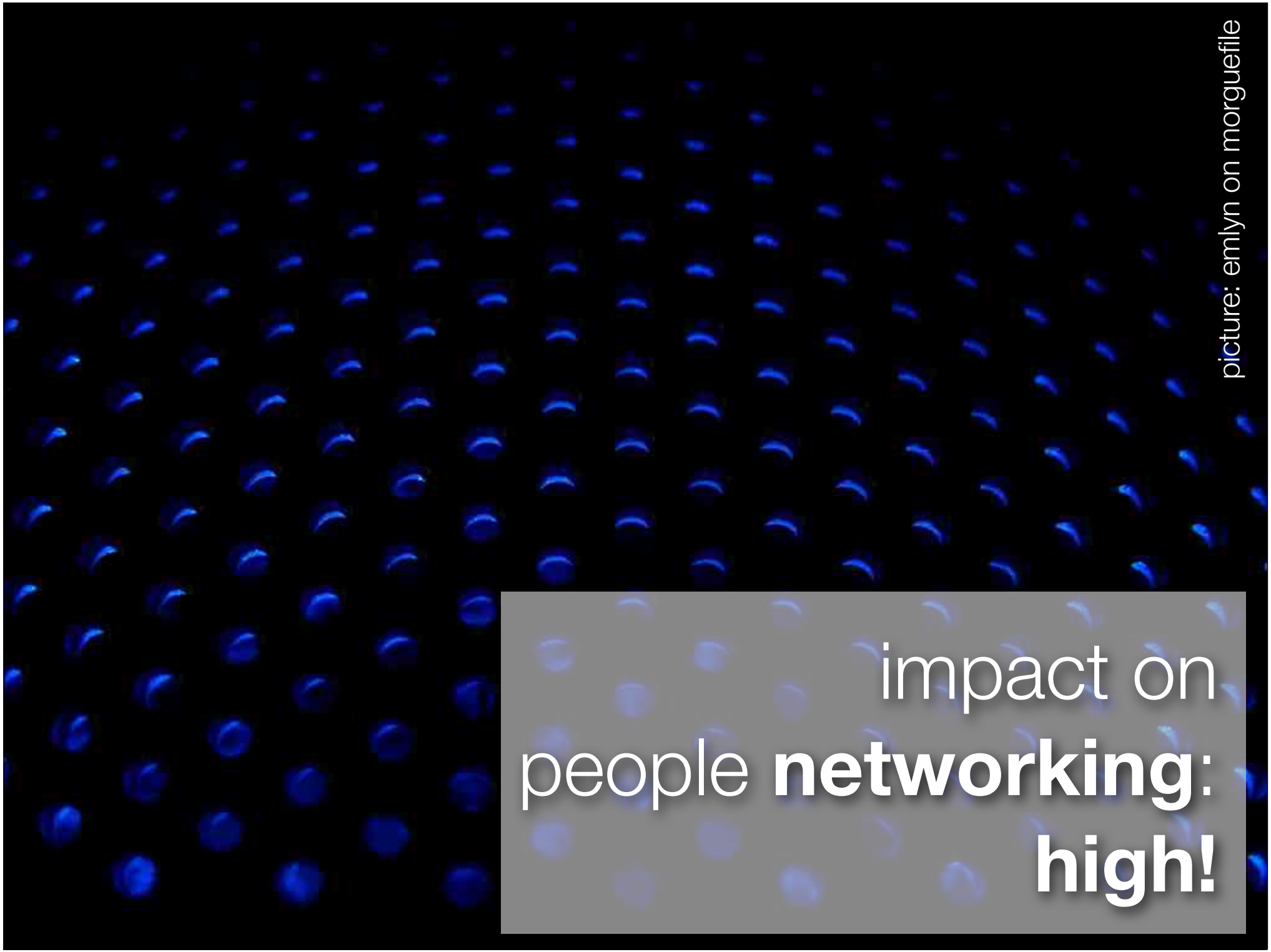
reuse requires cleaner structures
more use cases -> generalization
impact on **structure**:
very high!
picture: hotblack on morguefile

good things
(and mistakes)
in public...

picture: clarita on morguefile

impact on **reputation**:
high!

impact on
sustainability:
high!
picture: bandini on morguefile
Apache community best practices...

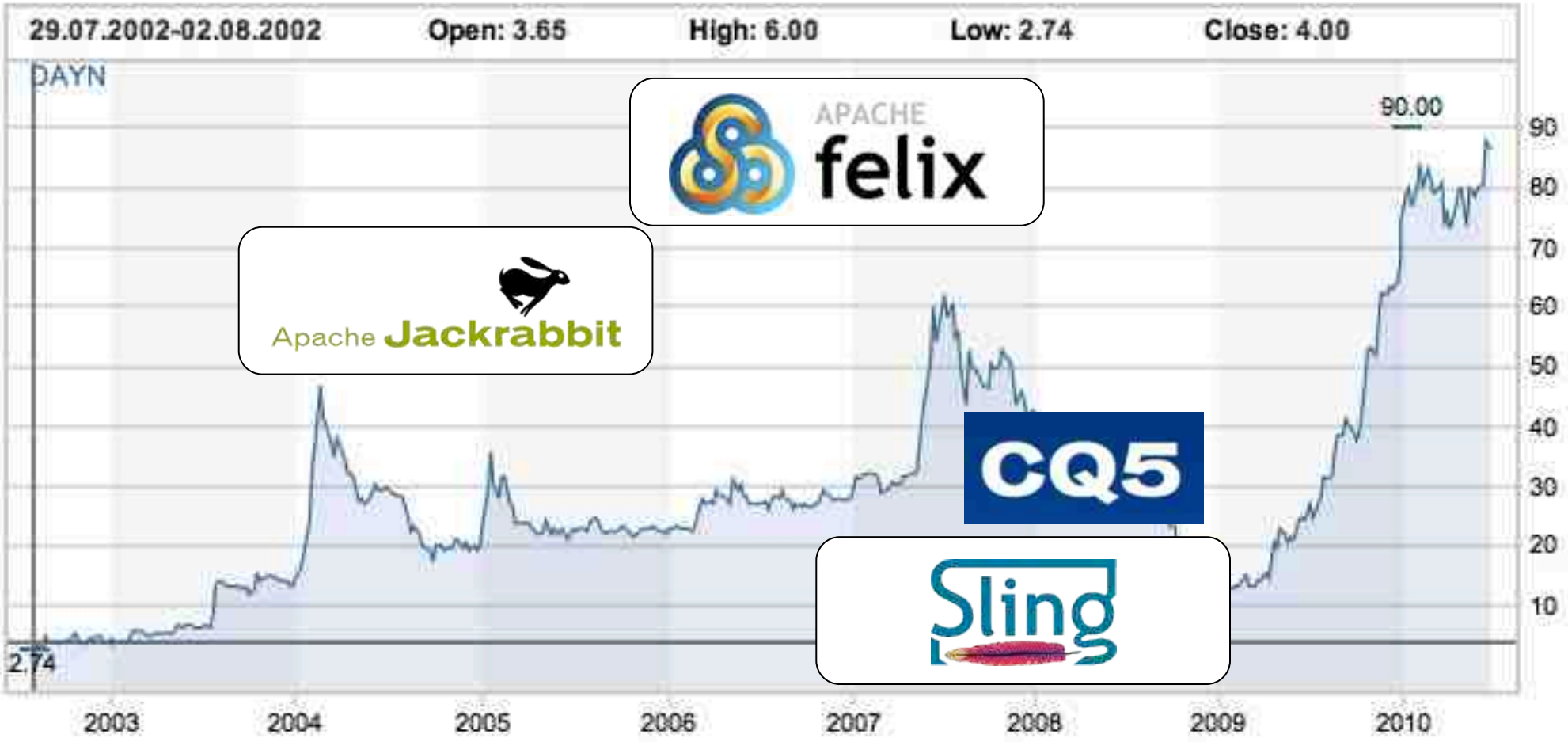

picture: emlyn on morguefile
impact on
people **networking**:
high!

ok, ok, so can we

trace

that impact on Day's business?

WHY WE OPEN OUR CODE



SWX:DAYN share price, 2003-2010

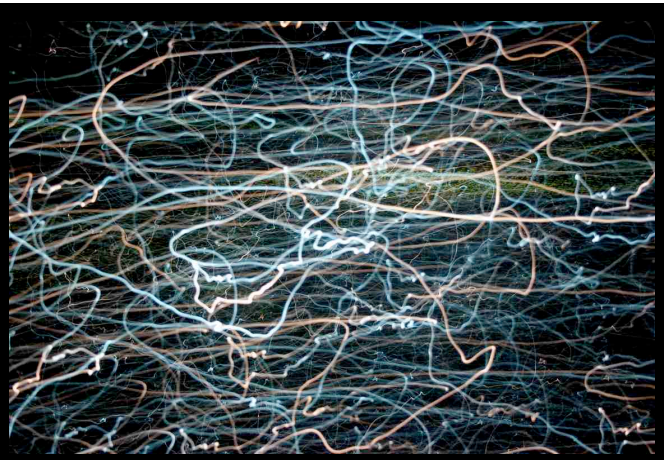
not the absolute truth about everything, but still...

picture: ceneal1 on morguefile

win-win-win

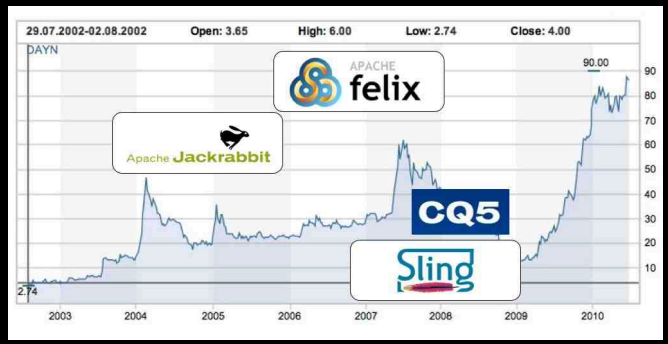
for our users, communities and business

higher code quality



better structures
and modularity

users and community
conversations



...and good business

pictures: xenia, hotblack, kevinrosseel, morguefile

conclusion: win-win-win

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