

# Would you buy an open-source company?



Based on the Day Software story, as perceived from my open source developer point of view.

Just a fireside chat, my personal opinions. No official positions from Adobe in this talk.



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does open source software have any

**value?**

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

# How much?



\$0.0

\$7'625'474

[download.apache.org](https://download.apache.org)

ohloh.net



Apache **Jackrabbit**

\$0.0

\$4'348'937



\$0.0

\$2'544'831

WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?

# Stock market? DAYN?

## Web CMS: Adobe Buys Day Software for US\$ 240 Million

By Brice Dunwoodie (@cmswire) Jul 29, 2010 4 comments



WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?



what's open source software's

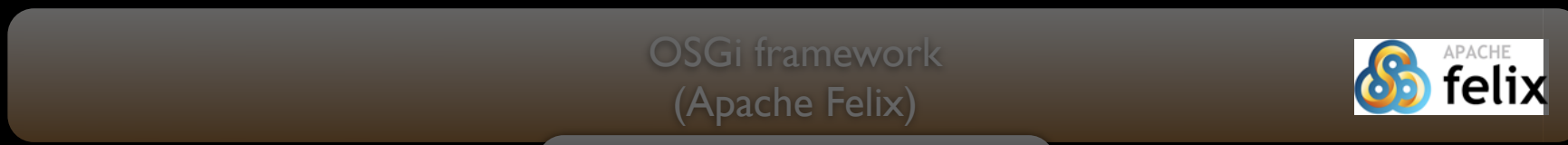
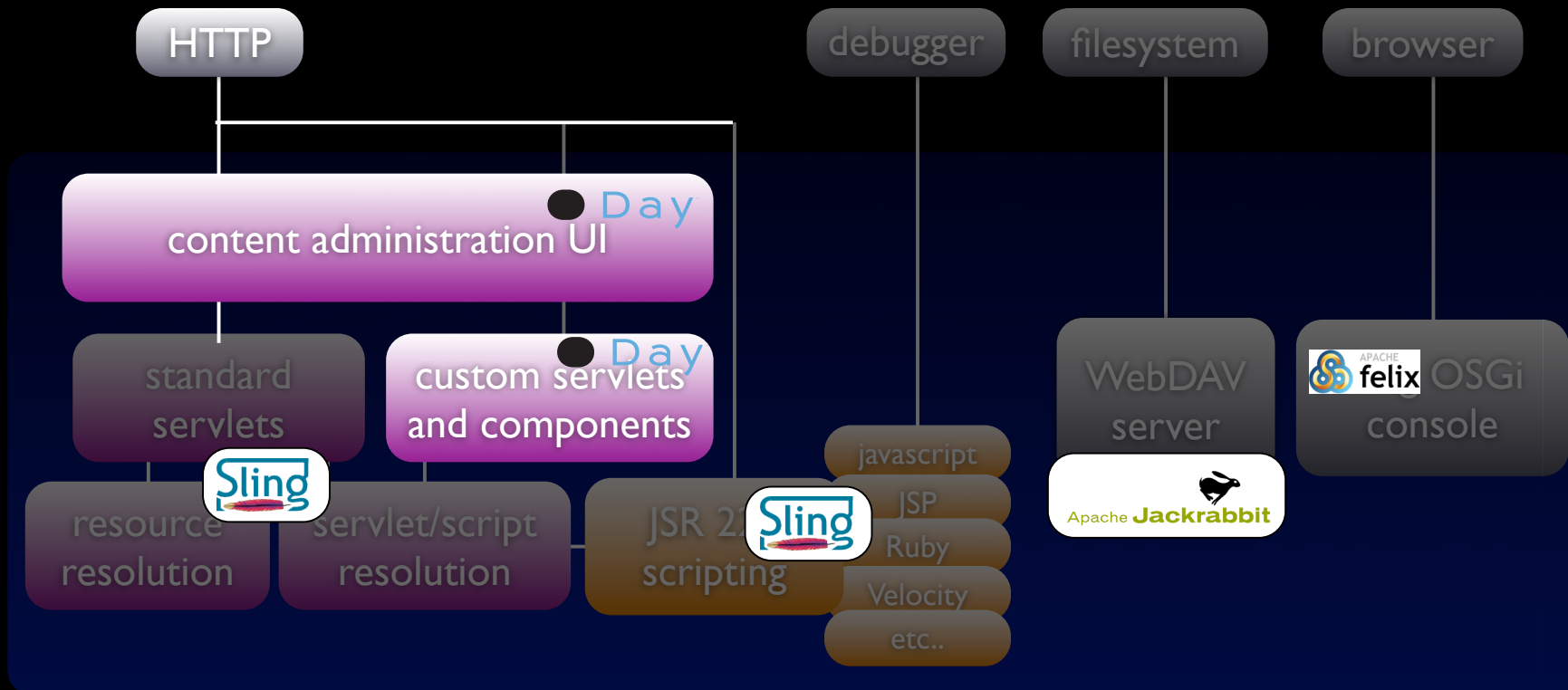
**role?**

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

Day was not really an  
«open source company»,  
it was

a software company which  
develops its technical  
stack in the open,  
**collaboratively.**

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**



open source  
at its core



# criticality

of our open source core parts



50%



25%



15%

---

90%

WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?

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



So, anyone can copy this!  
**NOT!**

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

the company does have some

# know-how

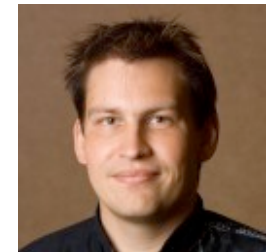
**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

# Day's R&D team

(highlights)



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



**Carsten Ziegeler, Felix Meschberger,**  
**Jukka Zitting**

VPs, Apache Excalibur, Sling and  
Jackrabbit  
(among other fun things)



**Thomas Müller**

original author  
Hypersonic SQL and H2 databases

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





we're not bad, but still,  
**more eyeballs**  
**from more places**  
**help a lot!**

«crowdsourcing neurons»

**BTW:**

# being spec lead for JCR also helps

JSR-170

JSR-283

**Content Repository for  
Java™ technology API v2.0**

**Spec-Lead:  
Day Software**

**Status:  
Final Release 14-sept-2009**



Expert Group:



**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

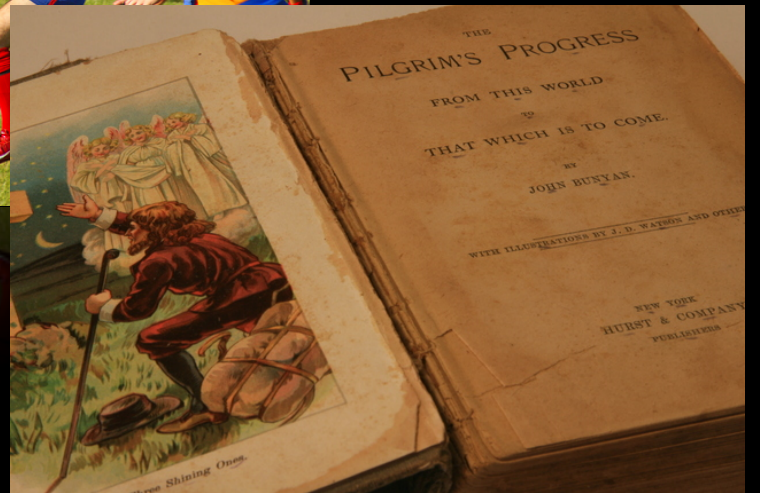
**open source  
open development  
open standards**

open source is cool, but

**open  
development?**

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

meritocracy  
consensus  
quality and security  
community over code  
«The Apache Way»



open development  
**collaboration**



more eyeballs

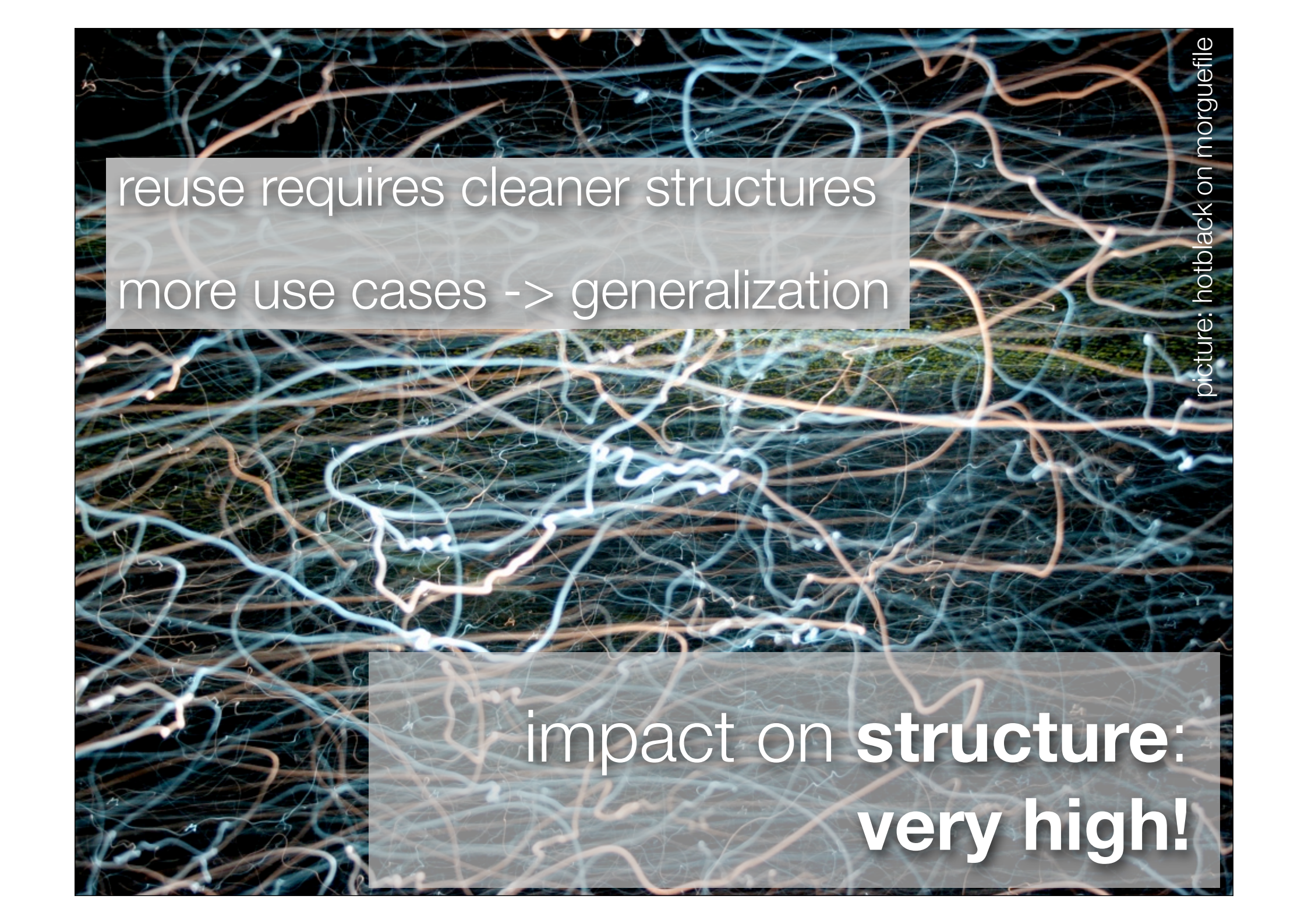
more use cases

more users of all kinds

more opinionated developers

impact on **quality:**  
**very high!**





reuse requires cleaner structures  
more use cases -> generalization

impact on **structure:**  
**very high!**

good things  
(and mistakes)  
in public...

**Trust me.  
I'm a doctor.**

impact on **reputation:**  
**high!**

impact on  
**sustainability:**  
**high!**



picture: bandini on morguefile

Apache community best practices...

FOR SALE: This company makes good money selling well-structured and sustainable quality software. Team and company have an excellent reputation in their industry.

Call [REDACTED]

**WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?**

# Conclusions

Open source bits are free, but making them open source promotes **Quality**.

A **team** that integrates them to form a coherent product can have **tremendous value**.

Besides open source, **open development**, and the collaboration best practices that it promotes, plays a key role.

WOULD YOU BUY  
AN OPEN SOURCE  
COMPANY?

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Keble College, Oxford 5-8 September 2011





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