

Open Innovation in Software means Open Source



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transfersummit.com, Oxford, June 2010

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



**OPEN INNOVATION
IN SOFTWARE**

 **Day**
Bertrand Delacrétaz

TransferSummit/UK
OPEN Innovation · Development · Collaboration
Keble College, Oxford 24-25 June 2010

open innovation



use **external** and **internal**
ideas

internal and **external**
paths to market

to
advance your technology

**OPEN INNOVATION
IN SOFTWARE**

open source

meritocratic
communities

open processes

open code

crowdsourcing



**OPEN INNOVATION
IN SOFTWARE**

picture: mzacha, from <http://morguefile.com/archive/display/626438>



open innovation

vs.? and?

open source



innovation

starts with

ideas

picture: curugon, from <http://morguefile.com/archive/display/21091>



but where's that
needle?

picture: curugon, from <http://morguefile.com/archive/display/21091>



it's about
feedback

pictures: taliesin, [kevinrosseel](#) xfoto on morguefile,



pretend we're a
toy maker

picture: curugon, from <http://morguefile.com/archive/display/21091>

for all ages

creative

durable

relationship

innovative toy
blueprint



for all ages

creative

durable

relationship

innovative toy
reality



innovative toy
feedback?

picture: ppdigital, <http://morguefile.com/archive/display/12788>

legomatrix.com



innovative toy
feedback?

The Brick Testament

Old Testament > Genesis >

The Garden of Eden



thebricktestament.com

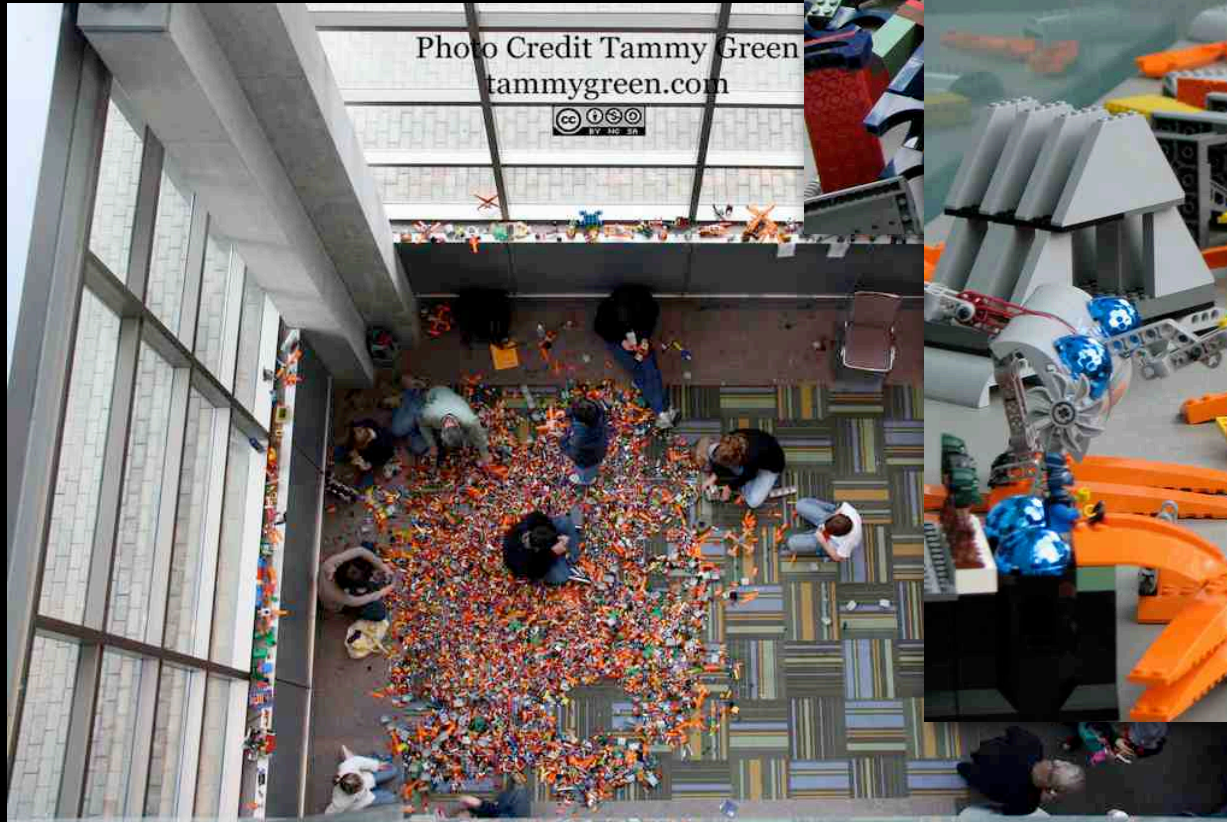
Genesis 2:15

Yahweh God took the man, and put him in the garden of Eden to look after and maintain it.

SXSW Lego Pit



Photo Credit Tammy Green
tammygreen.com



photos: tammygreen.com
and Stephanie Booth



it's about *fast*
feedback

picture: liebesträume95, from <http://www.flickr.com/photos/liebesträume95/3101816428/>



open source:
fast **feedback**,
many **eyeballs**

commit messages

email discussions

issue tracker events

automated builds

open source collaboration
via real-time **events**

mailing lists, wikis, etc.



shared vision

picture: <http://morguefile.com/archive/display/127643>

issue trackers, commit events, ...



**real-time
status updates**

picture: <http://morguefile.com/archive/display/186412>

issue trackers, ...



**real-time
help requests**

picture: <http://morguefile.com/archive/display/180641>

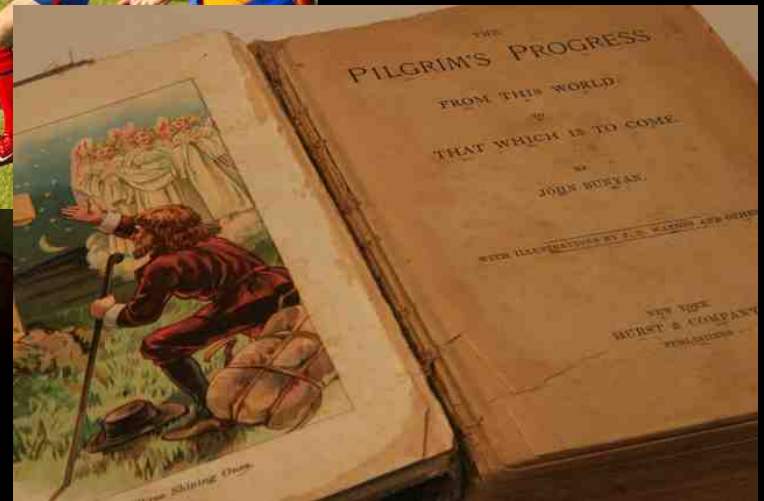
mailing list archives, commit logs, code diffs,
issue tracker pages, etc...

The image shows the cover of the book 'Pilgrim's Progress' by John Bunyan. The cover is aged and yellowed. On the left side, there is a colorful illustration of a pilgrim in a red coat and hat, carrying a large bundle on his back and holding a staff. In the background, a group of people in white robes are visible. The title 'PILRIM'S PROGRESS' is printed at the top, followed by 'FROM THIS WORLD TO THAT WHICH IS TO COME' and the author's name 'JOHN BUNYAN'. A library stamp is visible at the bottom right of the cover.

**self-service
archives**

picture: <http://morguefile.com/archive/display/188806>

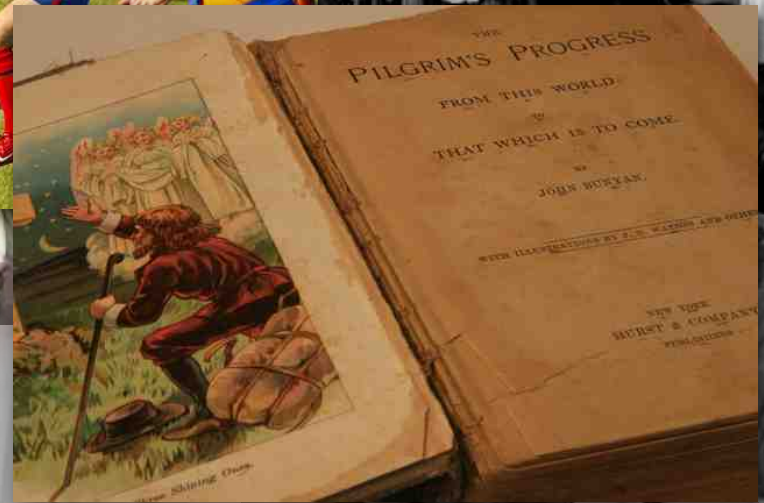
issue trackers
source code control
mailing lists
wikis, etc.



event-based

collaboration

means fast feedback

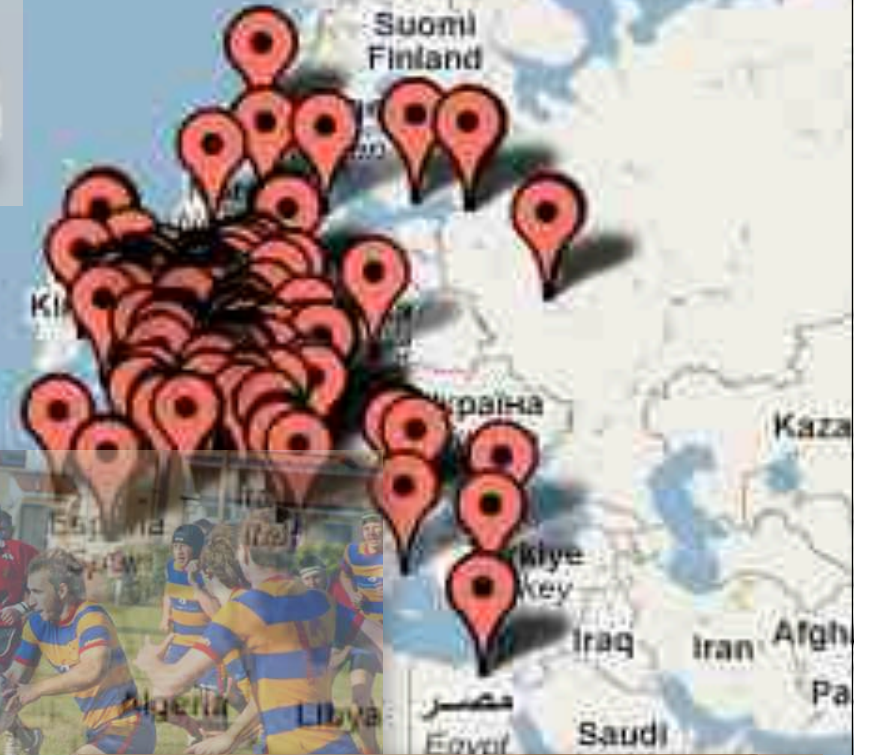


collaboration

with your users

The Apache
Software Foundation
<http://www.apache.org/>

committers map



collaboration

with bright people



photo: Ted Leung

innovation @apache



apache
CouchDB
relax



just to
name a
few...



Apache
HTTP SERVER PROJECT



approximate numbers, 2010:

2'000 committers

300 members

70 + 30^(*) projects

active incubator^(*)

community development

big sponsors

platinum: Google, Yahoo, Microsoft

innovation @apache

**OPEN INNOVATION
IN SOFTWARE**



open source:
fast **feedback**,
many **eyeballs**



concrete example
Day's CQ5

**OPEN INNOVATION
IN SOFTWARE**



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.”

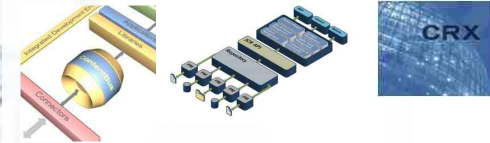
Steve Wilson, Senior Director of Web Communications, McDonald's



Swiss open source award / business / 2008

Day™

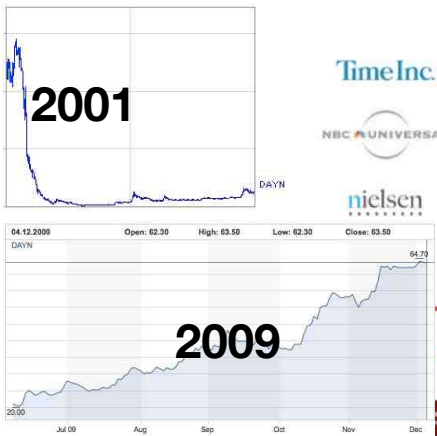
content-centric products



(everything is content)

www.day.com

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



Survived tough times (SWX:DAYN)



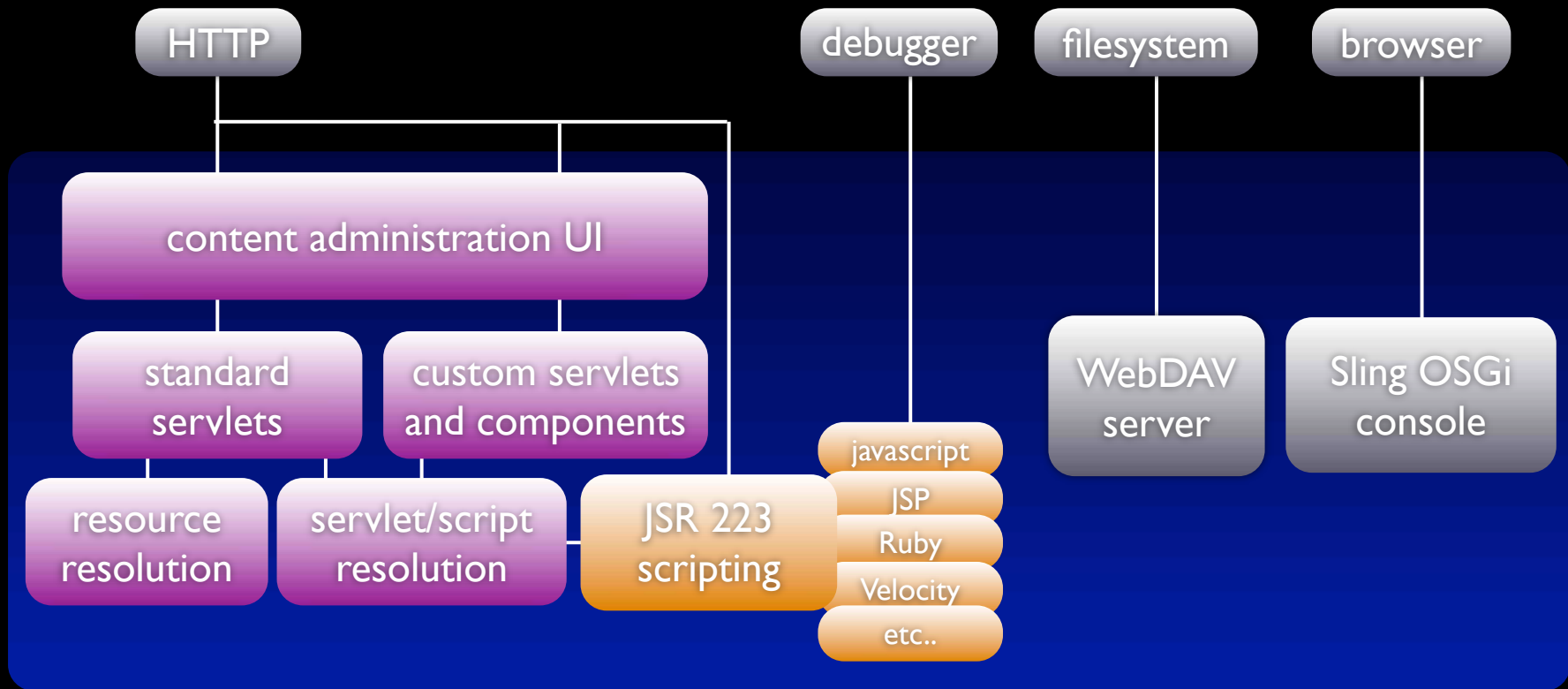
Jackrabbit



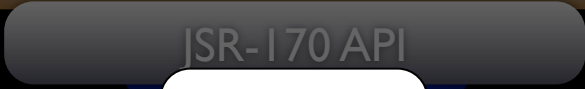
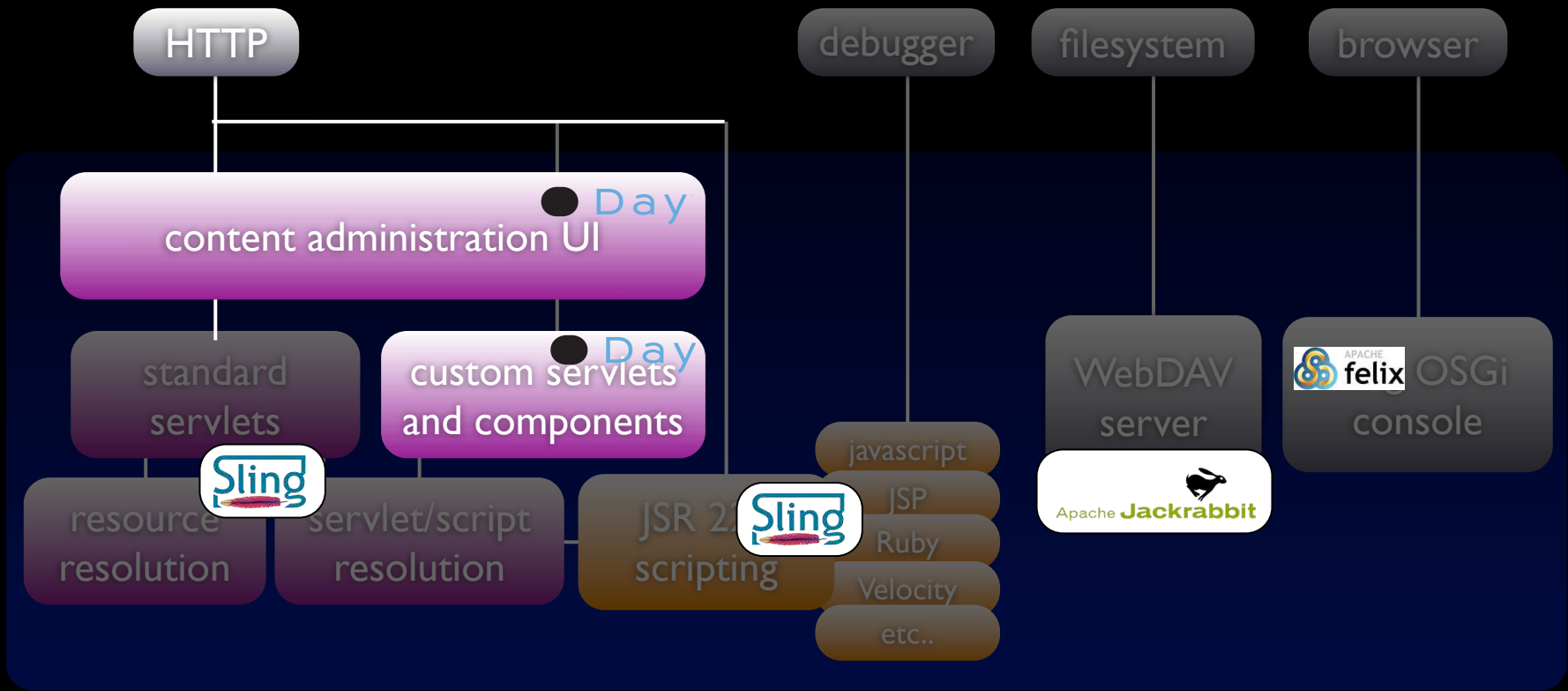
Strong ties to the Apache Software Foundation



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



CQ5 architecture



open source?
you bet!



strong ties with
open source

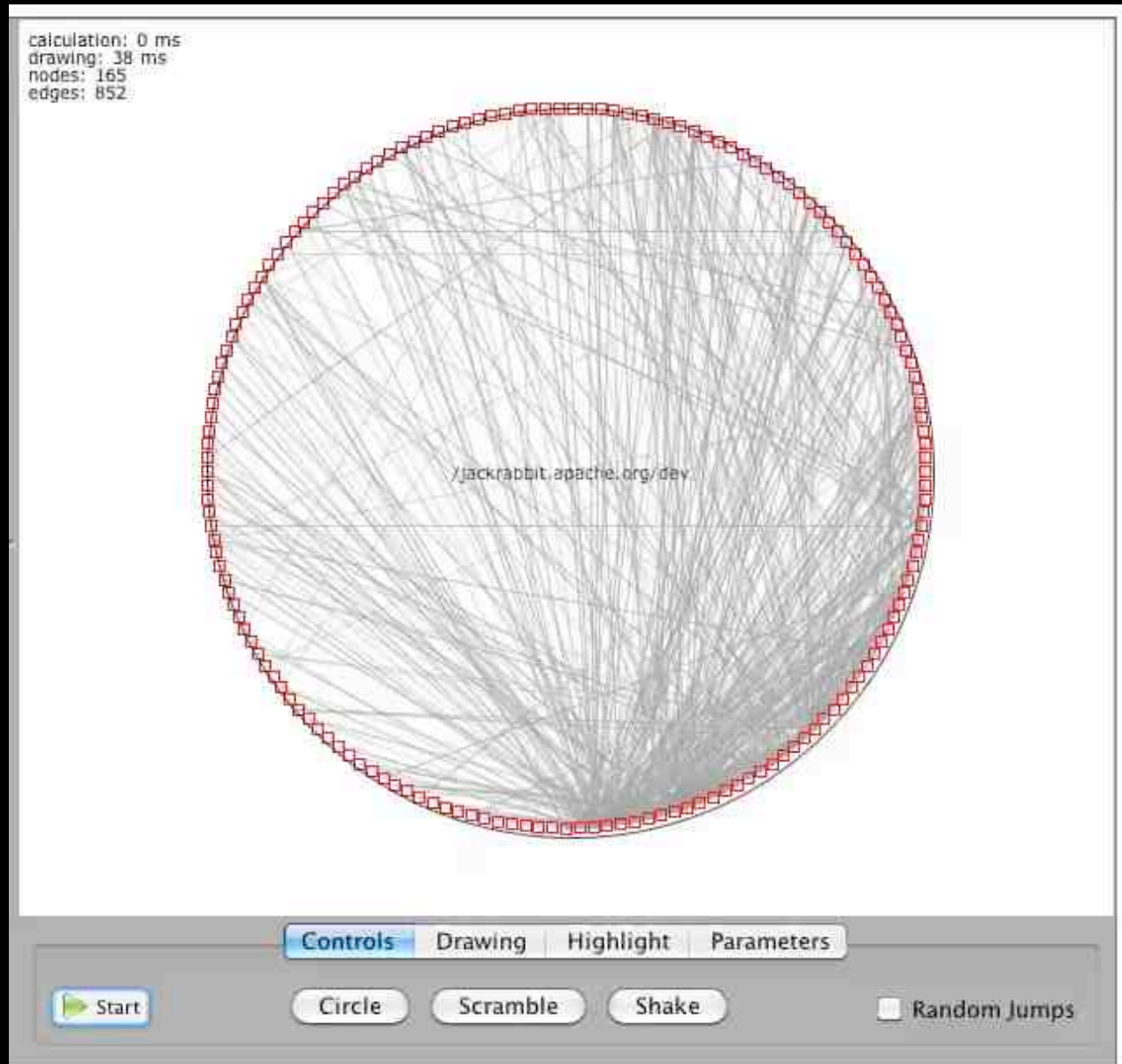
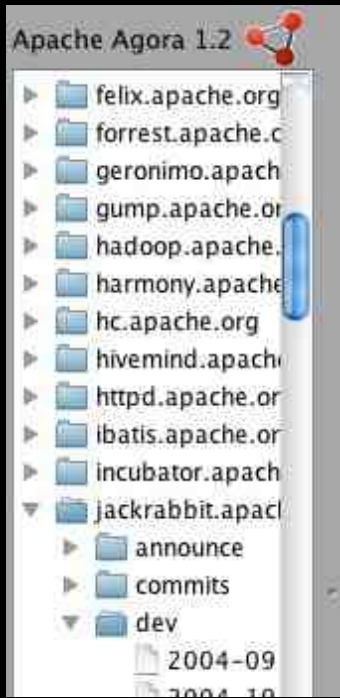
**OPEN INNOVATION
IN SOFTWARE**



open source
community?



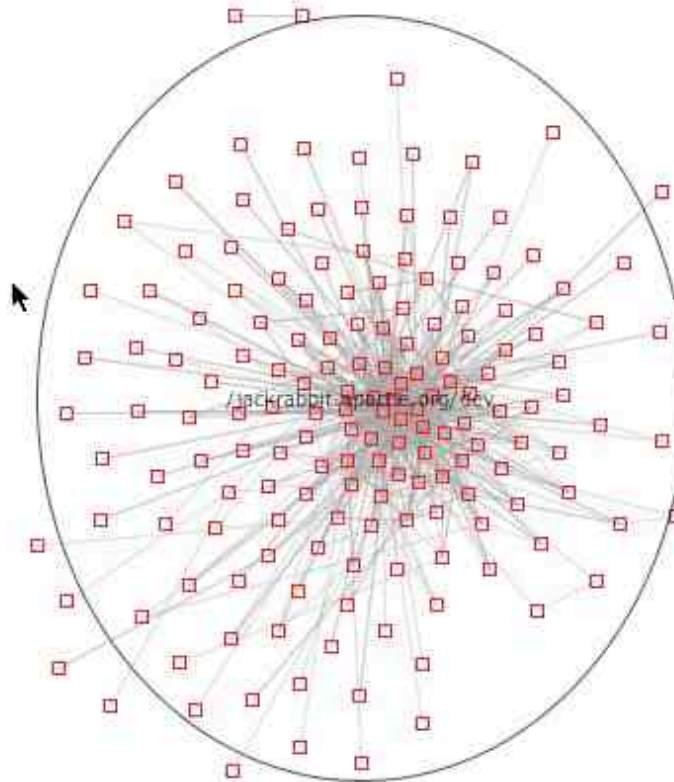
Apache Agora
by Stefano Mazzocchi
<http://people.apache.org/~stefano/agora/>



jackrabbit dev list
2008-2009

OPEN INNOVATION
IN SOFTWARE

calculation: 1 ms
drawing: 18 ms
nodes: 165
edges: 852



Controls Drawing Highlight Parameters

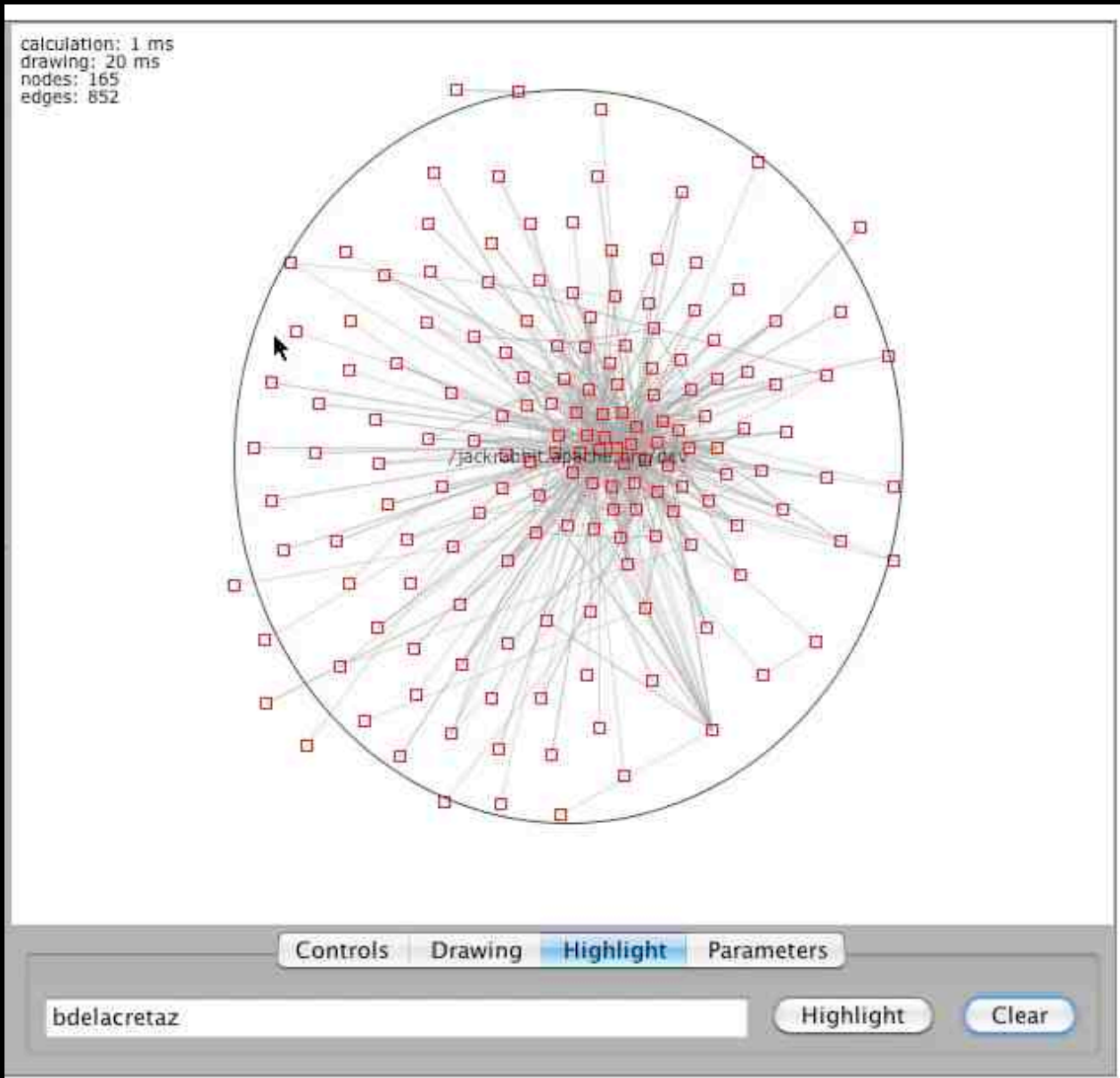
@day.com

Highlight

Clear

highlighting day.com

OPEN INNOVATION
IN SOFTWARE



highlighting myself

OPEN INNOVATION
IN SOFTWARE



open innovation?
open source!

**OPEN INNOVATION
IN SOFTWARE**

feedback is key

if done right,
open source provides
lots of feedback **fast**

let's find those needles
in our haystack of ideas!

Article on The H: <http://x42.ch/03.10.01>

in
summary



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IN SOFTWARE**



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