Debian to DC/OS

Factors that shape open source communities

MESOSPHERE

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About

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Linux Systems Engineer turned Developer Advocate at Mesosphere with 15+ years in open source communities including Debian, Ubuntu, OpenStack and DC/OS.

Author of books on <u>The Official Ubuntu Book</u> (8th and 9th editions) and <u>Common OpenStack Deployments</u>.

Slides: <u>https://princessleia.com/presentations/2018/</u>

Welcome to community management!

Your mission: Take this community and make it *awesome.*

A story

Contrasting experiences with the Ubuntu and DC/OS communities.

The "right" kind of community depends on the project

Roadmap:

- Project Factors
- Examples
- Conclusions

Project Factors

Architecture, target user, governance, ecosystem

Project Structure

How do the pieces of your project work with each other?

- Integrated
- Modular

How does your open source project relate to the product you sell?

- Is it fully open source, or open core?

Contributors & users

- B-to-B
  - Built by businesses for business users
- B-to-I
  - Built by businesses for individual users
- I-to-I
  - Built by individuals for individuals

Contributions

What type of work is the community doing?

- Software development
- Documentation, testing, i18n, etc
- Support
- User tooling

Ecosystem

Who is promoting your project?

- Unaffiliated individuals
- Partners whose products complement yours
- Customers
- The companies making an investment
- Critical mass (already an industry leader)

Governance

- Grass roots:
  - Focus on individuals
- Foundation controlled:
  - companies or individuals support
- Company controlled:
  - one company defines the direction of the project
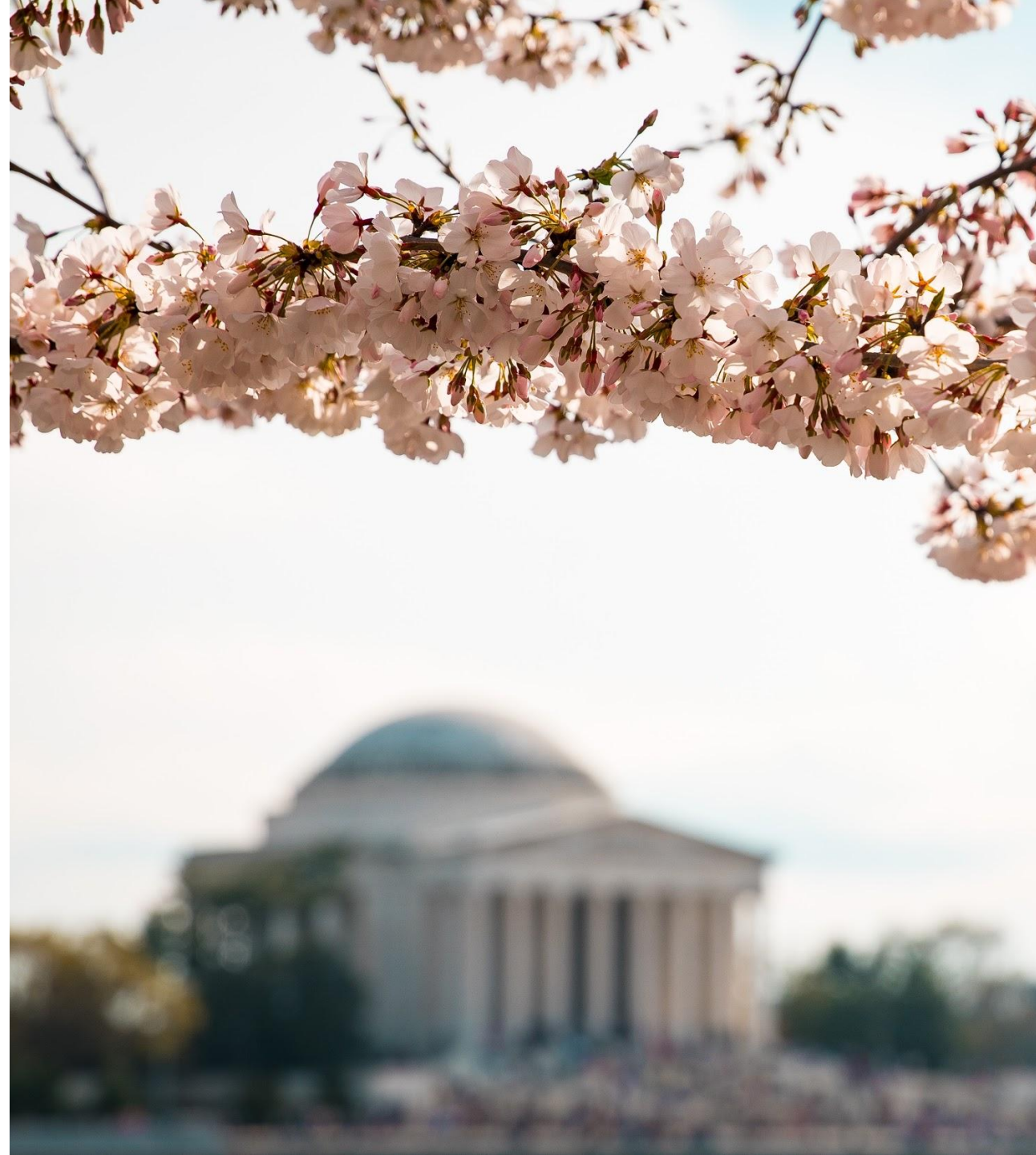
Culture

- Age of the community
- Entrenched values
- Willingness to be influenced
- Importance in-person vs. online connection

Project Examples

Debian, Ubuntu, Apache Mesos, DC/OS, OpenStack

Debian: operating system

Project traits:

- Fully Open
- Modular
- I-to-B/I
- Grassroots governance
- Individual driven ecosystem

Nurture by:

- Open engagement
- Showing personal interest
- Recognizing contributions

CM/DA expertise:

- Technical
- Ok with "old school" tooling
- Packaging experience
- Personally uses Linux

Ubuntu: operating system

Project traits:

- Fully open
- Modular
- B/I-to-B/I
- Company controlled
- Critical mass achieved in the ecosystem

Nurture by:

- Identify chances for contribution
- Matching needs
- Recognize contributions

CM/DA expertise:

- Should use Ubuntu
- Fun, social, upbeat
- Can build supporting tooling

Apache Mesos: cluster resource manager

Project traits:

- Fully Open
- Integrated
- B-to-B
- Foundation controlled
- Mixed ecosystem

Nurture by:

- Help devs & users connect
- Flatten contribution onramp
- Communicate ongoing work
- Recognize contributions

CM/DA expertise:

- Technical writing
- Social media
- Understands contribution processes

DC/OS: distributed computing platform

Project traits:

- Open Core
- Evolved from Enterprise
- Integrated
- B-to-B
- Company controlled
- Partner and customer driven ecosystem

Nurture by:

- Encourage non-code contributions
- Recognize contributions
- Partner relationships
- Support customers
- Set expectations

CM/DA expertise:

- Effective communicator
- Solid understanding of project
- Understands engineering processes

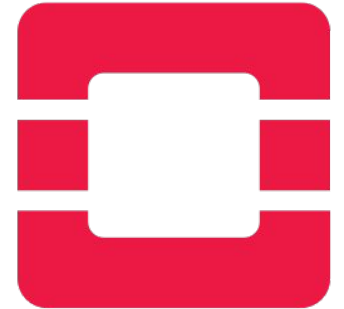# OpenStack: cloud platform

Project traits:

- Fully open
- Modular
- B-to-B
- Foundation controlled
- Supported by companies
- Ecosystem driven by investing companies

Nurture by:

- Gathering technical contributions
- Provide financial support for events
- Recognize contributions

CM/DA expertise:

- Technical contributor
- Strong organizer of multi company endeavors

Conclusions

What to make of it all?

Conclusions

- Every community is different
- The "openness" of your community should inform your approach to nurturing it.
- Recognizing the type of community you have helps you target your efforts.
- Recognizing contributions is important for all community building.

Questions?

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Additional credit for these slides and talk content go to Judith Malnick, @judithpatudith