How to measure and communicate positive results from your Open Source Investments and Efforts inside a Company?

Let's face it, facts and data talks better than words. Metrics talks, especially when you are looking to show impact, measure results of efforts and send in requests for funding. It is important that open source efforts inside corporations show tangible and positive impact on the company's ability to do business and to show ROI. This creates support and funding for the open source efforts to continue and thrive. This is one of the biggest questions that confront many open source program managers like us. We will discuss:

- What are the right things to measure, how to show the tie-in to key company initiatives and bottom line, how to get support for open source efforts inside the company.
- How to measure the performance of open source developers, communicate that and showcase ROI and direct value from that work into higher company goals.
- Most smart companies have already figured out that they need OSS teams and set goals. But often the missing link is the integration of that team with the rest of the company from a strategy and execution perspective

This will be a panel discussion with diverse perspectives from panelists from a number of companies. We will discuss how each of us measures OSS work at our companies and also discuss where more work is needed. We would also like the audience to participate and be engaged in sharing their best practices so that as an industry we improve how we show impact.

Topic Category: This is a Business of Open Source topic – best practices

Audience: Open Source program managers and strategists at companies and anyone who is involved in moving open source forward at projects, companies and businesses will learn more about how to measure and share impacts of open source work.

Level: Intermediate

Panel:

- PayPal – Duane O'Brien (@duaneobrien) left a successful career as an engineer at Adobe to help PayPal learn open source ways. In the past year he's taken on responsibility for inbound and outbound open source programs, as well as community coaching and open source evangelism at PayPal (and EBay, on a consulting basis). He's also a gamer and a serious cyclist, often participating in fundraiser rides including the annual AIDS Lifecycle."
- Samsung – Guy Martin (@guyma) is a Senior Strategist with the Samsung Open Source Group, where he represents the company to the broader open source community and works with internal Samsung teams to help accelerate their use of and collaboration with open source software. Guy has more than 20 years of experience in software engineering, technical marketing, and community management consulting. He has helped develop collaborative & open source communities for groups such as the US Department of Defense, Motorola, and Sun

Microsystems. He speaks regularly on open source and community topics to audiences of all levels at conferences such as LinuxCon, OSCON, Red Hat Summit, SCALE and Korea Linux Forum.

- SanDisk -Nithya A. Ruff (@nithyaruff) is the Director of SanDisk's Open Source Strategy Office. SanDisk is a global leader in flash storage solutions from edge devices to cloud and enterprise data centers. She currently is working on bringing best in class open source ideas and to grow community and commercial engagement for SanDisk. In addition to her day job, Nithya is also is on the board of SanDisk's Women's Innovation Network or WIN.   WIN is a global affinity organization dedicated to the development of an inclusive network that enables women's highest potential in the work place. She studied computer science and entrepreneurship and is working to tie the benefits of open source to business bottom lines.

- Qualcomm –Mark Charlebois is a Director of Open Source Software Strategy at Qualcomm Technologies Inc. (QTI), a subsidiary of Qualcomm, Inc. He has been developing software for Unix, Linux and embedded systems for more than 25 years, and currently contributes to the PX4 Firmware project and the LLVM Linux project. Charlebois joined Qualcomm in 1999, and has worked in R&D, GlobalStar, MediaFLO, QuIC, and most recently in R&D again on aerial robotics. Charlebois is an Open Source strategist and evangelist for QTI and serves on the boards of the Linux Foundation and the Dronecode Project, and on the Steering Committee of the Core Infrastructure Initiative. Prior to Qualcomm, Charlebois worked at LMI in greater Vancouver, designing laser scanners. Charlebois holds a bachelor's degree in Systems Design Engineering from the University of Waterloo, and a master's degree in Engineering Science from Simon Fraser University.

- Twitter - Chris Aniszczyk (@cra) is an engineer by trade with a passion for open source and building communities. At Twitter, he created their open source program and leads their open source efforts. He also sits on the Eclipse Foundation's Board of Directors representing the committer community. In a previous life, he bootstrapped a consulting company, made many mistakes, lead and hacked on many Eclipse Foundation and Linux related projects.

Guy Martin

Nithya Ruff

Mark Charlebois   Chris Aniszczyk   Duane O'Brien