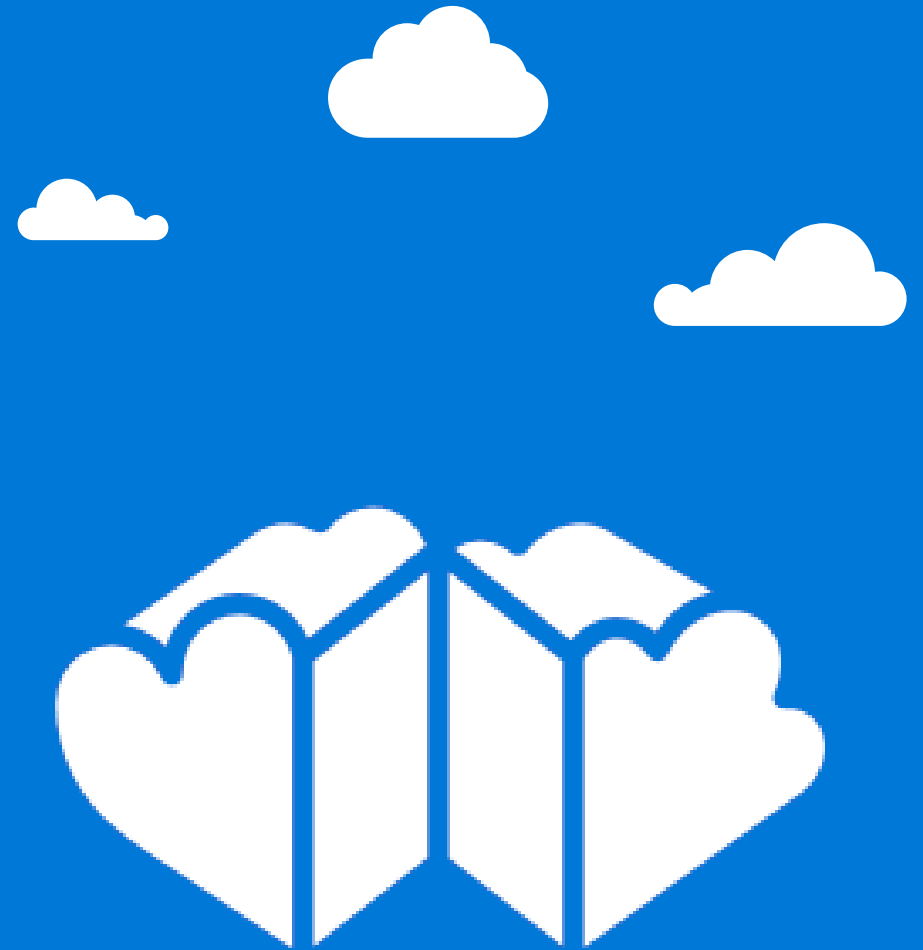


The role of open source market intelligence in our cloud open source strategy

Jose Miguel Parrella
Open Source Product Manager
Microsoft Azure



Our approach to open source in the cloud



Enable

An open and flexible platform that meets you where you are and adds value to your existing investments



Integrate

Embracing leading ecosystems, increase agility and offer consistent open source offerings



Release

Support a strong ecosystem to achieve more through Microsoft's own portfolio investments

R Server
.NET Core
CNTK
Roslyn
TypeScript
F#

PowerShell
ACS Engine
Graph Engine
PowerBI Visuals
Office UI Fabric
MSR projects



Contribute

Extend the community and reach to more people, and partner for first-class experiences



Open Source Partners & Ecosystem



@jesslynnrose

Everyone in your org should know



What open source means

Why open source is important

What are our business goals?

How close are we to meeting these?

What is expected from us?

Azure + Open Source GTM



Business Development



Engineering



Partners



OSS Go To
Market
Strategy



Field



Industry



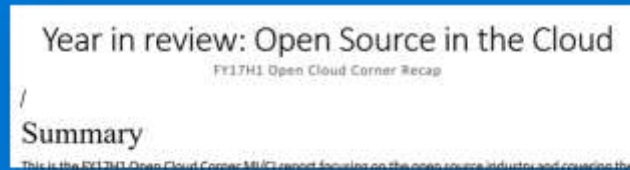
Audiences



GTM components

- Measures of success
- Positioning & messaging
- Research & MI/CI
- Joint partner GTM plans
- Field enablement
- Product launches & EOLs
- Customer experience and value proposition
- Program & initiative alignment
- Supporting media engagements
- Open source cloud portfolio
- Open source capability roadmap
- Industry relations
- Global campaigns
- Partner onboarding
- Internal community building
- Readiness at scale

The project



Open Cloud Corner
Azure + OSS CI/MI
Update

FY17H1 Update

December 2016

90+

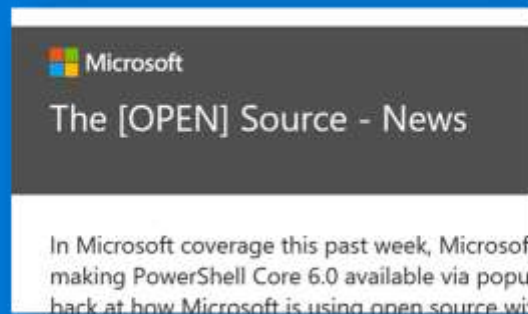
Events parsed
every month

150+

Core technical
team

15+

Distinct reporting
categories



Reactions

Support
management: *"This
is very informative
research that we
want to get in front
of our leadership"*

Engineering
leadership: *"You've
added a couple
more hours to my
weekend reading
assignment"*

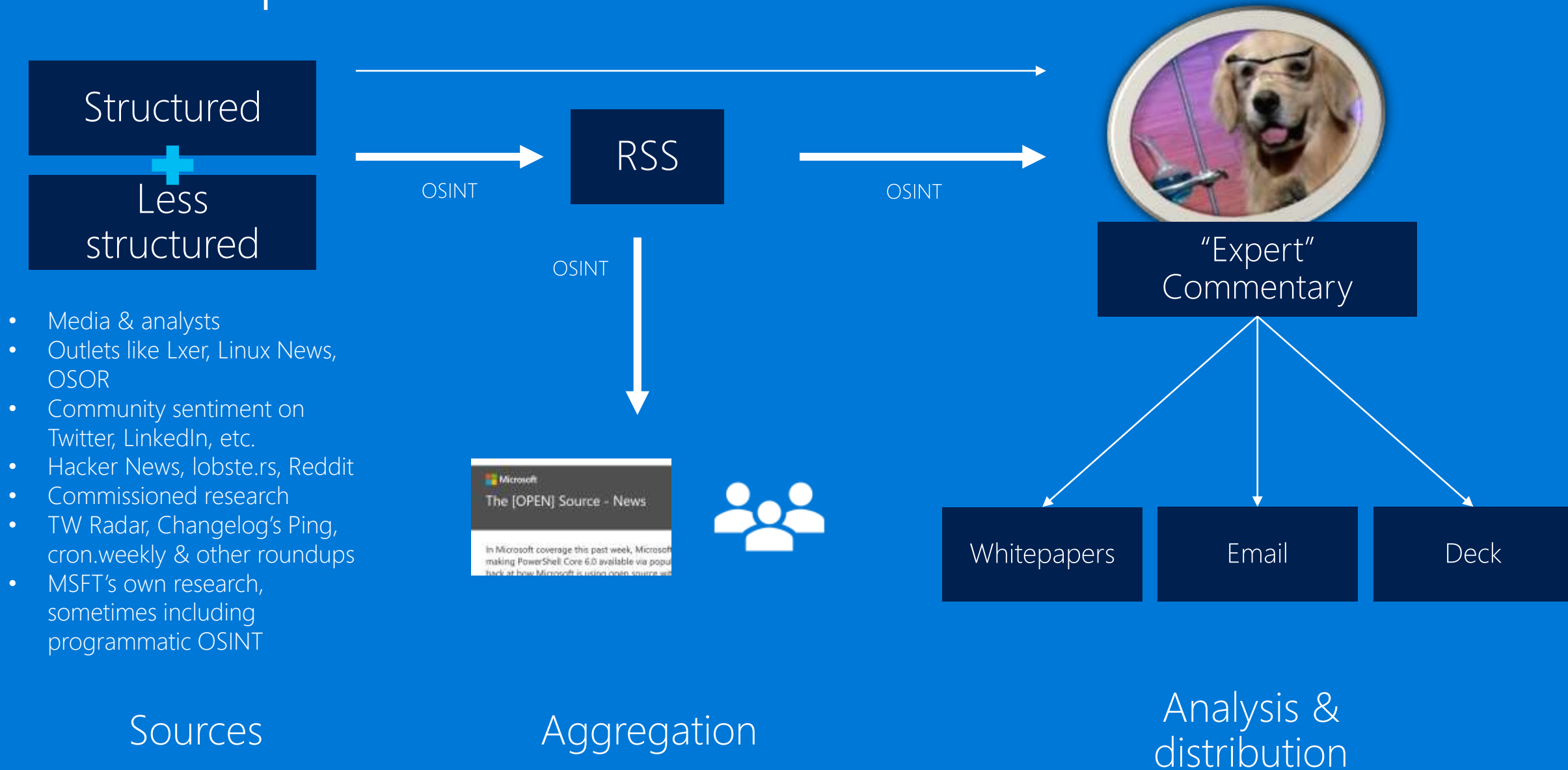
Field
leadership: *"There's so
much to
learn..."*



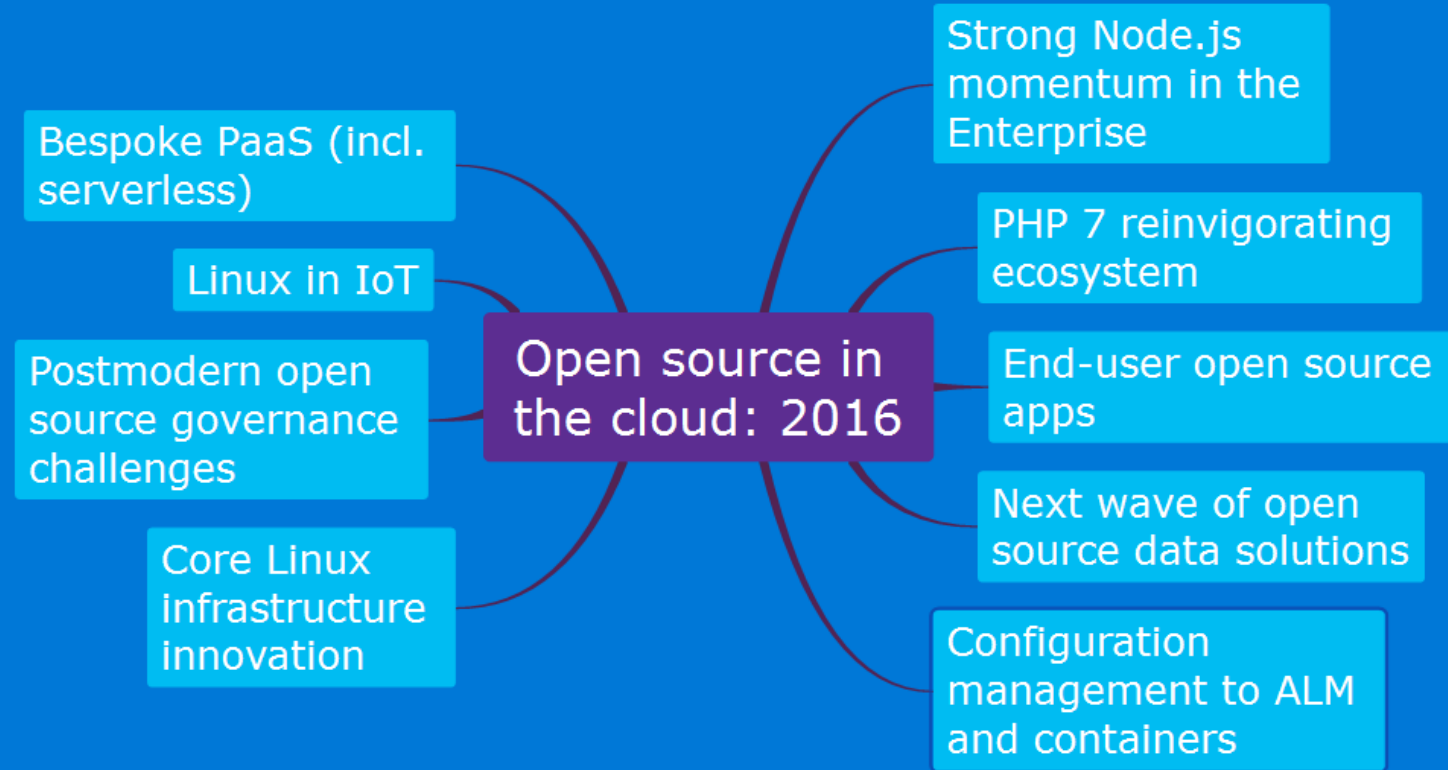
But why?



Current practice



Key themes



Key learnings

Adapt formats to different platforms of influence

E-mail works well for weekend reading, mind map for simulations, aide-memoire for executives...

Some insights have an expiration date

Yet your maturity curve will define how long the fundamentals will stick

Expect bias and conflict, have a plan

Jess Rose: *"We can't eliminate all our biases. But we have a duty to try!"*

Challenges



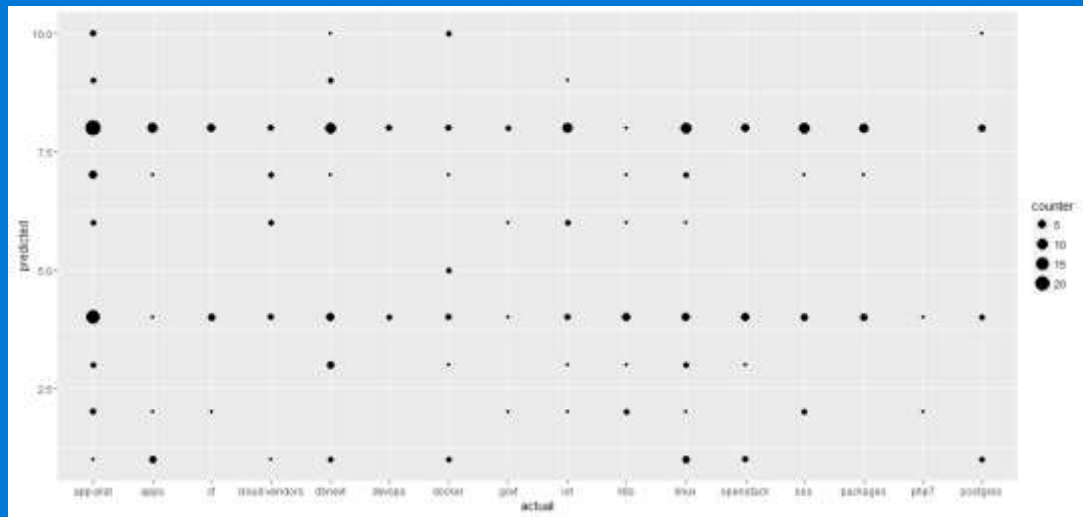
Applying classification methods to report

- $n=621$
- Roughly 10 months of events, manually categorized
- Text classification methods exhibit poor accuracy, both in supervised and unsupervised methods, might indicate source bias and insufficient samples in some categories
 - Tree: 30%
 - Bayes: 25%
 - SVM: 33%
 - KNN: 34%

Inferring topics (LDA)

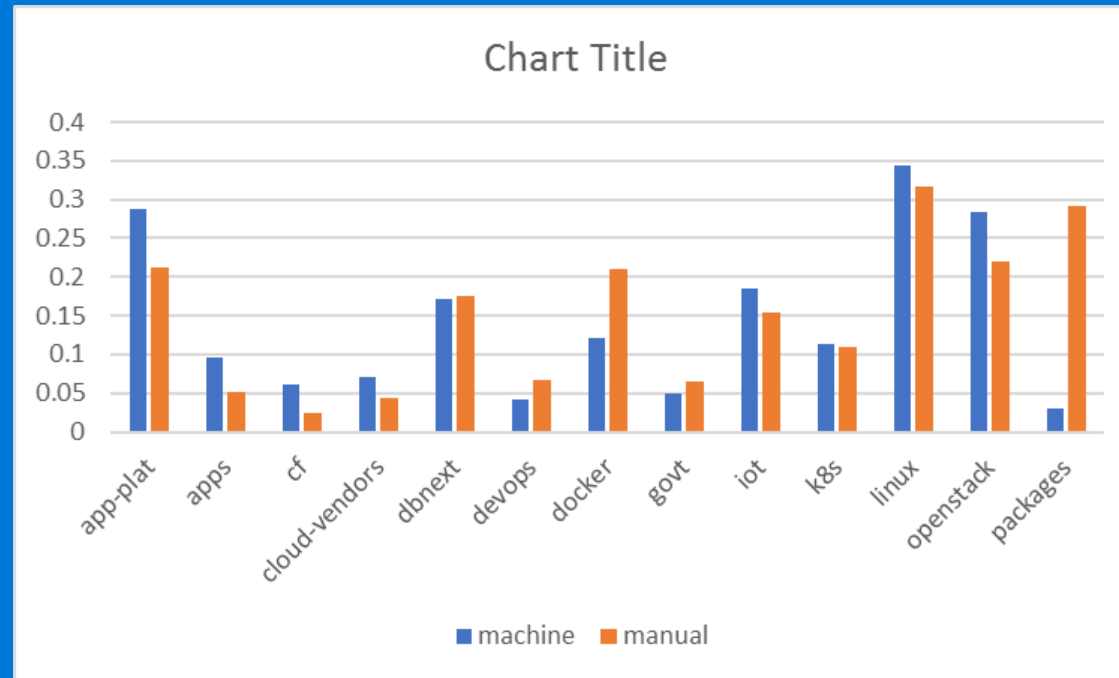
```
> lda <- LDA(mat, k)
> terms(lda)
  Topic 1   Topic 2   Topic 3   Topic 4   Topic 5
"docker"   "data"    "can"    "open"   "cloud"
> |
```

Inferring clusters (K-means)



- Docker/K8S
- Linux/IoT
- Data/Postgres
- OSS App Plat
- Linux/OpenStack

With automatic classification



n=212, using KNN

opensource@microsoft.com



bureado

