



Evolving Open Source Support – What the Future Holds

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Agenda



OSS: It's Everywhere



Realities of Supporting OSS



The Value of Commercially Supported OSS



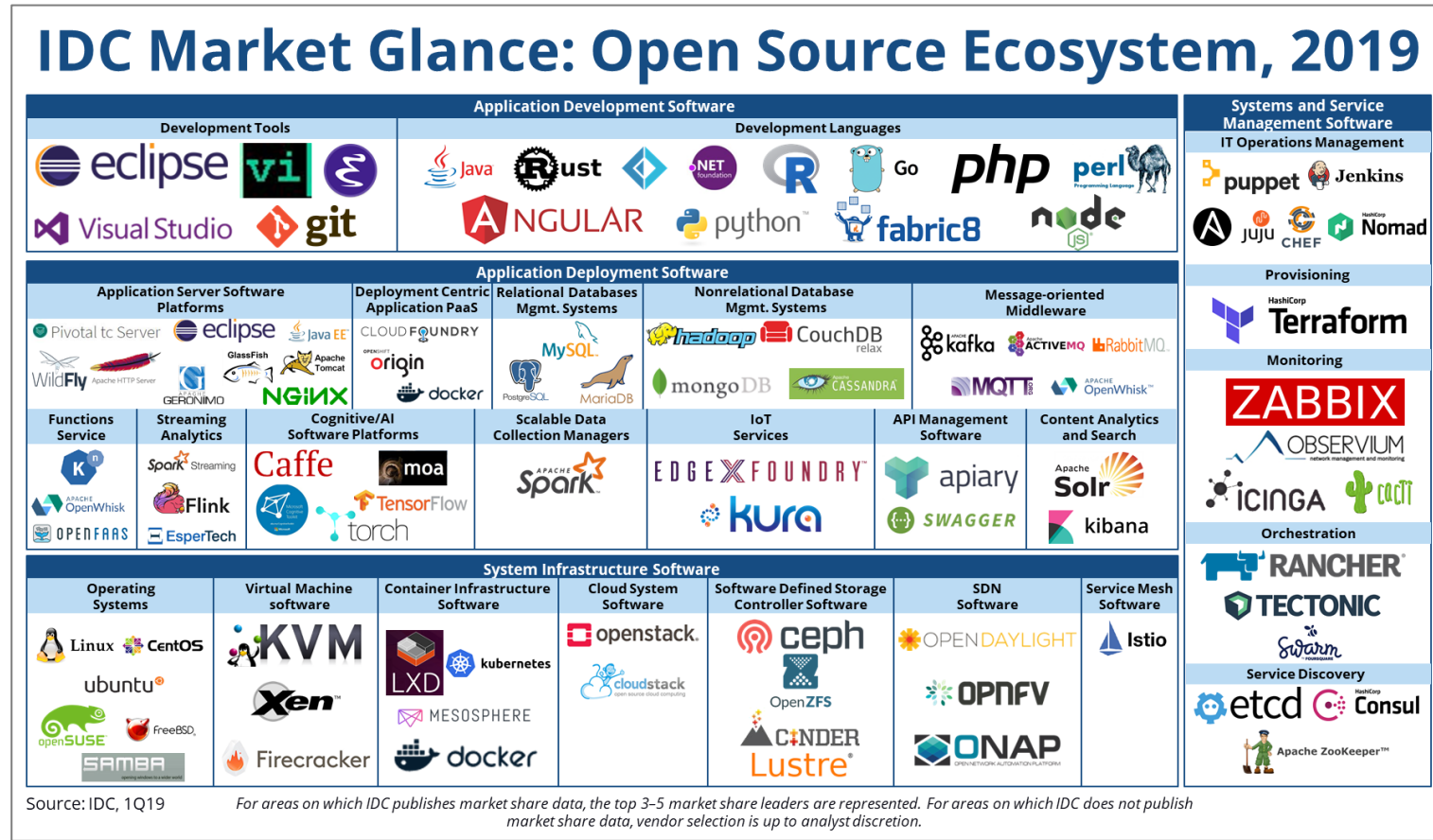
Developers just Wanna Write Code



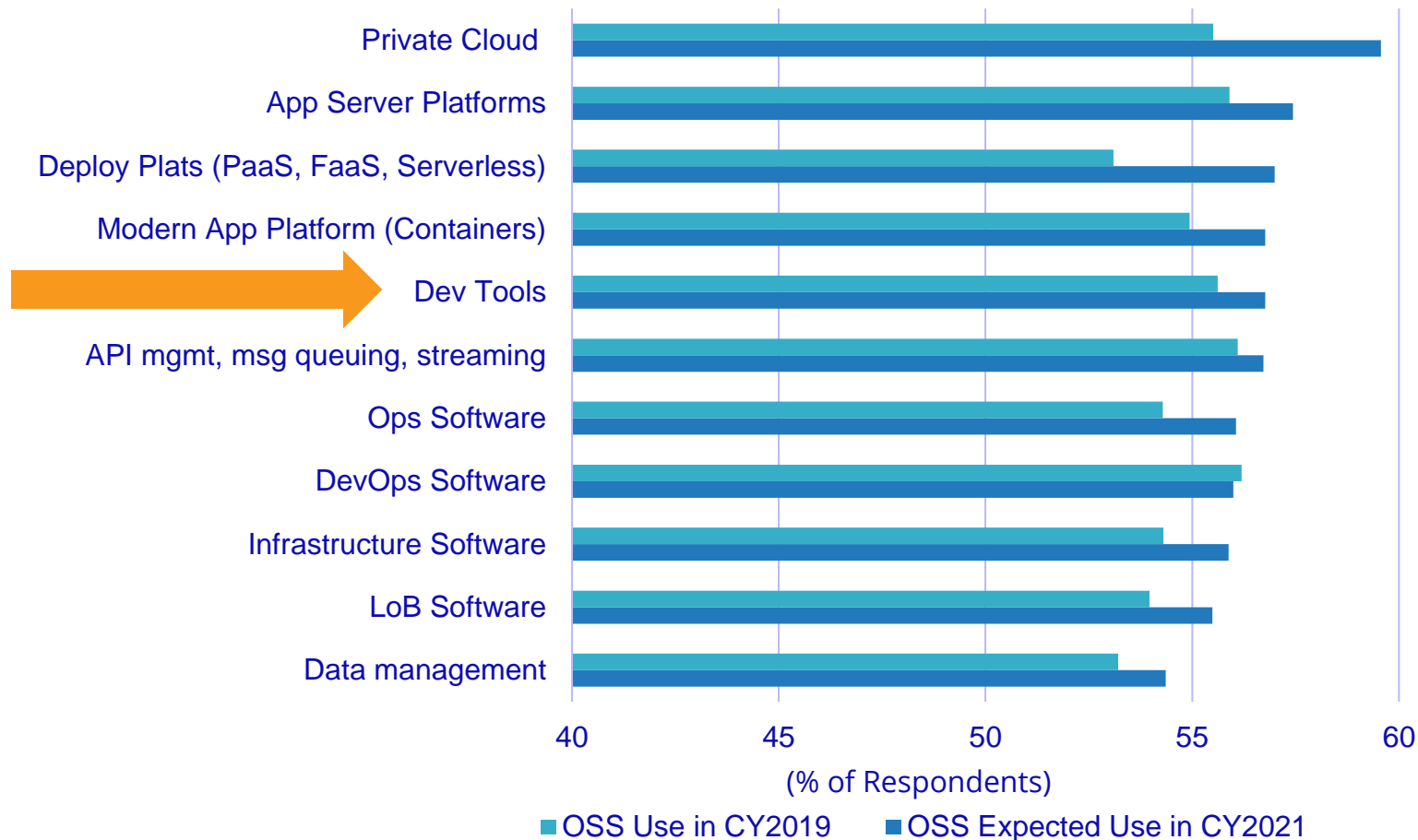
Essential Guidance

Open Source Software: It's Everywhere

- OSS is highly credible today
- OSS is widely used
- Infrastructure
 - Widely used to operate infrastructure
 - Operating systems, management, virtualization, containerization
- Deployment
 - Databases, middleware, message handling, AI & ML, app serving
- Developers love OSS
 - Long been the source of developer tools
 - Increasingly a key source for software construction components
- Embedded in all sorts of “things”
- And best of all, it's “Free like a free puppy...”



OSS Usage in 2019 and Projected for 2021



- OSS continues to dilute proprietary software
- Virtually every market segment has OSS competitors today
- Developers are particularly heavy users of OSS

Q4/5: For each of these classes of software, today and in 24 months in the future, what percent of your total software is/will be open source software?

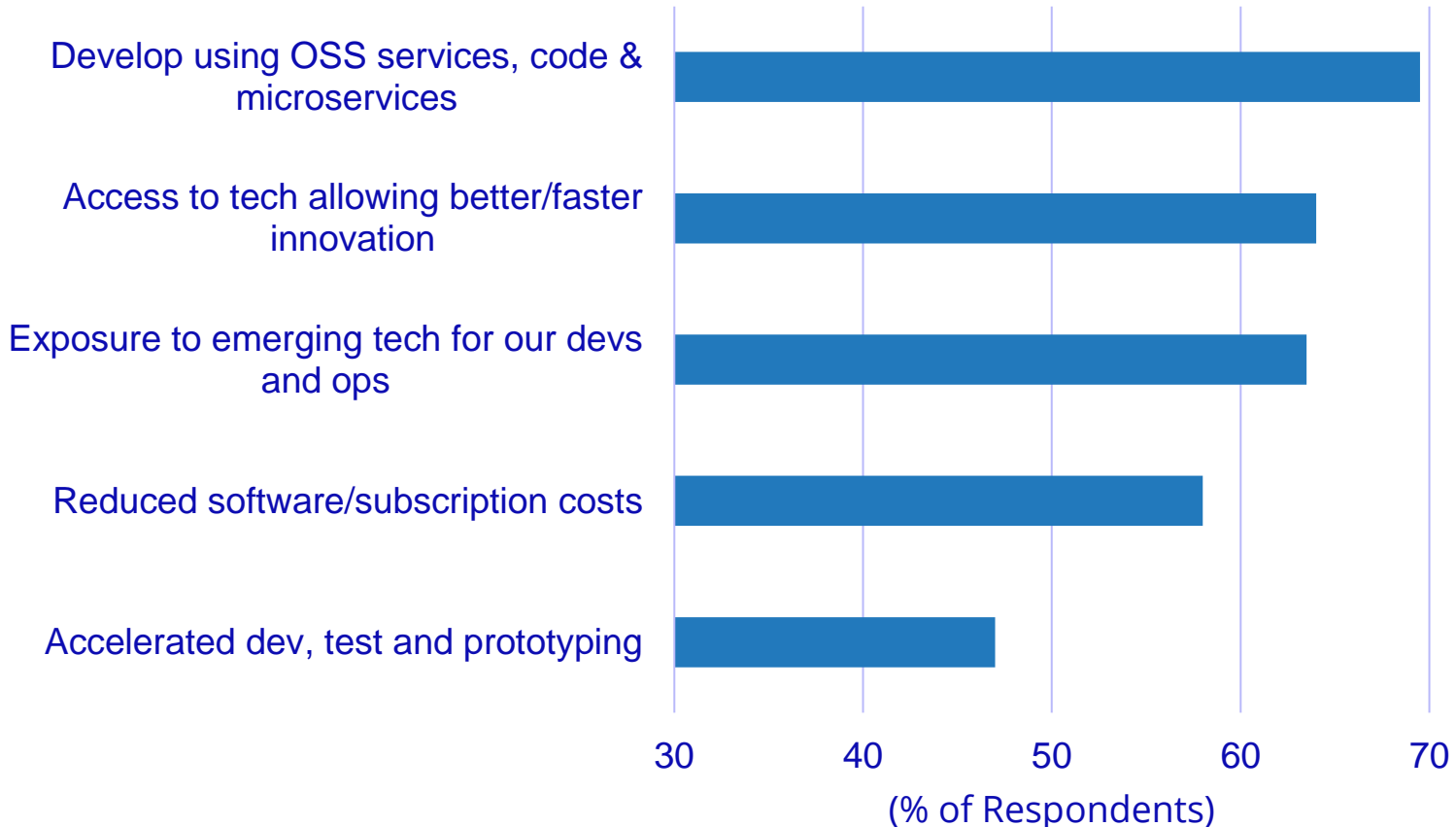
Base = Companies that use at least some OSS in their environments

n = 126, 137, 112, 124, 118, 108, 144, 118, 135, 134, 136

Source: IDC US Open Source Software Use Survey, October 2019

Value Expected Focused More on Benefits and Speed, Less on Cost

Anticipated Benefits of OSS



- Best technology
- Competitive advantage
- Speed/ease of development
- Cost benefits

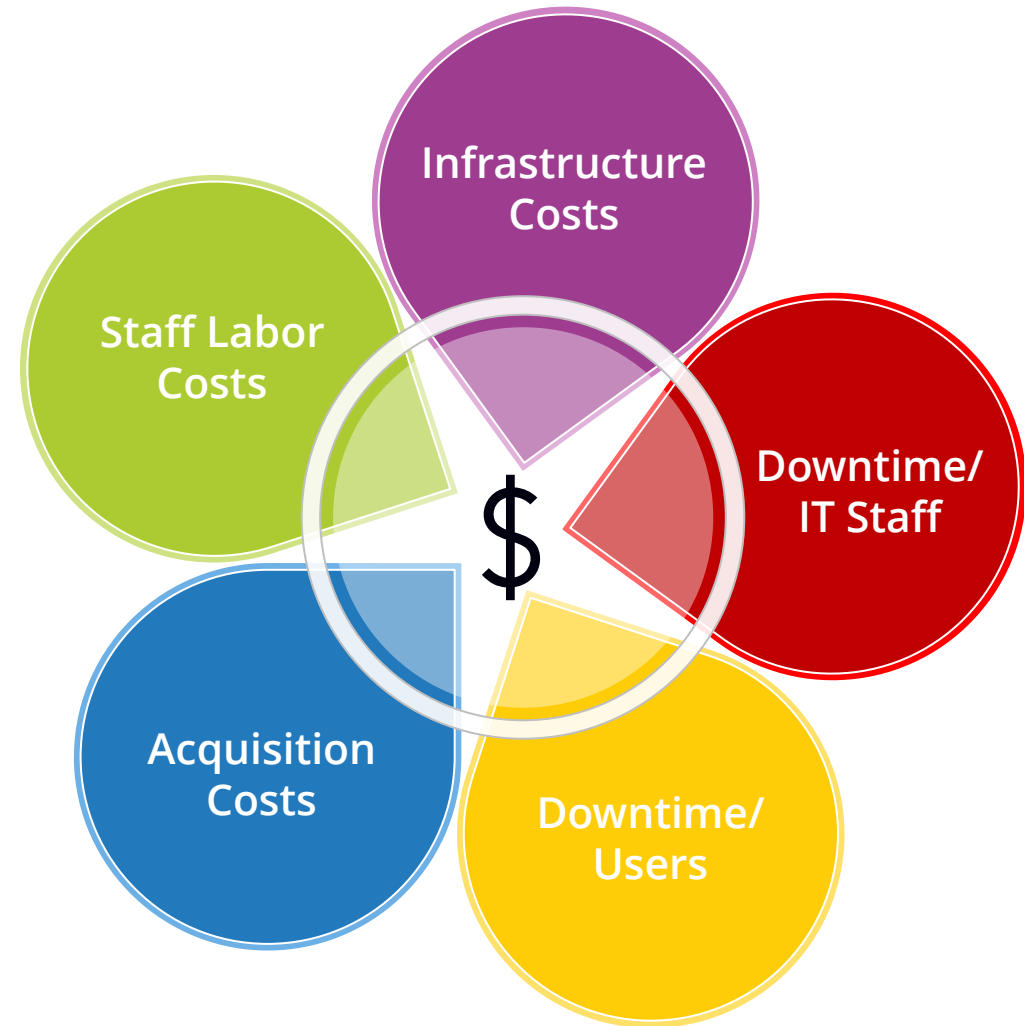
Q6. What are the benefits your organization gets or expects it will get from using open source software?

n =200, 200
Source: IDC US Open Source Software Use Survey, October 2019

The Realities of Supporting OSS

All software comes with:

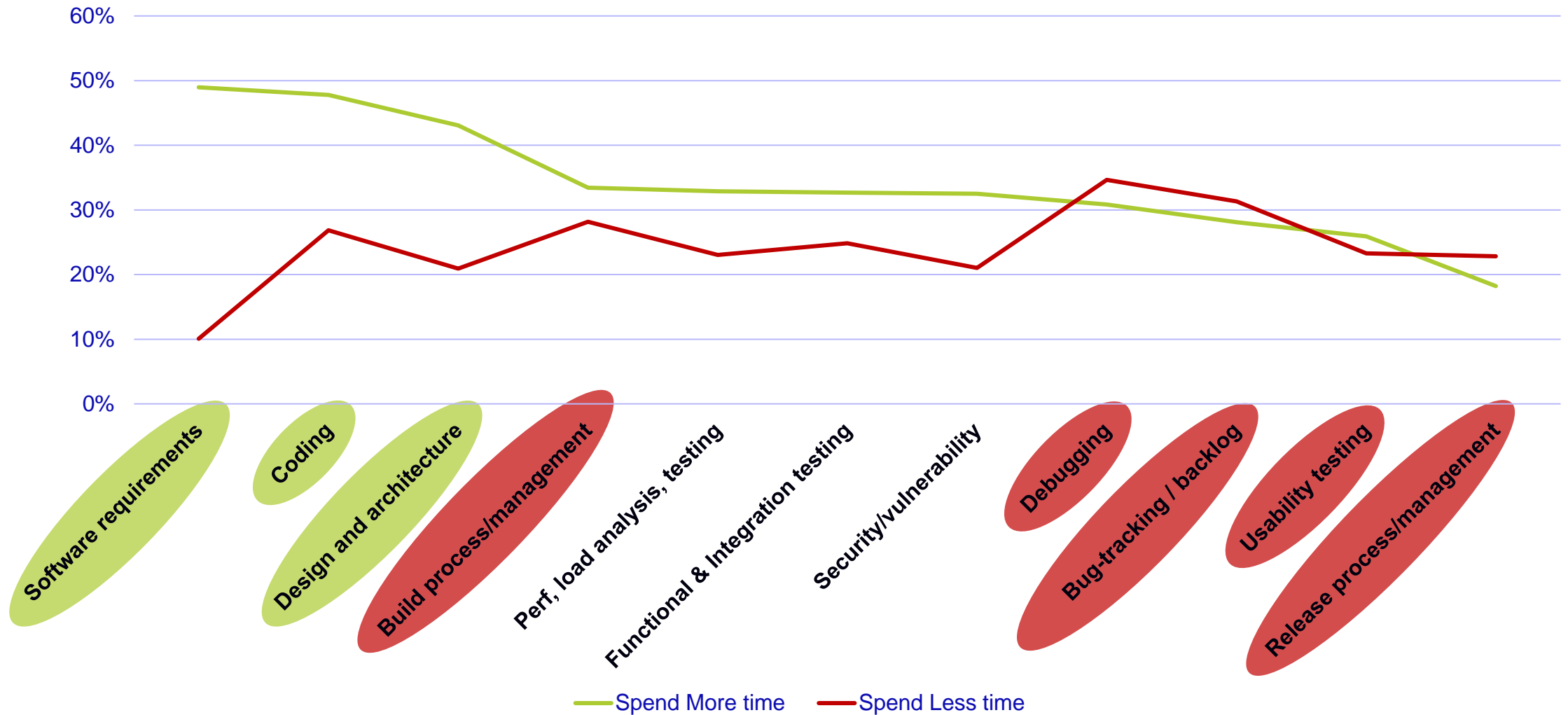
- IT staff training /expertise
- Deployment costs
- Lifecycle expectations
- Support obligations
- Maintenance – fixes, patches, security issues
- Recovery from downtime
- Decommissioning costs



Commercial Support for OSS

| Technology Area | Supported Examples |
|---|--|
| Infrastructure – operating system, virtualization, storage, K8s | Red Hat, SUSE, Google, AWS |
| Deployment – Relational and nonrelational data stores, PaaS, serverless, functions | Redis, MariaDB, MySQL, Cassandra, MongoDB, Google, AWS, Microsoft |
| Management & Operations – Configuration, provisioning, DevOps, DevSecOps | Red Hat Ansible, Puppet, Hashicorp Vault, Terraform, GitLab |
| Intelligence – Artificial intelligence, machine learning, analytics | Tensorflow, PyTorch, Spark; Google, AWS, Microsoft |
| Development – Dev Tools, libraries, construction components | Supported tools from some ISVs and cloud vendors; libraries and components less so |

Developers Just Wanna Write Code



Tidelift: Thinking Outside the Box

- Developers are generally overlooked by commercial OSS vendors
- Developers just want to develop software. Productivity counts!
- Streamlining and standardizing enterprise tooling
- Helping monetize OSS for those who created it
- Win-Win for OSS developers and for enterprise clients



IDC Innovators

IDC Innovators: Open Source Software Support, 2020

Al Gillen Elaina Stergiades

IDC INNOVATORS IN OPEN SOURCE SOFTWARE SUPPORT

Open source software (OSS) has moved from the periphery of the industry 20 years ago to one of the most widely used approaches to developing innovative new software. Further, OSS has made it possible to add exciting new functionality to new software products leveraging services and by integrating code segments that bring true differentiation to modern software applications.








Because of the explosion of OSS into virtually all facets of software today, we now have a scenario where the vast majority of OSS is not available with commercial support and is frequently used that way. This is a significant challenge for at least enterprise clients.

FIGURE 3

Tidelift

Why Tidelift Was Chosen as an IDC Innovator

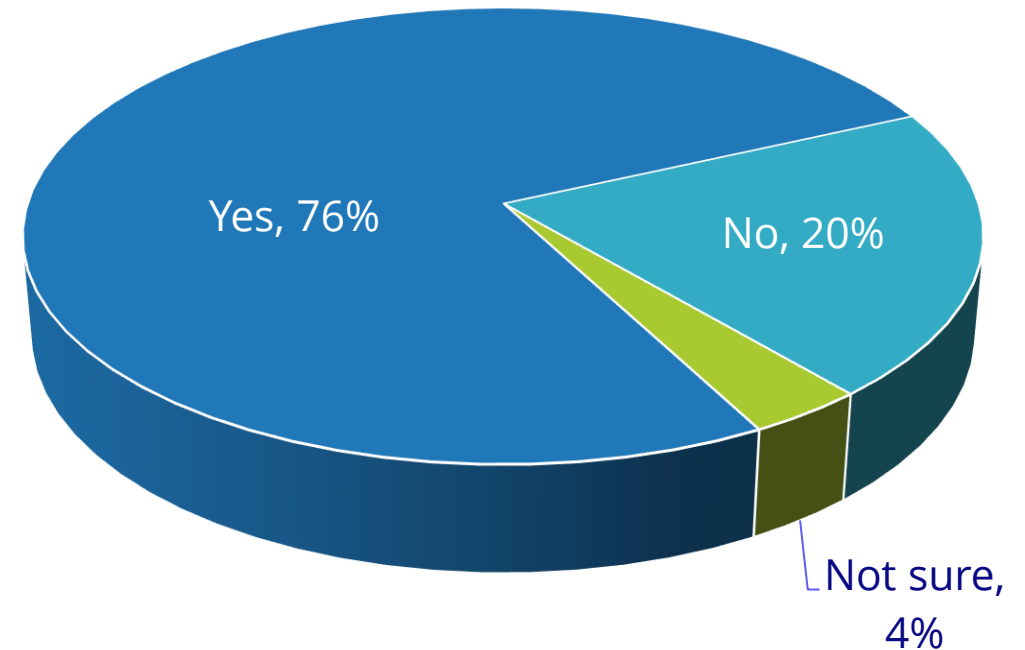
An interesting business model has been fielded by the start-up Tidelift to make it practical for enterprises to use open source software development tools, libraries, and other components used to craft modern applications. Tidelift offers support for OSS technologies in the development space, as well as commercial support for Java, JavaScript, Python, Ruby, PHP, .NET, and more.

| Tidelift | | |
|---|---|--|
|  Founded 2017 |  Number of Employees 39 |  Headquarters Boston, Massachusetts |
|  Product Name The Tidelift Subscription |  Founders Donald Fischer, Havoc Pennington, Jeremy Katz, Luis Villa | |
|  Profiled Product/Service The Tidelift Subscription provides a managed set of app development building blocks so customers can use commercially supported, trusted, and known safe components. |  Funding \$15 million Series A, \$25 million Series B | |

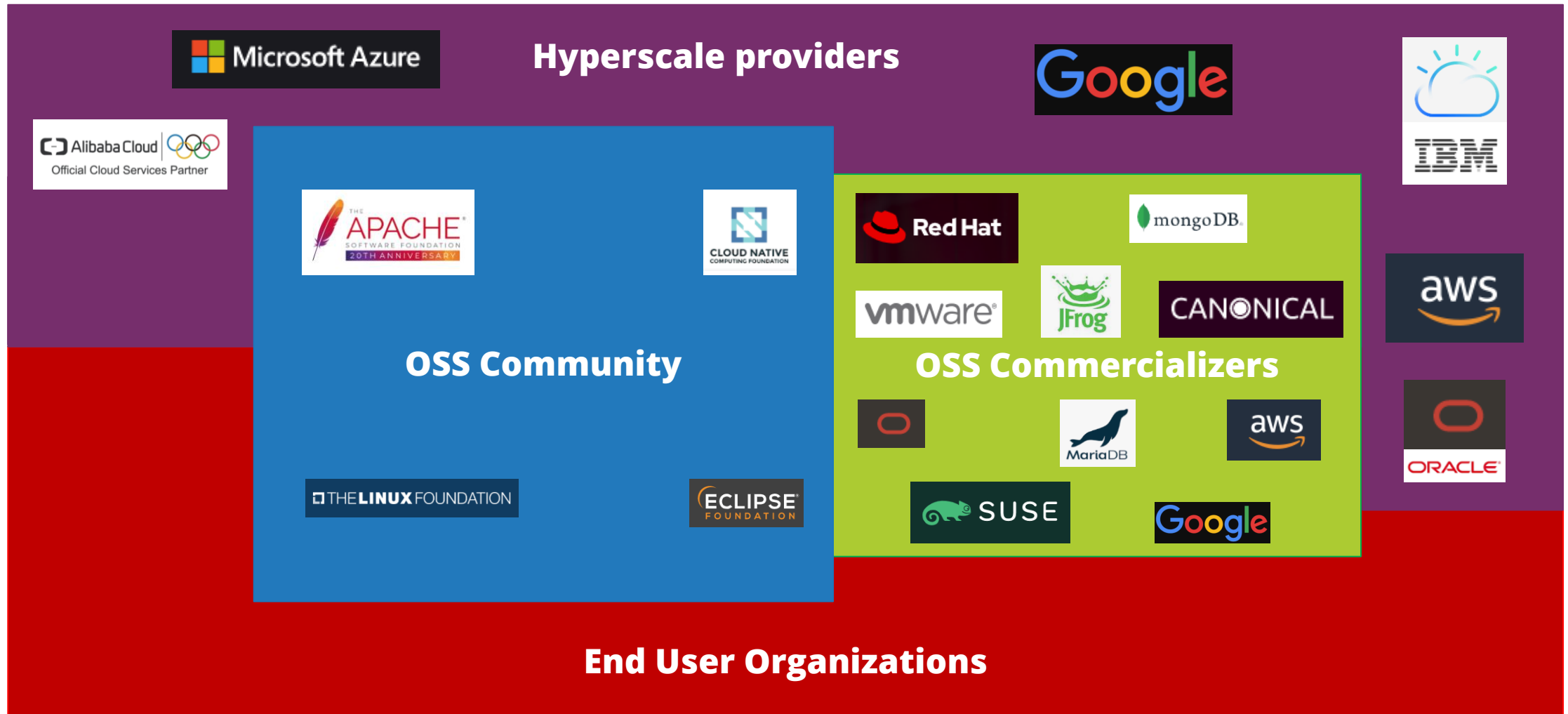
Why Supported OSS has Value

- Steady stream of updates delivered without having to engage directly with the community (i.e., maintenance)
- Confidence/assurance of quality of those updates
- Vetting/hardening of community code
- Alerts for security vulnerabilities
- Community engagement on your behalf
- Software composition analysis, license verification

Use OSS for App Dev?



Imagine a World without an OSS Community...



The Future of OSS Support

- OSS support is mature for infrastructure, deployment, and management and operations layers
- Developer ecosystems still are built on a hodgepodge of supported and unsupported components
- Developers are using a collection of software construction components that further extends the that uncertainty, since those components pull in additional dependencies
- Supporting OSS so the OSS community can support itself makes business sense



Essential Guidance

- 1 There are good reasons why supported OSS has value
- 2 The next opportunity is for supported OSS to mature at the development level
- 3 A healthy ecosystem includes OSS creators, maintainers, commercializers and users – *you are part of that ecosystem*
- 4 Organizations should be exploring new models of support for the open source components they use for development
- 5 End user organizations are best served when your development efforts are placed into *your* products

For More Information

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