

# Open Source enables Open Innovation



## Bertrand Delacrétaz

Senior Developer, R&D, Day Software (now part of Adobe)

Apache Software Foundation Member and Director

<http://grep.codeconsult.ch> - twitter: @bdelacretaz - [bdelacretaz@apache.org](mailto:bdelacretaz@apache.org)

ApacheCon NA 2010, Atlanta, November 2010

slides revision: 2010-11-03

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



● Day  
Day Software  
is now part  
of Adobe

OPEN INNOVATION  
IN SOFTWARE



Bertrand Delacrétaz

ApacheCon  
NORTH AMERICA 2010

# open innovation



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

**internal** and **external**  
*paths to market*

to  
**advance your technology**

**(Chesbrough)**

**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](http://legomatrix.com)



innovative toy  
**feedback?**



# The Brick Testament

Old Testament > Genesis >  
The Garden of Eden



[thebricktestament.com](http://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...

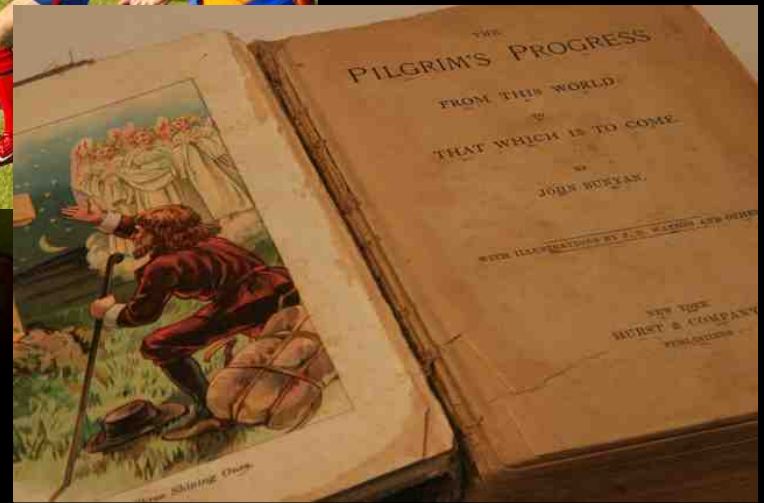


**self-service  
archives**

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



issue trackers  
source code control  
mailing lists  
wikis, etc.

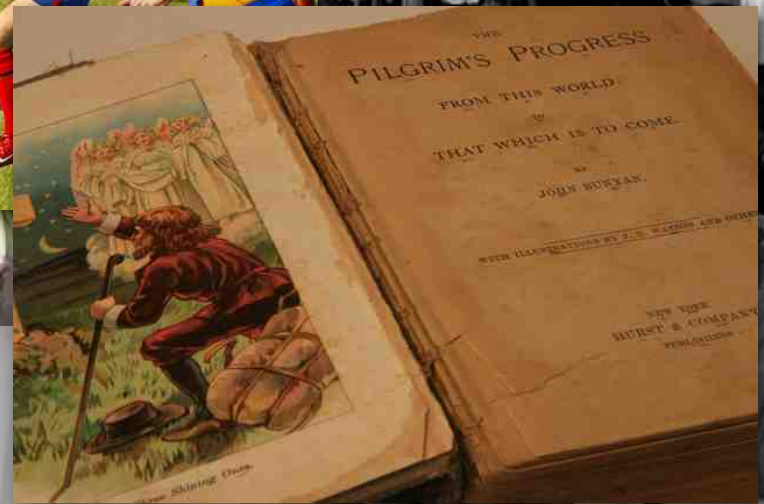


event-based

# collaboration

means fast feedback





collaboration

**with your users**









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<sup>(\*)</sup> projects

active incubator<sup>(\*)</sup>

community development

big sponsors

platinum: Google, Yahoo, Microsoft

**innovation @apache**

**OPEN INNOVATION  
IN SOFTWARE**





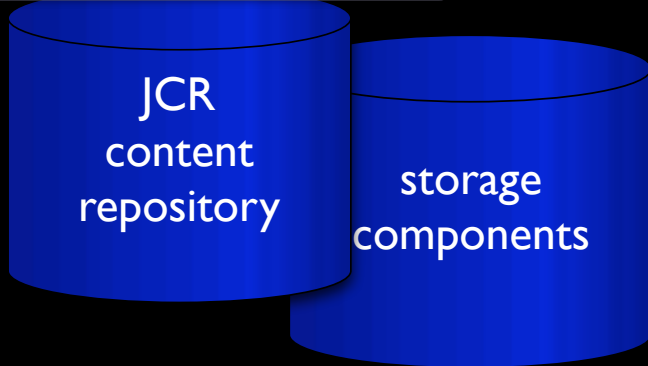
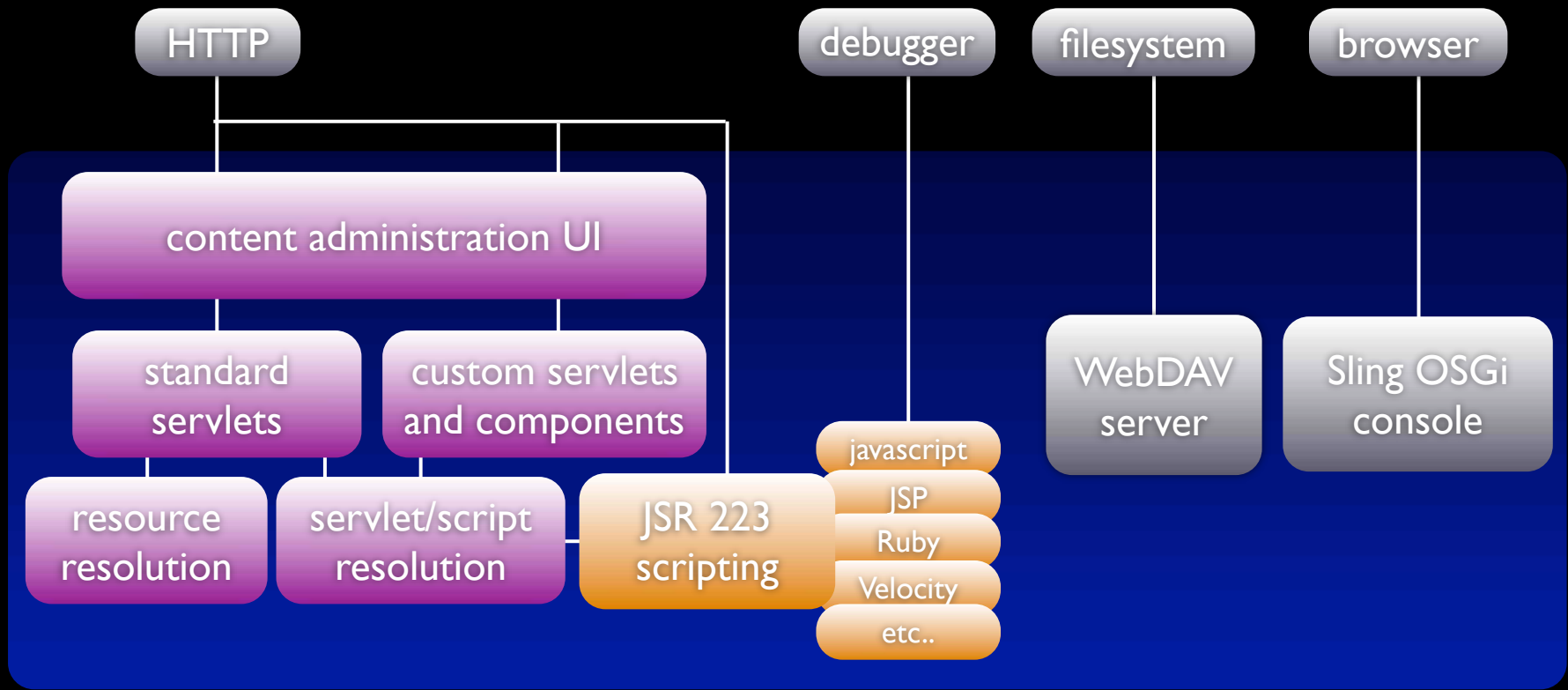
open source:  
fast **feedback**,  
many **eyeballs**





concrete example  
**Day's CQ5**

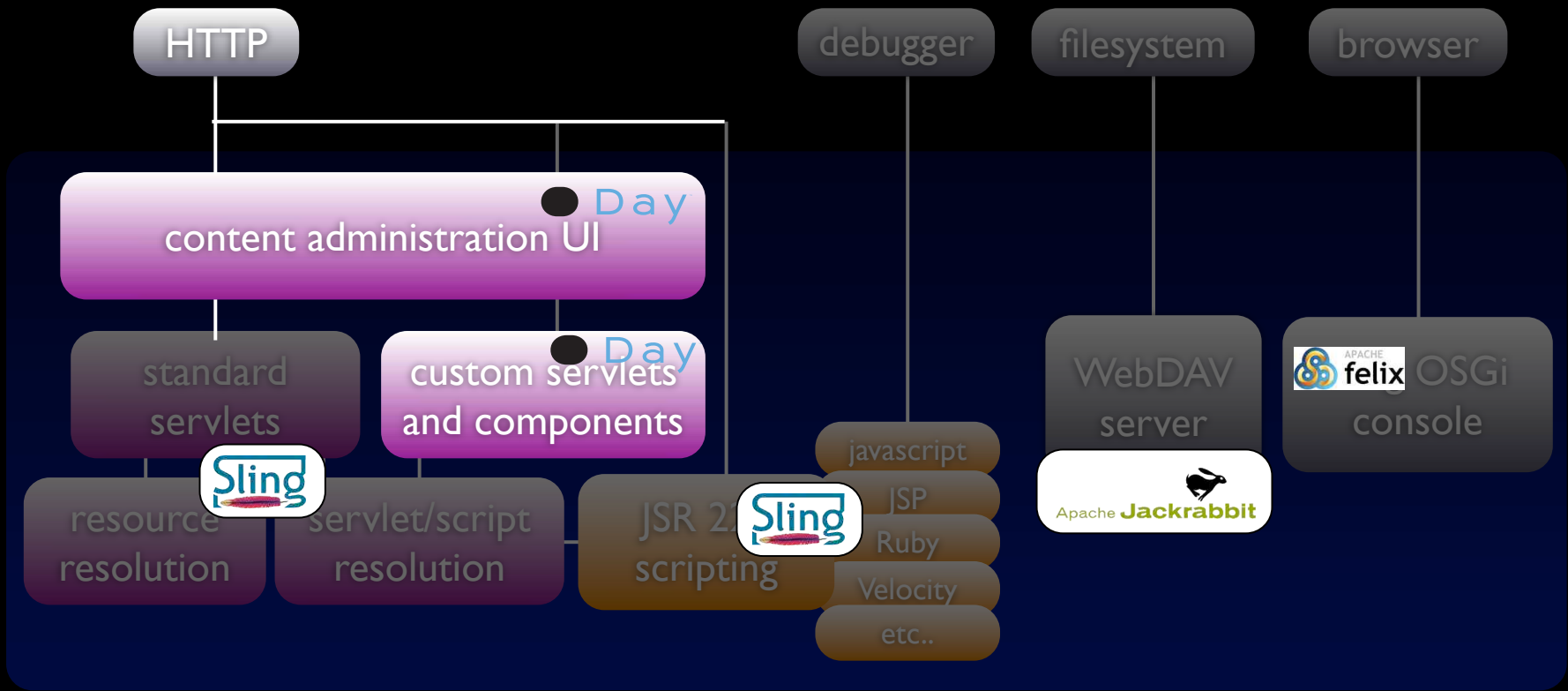
**OPEN INNOVATION  
IN SOFTWARE**



**CQ5  
architecture**







open source?  
**you bet!**





strong ties with  
**open source**

**OPEN INNOVATION  
IN SOFTWARE**





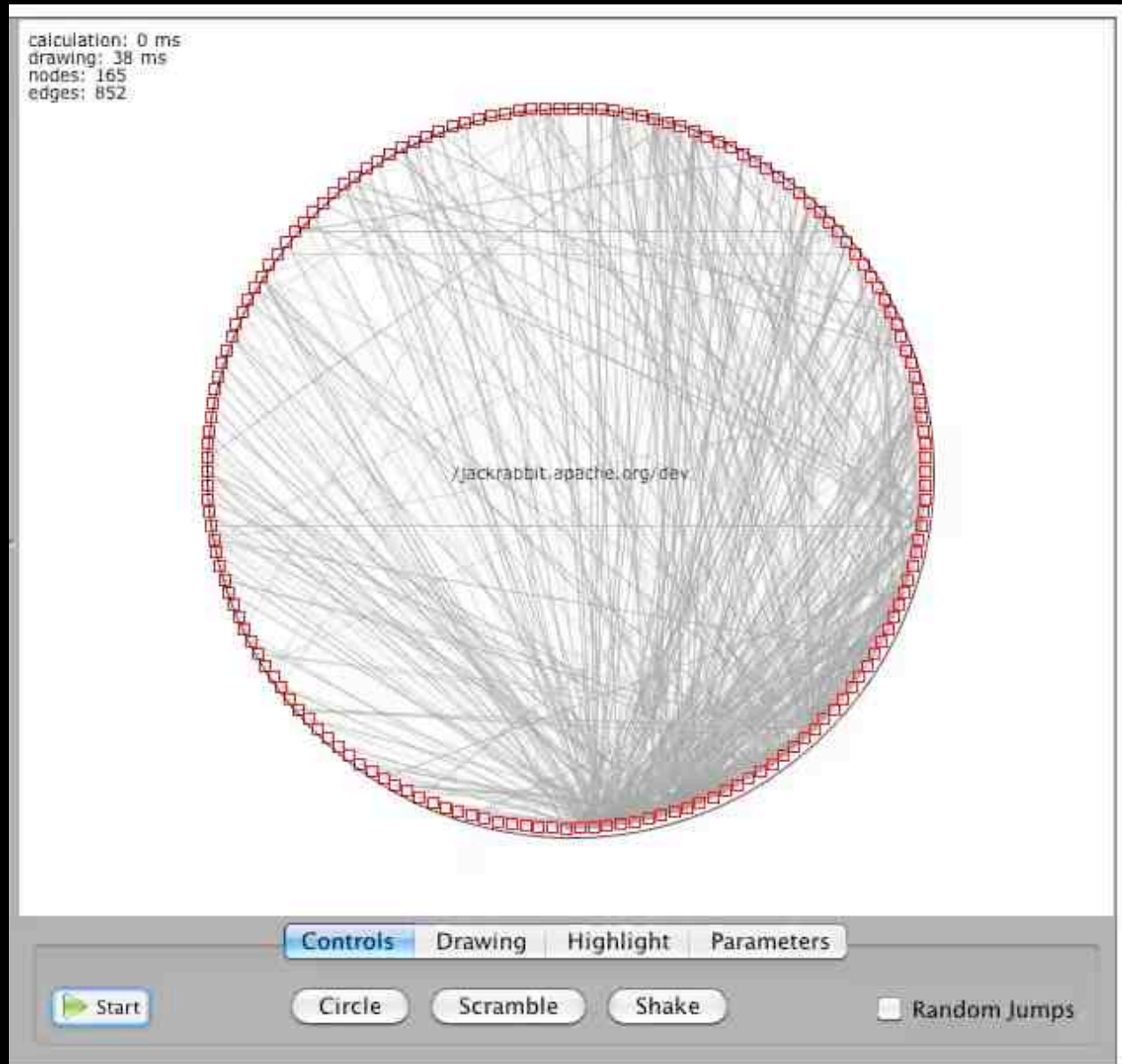
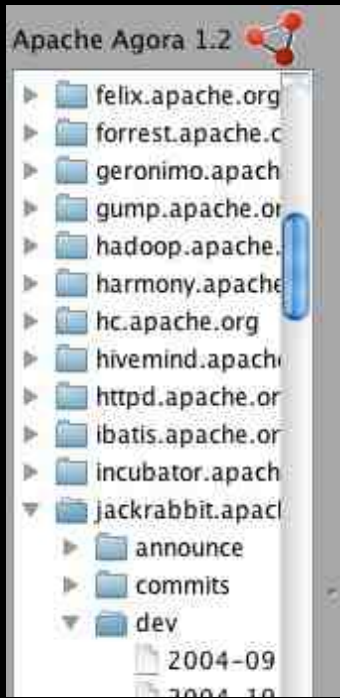
OSRAM DULUXSTAR  
MINITWIST 16W/827  
Warm White 230VACW 230V  
150 mA 50/60Hz  
Made in P.R.C.  
OSRAM 16798

open source  
**community?**



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

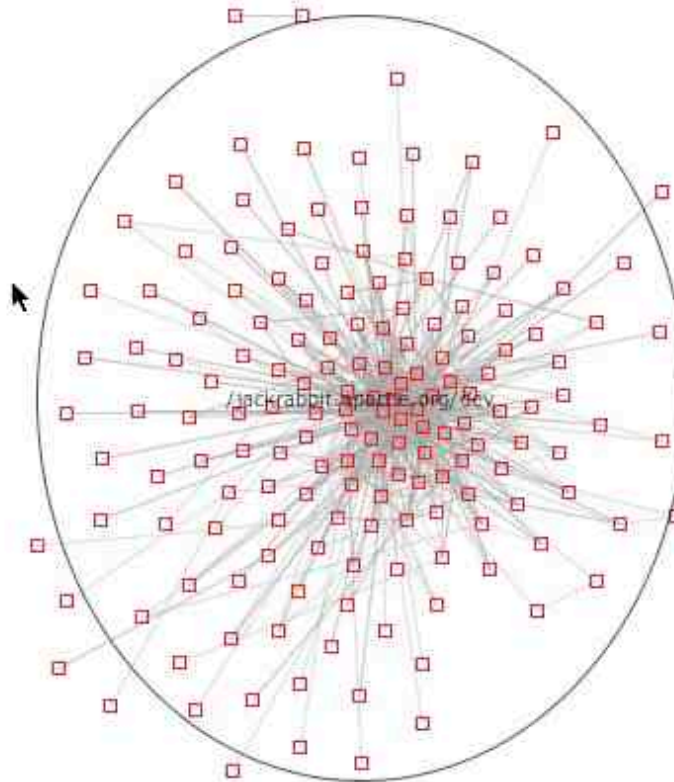




jackrabbit dev list  
2008-2009

OPEN INNOVATION  
IN SOFTWARE

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



Controls Drawing Highlight Parameters

@day.com

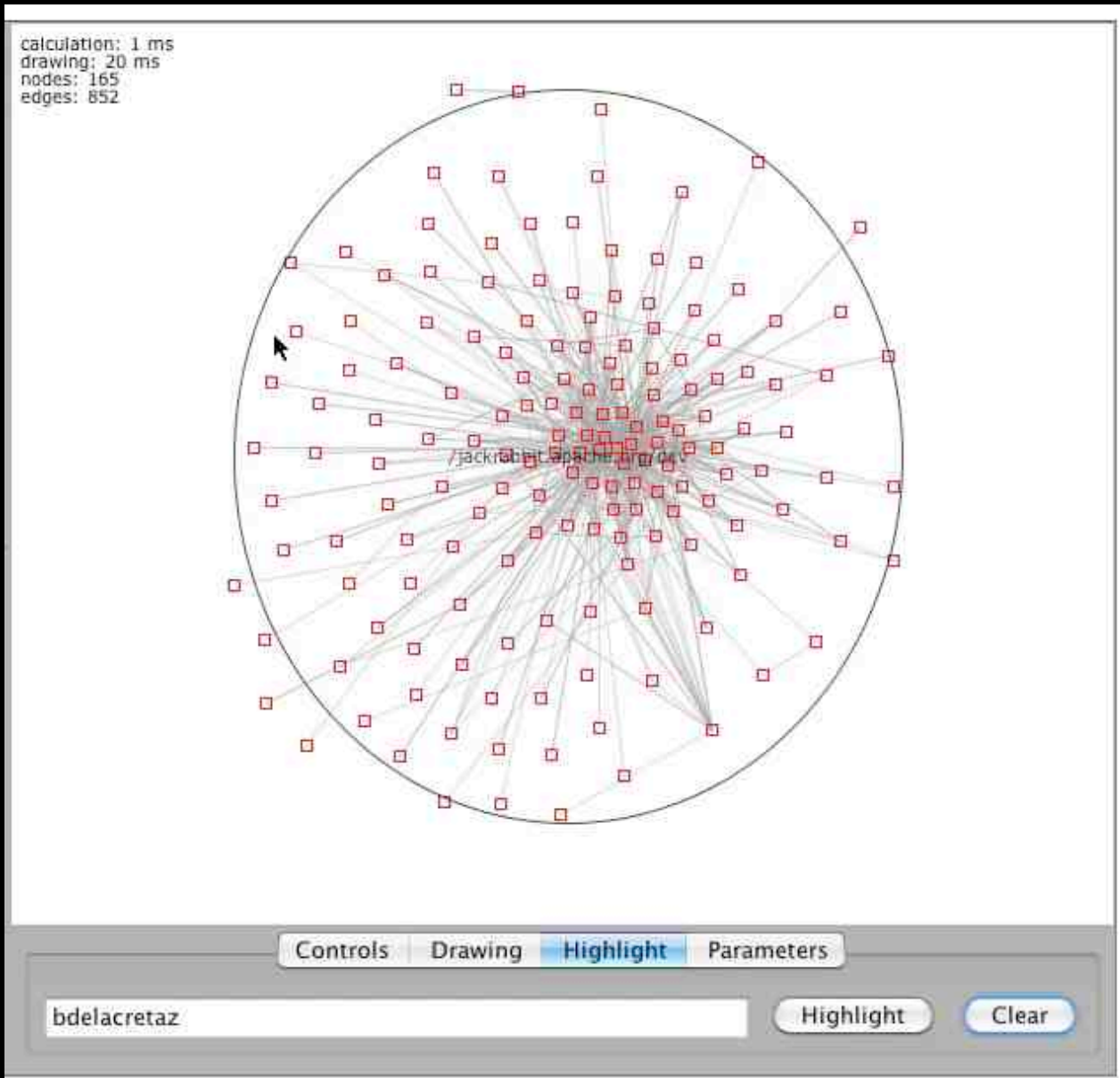
Highlight

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**



**OPEN INNOVATION  
IN SOFTWARE**



**ApacheCon**  
NORTH AMERICA 2010



This slide deck is licensed under the  
Creative Commons Attribution-Noncommercial-Share Alike 3 license.  
Copyright (C) 2009-2010, Bertrand Delacretaz