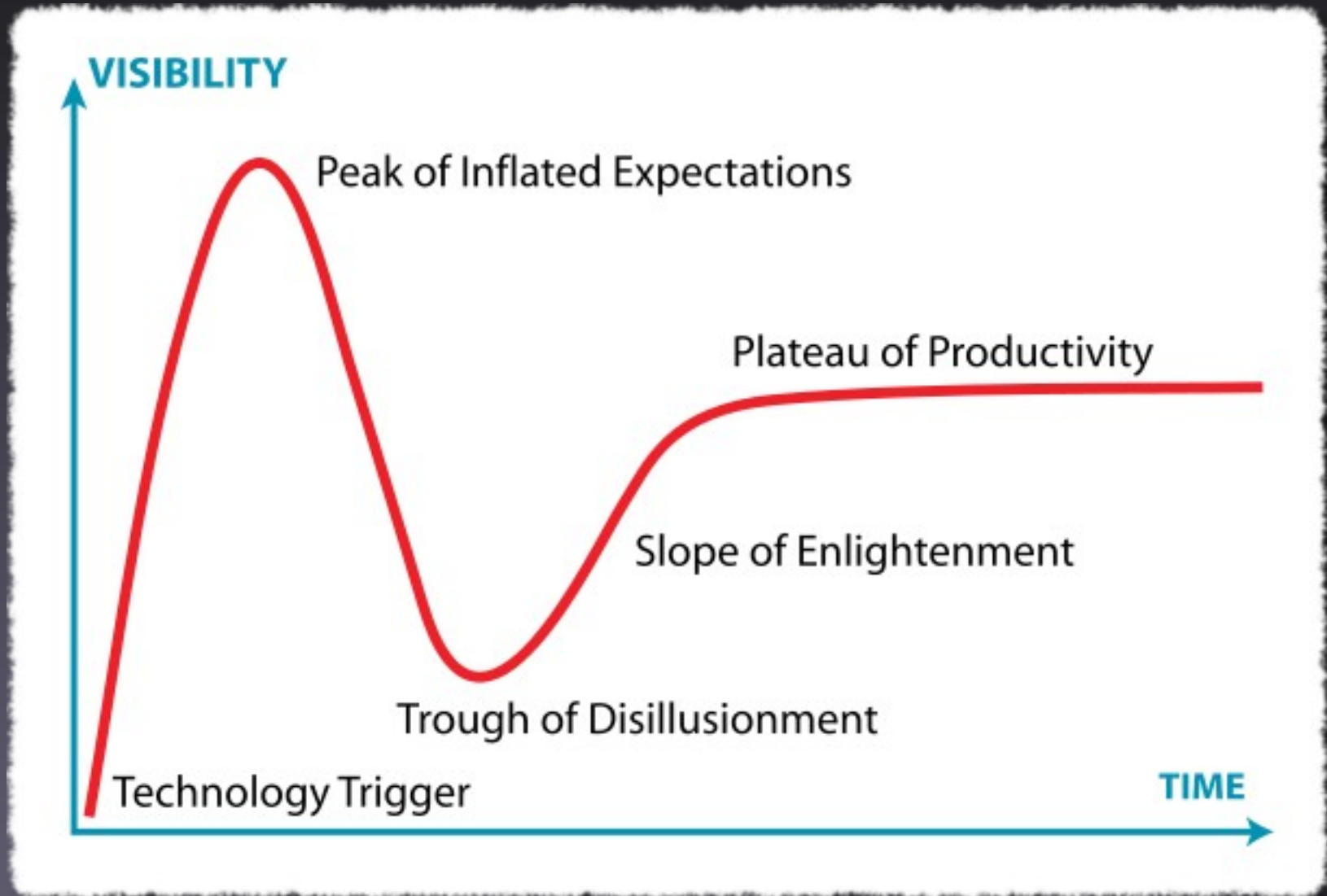


# Open Source: Getting Failure for Free (and Why That Is a Good Thing)

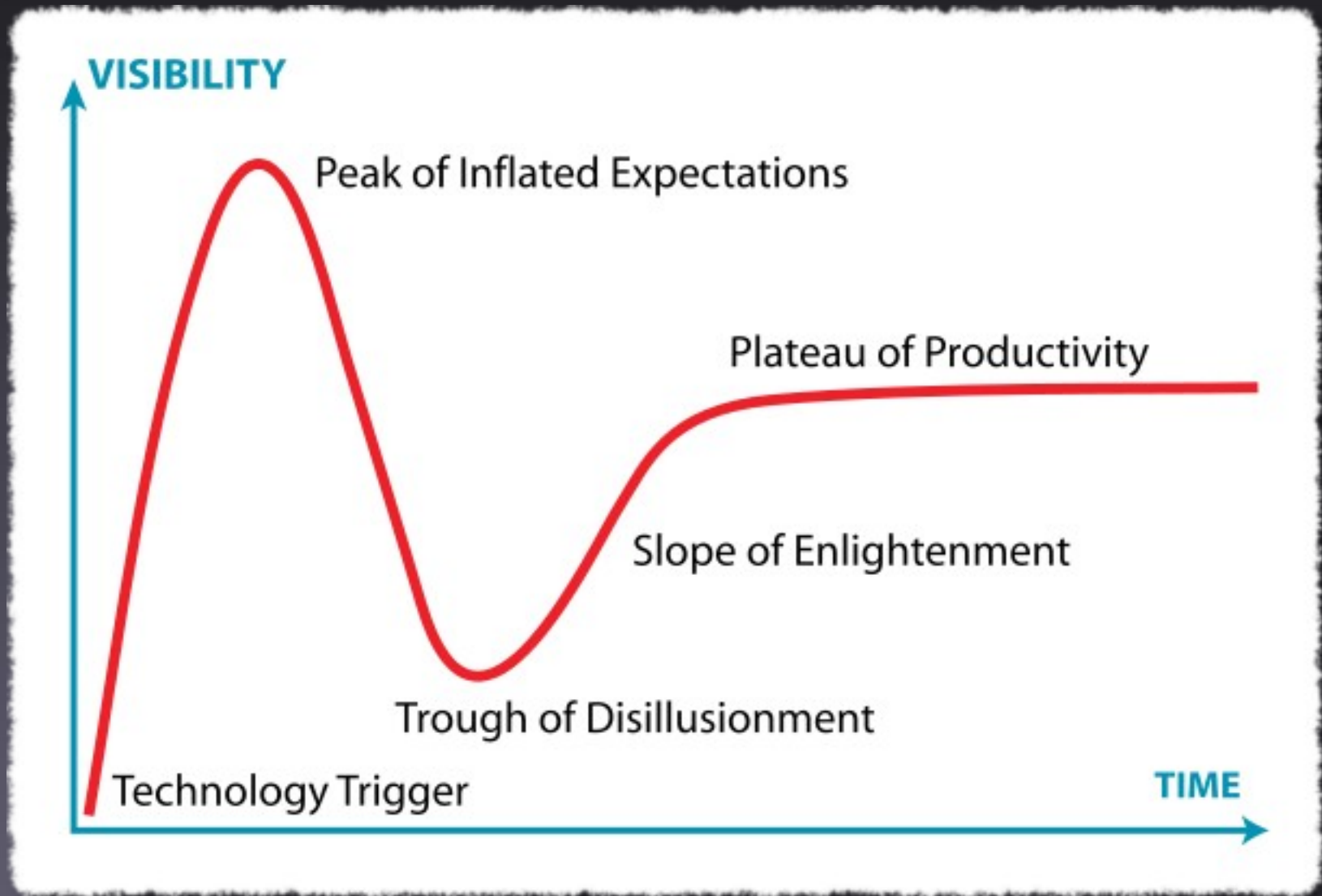
Hans de Zwart  
*Educational Technologist*

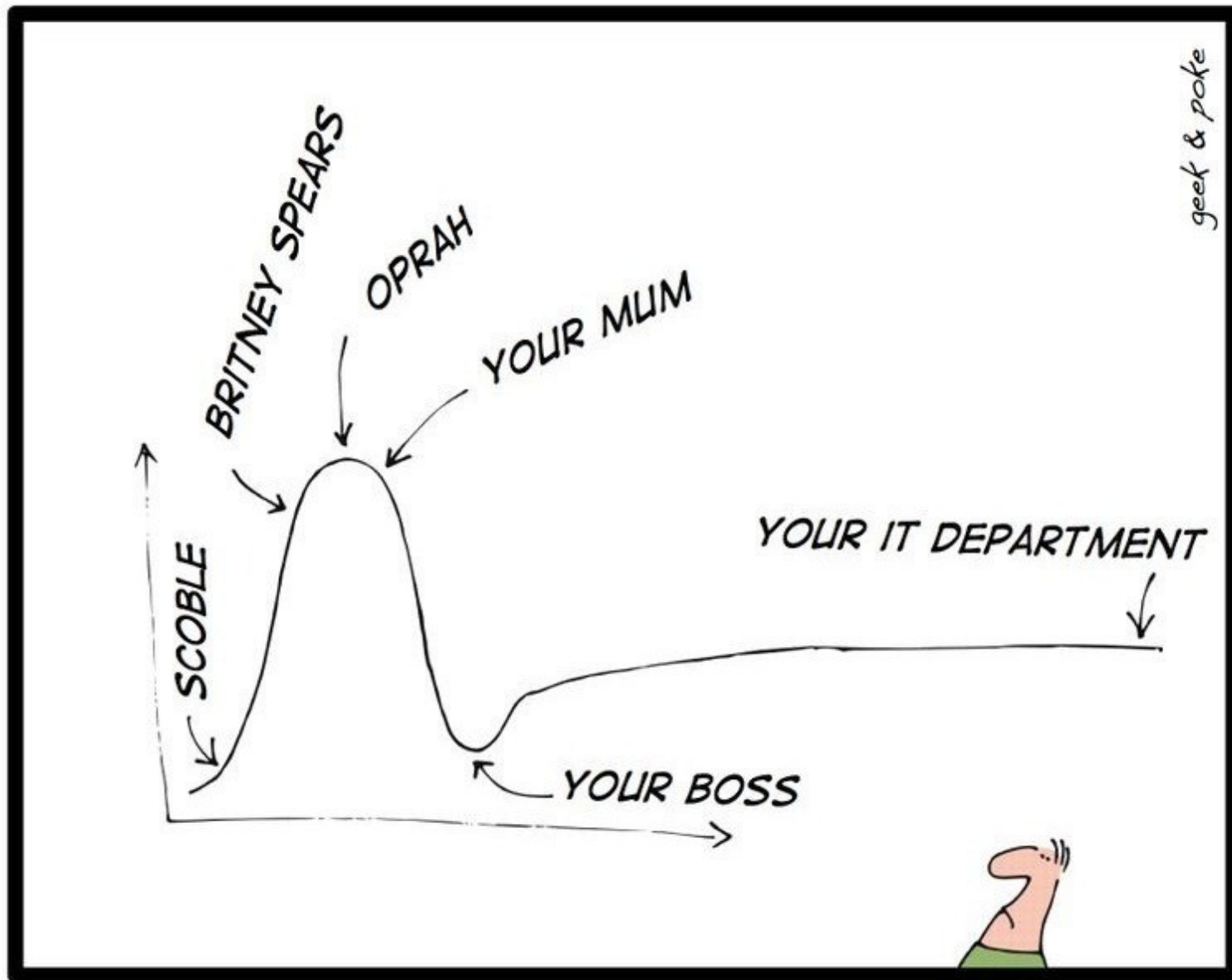
[illegible]

# Gartner Hype Cycle



# Where does open source sit?





geek & poke

GARTNER HYPE CYCLE VERSION 2.0

I am behind the times...

# R.I.P., open-source evangelism

*„We have reached a critical inflection point for open source. With everyone from Qualcomm to UBS to Microsoft embracing open source in one shape or another, the question is no longer "why" to use open source, but rather "how."*

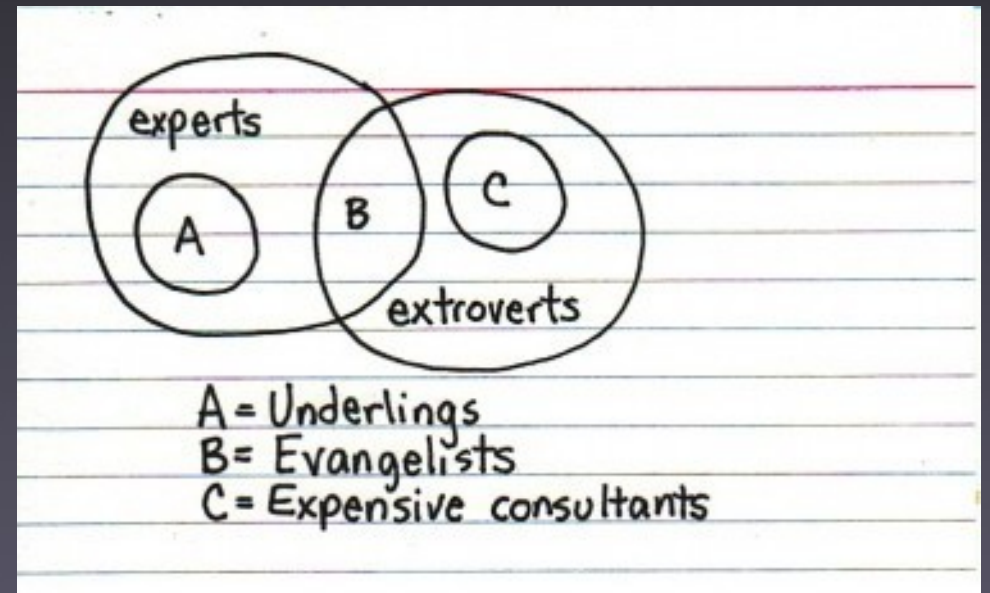
*Because of this changing mindset around open-source adoption, we no longer need evangelists encouraging open-source adoption. Adoption is a given. It's the default.“*



Matt Asay



I will still be talking about  
„the why“

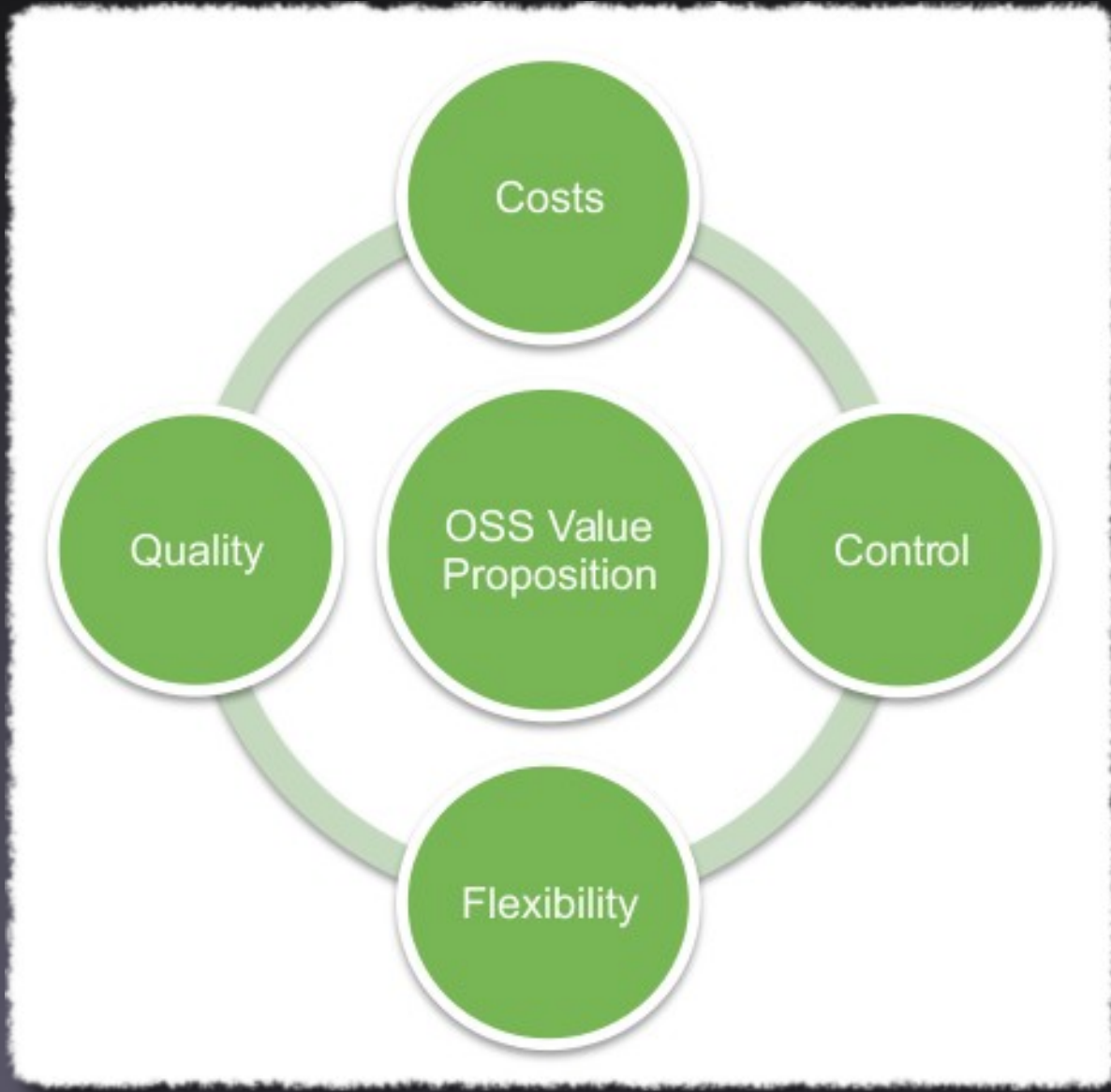


Because I like evangelists!

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Help me out here!

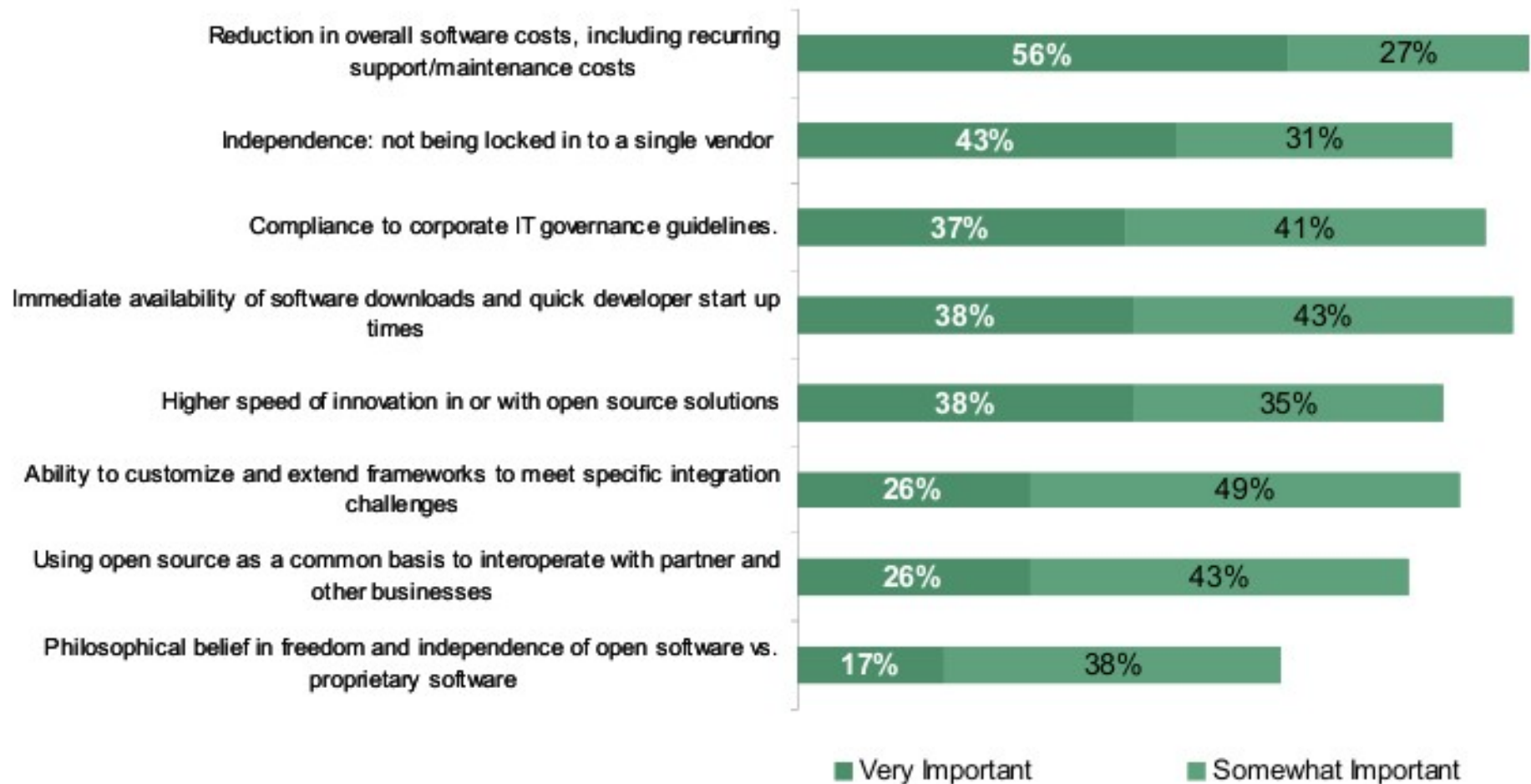


While many companies use open source for the cost advantages, it offers a number of other benefits, including:

- Early access to new technology
- Faster time to market
- Ease of deployment
- Freedom from vendor lock-in
- Greater security



**"How important is each of the following factors in your decision to use or expand the adoption of open source?"**



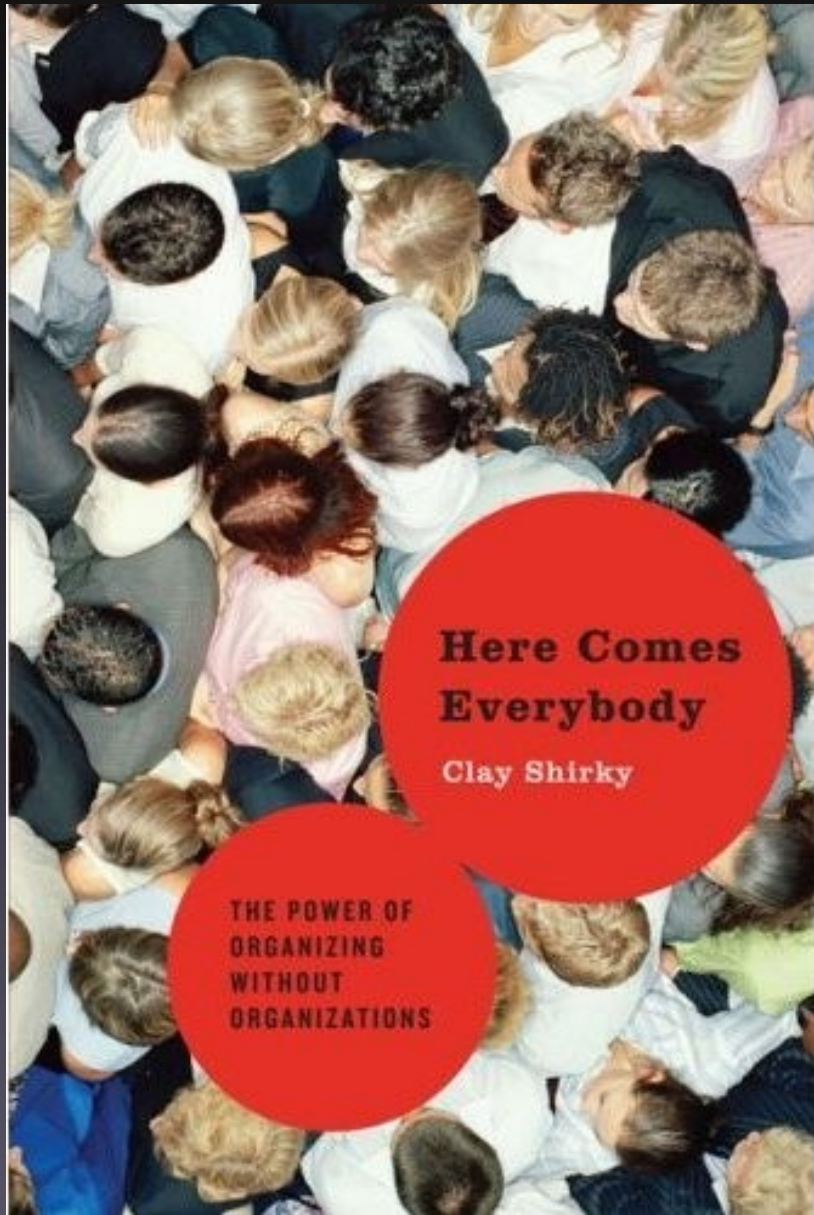
Let's focus on failure

What is the model for  
Venture Capitalists?

Joel Spolsky:

*„A VC fund will invest in a lot of startups. They expect about seven of them to fail, two of them to trudge along, and one of them to be The Next Netscape ("TNN"). It's OK if seven fail, because the terms of the deal will be structured so that TNN makes them enough money to make up for all the losers.“*

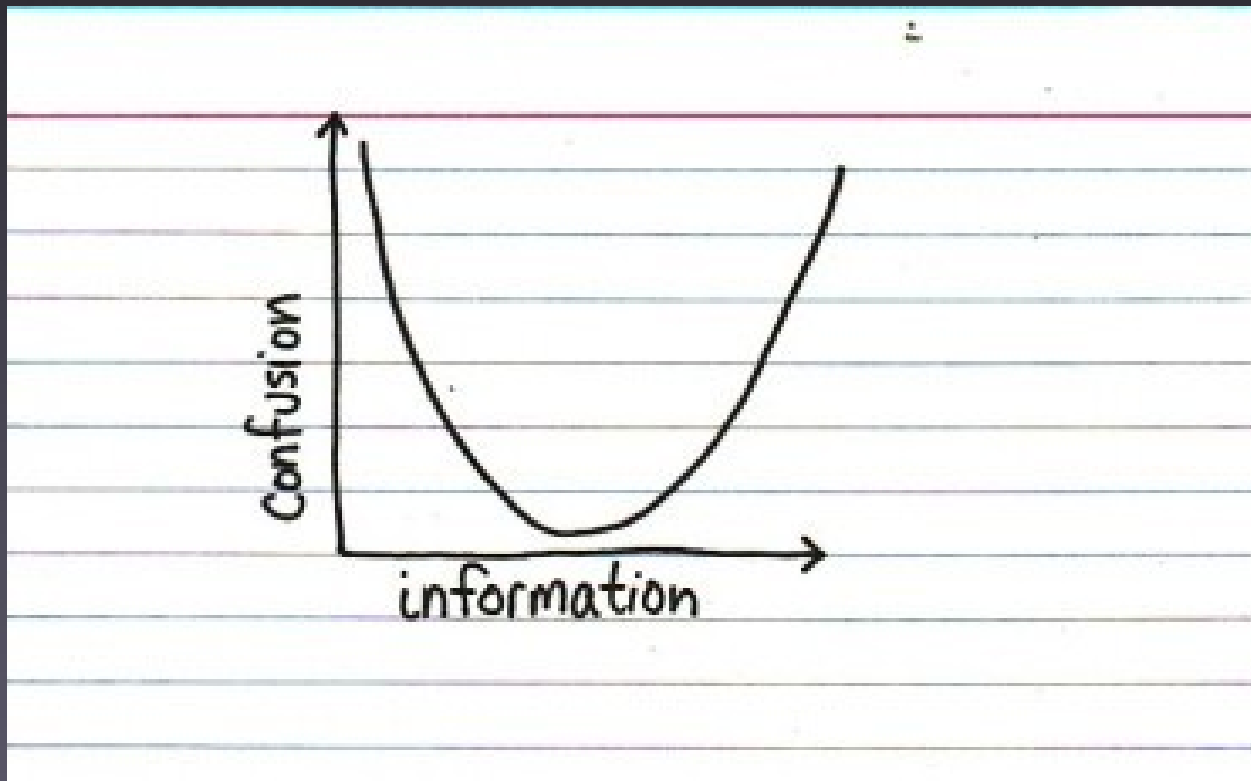




Triple OG: Clay Shirky

Here Comes Everybody

# This where you should start to pay attention!



Some simple reasoning steps

Effect of failure =  
likelihood x cost

Most organisations try to  
minimise the effect by  
reducing likelihood

Hard to know what will be a  
success and what will be a  
failure

What will you be  
remembered for?

Greenlighting a failure  
or...

Saying no to a radical but  
promising idea



A push for safe choices

Systematically creating a bias  
against being innovative in  
the first place

Open source is not  
outsucceeding commercial  
alternatives, instead it is  
outfailing them

# An example:



# Find Topic Software




Results 1 – 10 of 158345

Display: [Detail](#)

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View:  ▼

Project Name	Rank	Activity	Registered	Latest File	Downloads
<b>eMule</b>	222	99.92%	2002-05-13	2009-02-22	511,457,216
<p>eMule is a filesharing client which is based on the eDonkey2000 network but offers more features than the standard client</p> <p>Topic: <a href="#">File Sharing</a></p> 					
					
<b>Azureus / Vuze</b>	6	100.00%	2003-06-24	2009-07-09	465,383,815
<p>Vuze (formerly Azureus) is a P2P file sharing client using the bittorrent protocol. Search and download torrent files. Play, convert and transcode videos and music for playing on many devices such as PSP, TiVo, Xbox, PS3, iTunes (iPhone, iPod, Apple TV).</p> <p>Topic: <a href="#">Internet</a>, <a href="#">File Sharing</a></p> 					
					
<b>Ares Galaxy</b>	46	99.98%	2004-06-18	2009-02-03	209,741,685
<p>Filesharing-Bittorrent p2p client connected to TCP supernode/leaf</p> 					

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<a href="#">Download Now!</a>					
<b>Azureus / Vuze</b>  Vuze (formerly Azureus) is a P2P file sharing client using the bittorrent protocol. Search and download torrent files. Play, convert and transcode videos and music for playing on many devices such as PSP, TiVo, Xbox, PS3, iTunes (iPhone, iPod, Apple TV).  Topic: <a href="#">Internet</a> , <a href="#">File Sharing</a>	6	100.00%	2003-06-24	2009-07-09	465,383,815
					
<a href="#">Download Now!</a>					
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## Find Topic Software

Results 50001 – 50010 of  
158345

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Project Name	Rank	Activity	Registered	Latest File	Downloads
<a href="#">ogame spy</a>	181,380	34.05%	2006-06-15	N/A	0
<p>OgameSpyManager pretende ser un gestor de informes de espionaje. Se almacenan en una base de datos y permite avisar cuando un planeta espiado se supone que llega a unos niveles de recursos especificados e indicarnos cuantas naves de carga enviar.</p> <p>Topic: <a href="#">Simulation</a>, <a href="#">Real Time Strategy</a></p>					
<a href="#">Family Christmas Tree</a>	181,379	34.05%	2006-06-15	N/A	0
<p>A tool for picking family names for christmas/birthday presents. Helps users lookup what different family members would like. Also stores who has who's name for christmas(who is buying who a present for christmas).</p> <p>Topic: <a href="#">Site Management</a></p>					
<a href="#">MonoTask</a>	181,378	34.05%	2006-06-15	N/A	0
<p>Monotask is a graphical task manager for UNIX operating systems, written in C# and using Mono/GTK#.</p>					



# Find Topic Software

Results 50001 – 50010 of  
158345

Display: [Detail](#)

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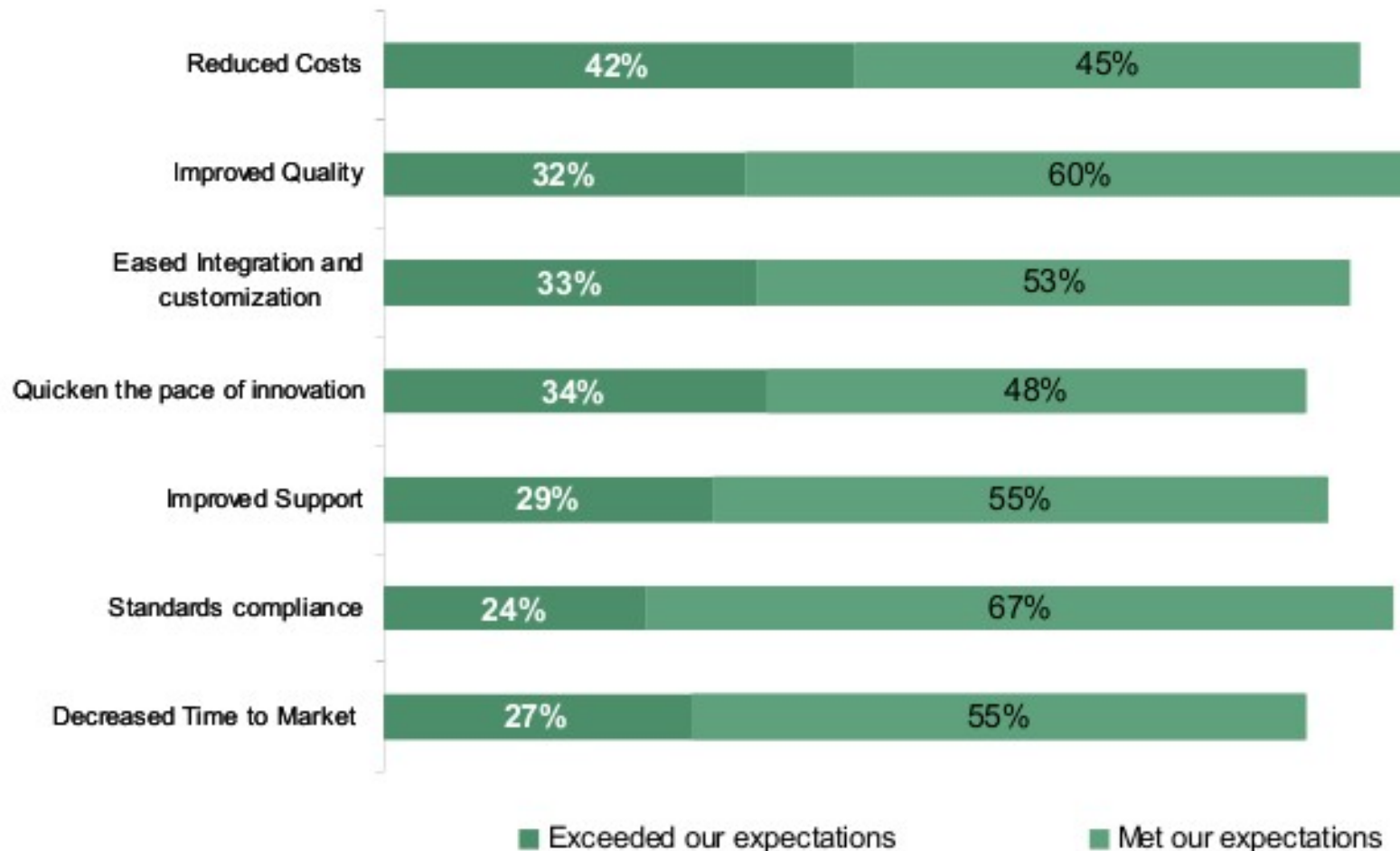
View: 10 ▼

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Monotask is a graphical task manager for UNIX operating systems, written in C# and using Mono/GTK#.					

My answer to why?

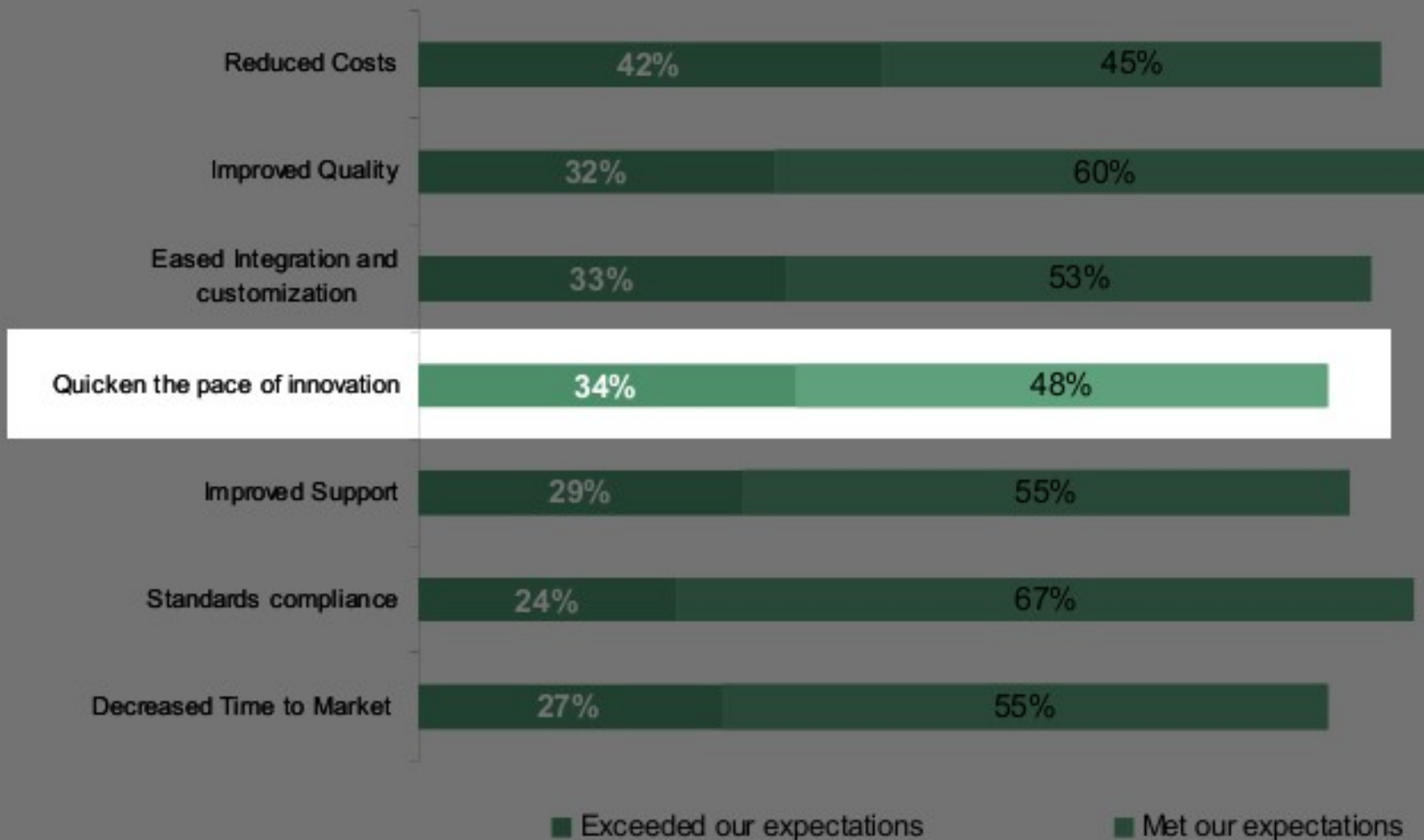
→ Innovation

**“How has open source software met your organization’s expectations in the following areas?”**



Base: 102 Senior Business & IT Executives involved in the decision making for open source software technology and related services in large enterprises. Western European OSS Online Survey conducted by Forrester Consulting and commissioned by BULL, September 2008

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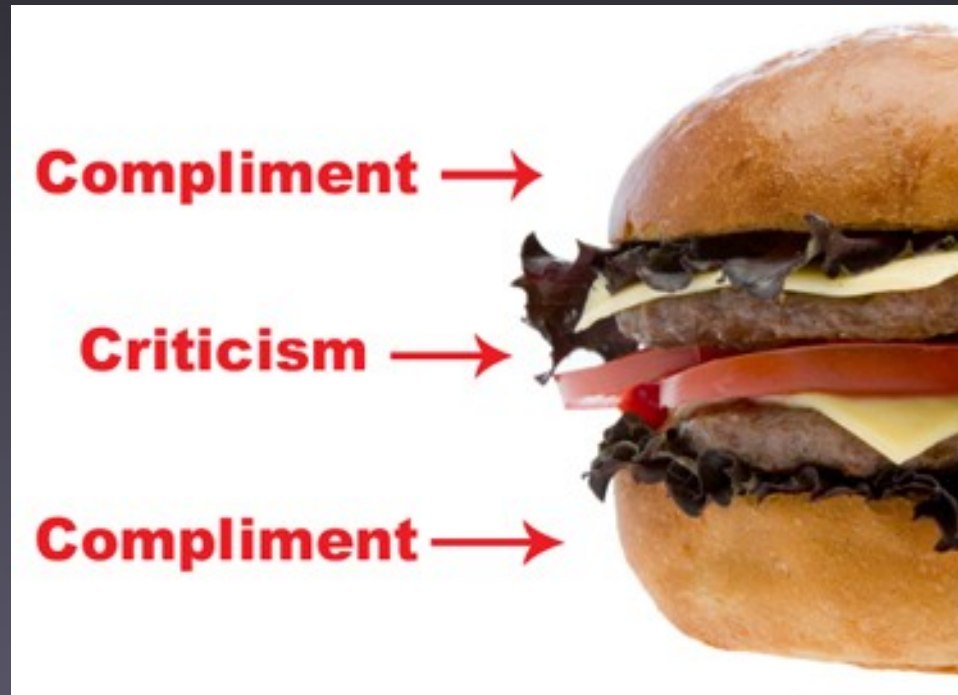
Venture capitalism  
without the capital?

Questions? Remarks?

Biting Criticism?



# Sandwiched please...



I would love to  
continue the dialogue

(and have always wanted to talk  
in speech bubbles)

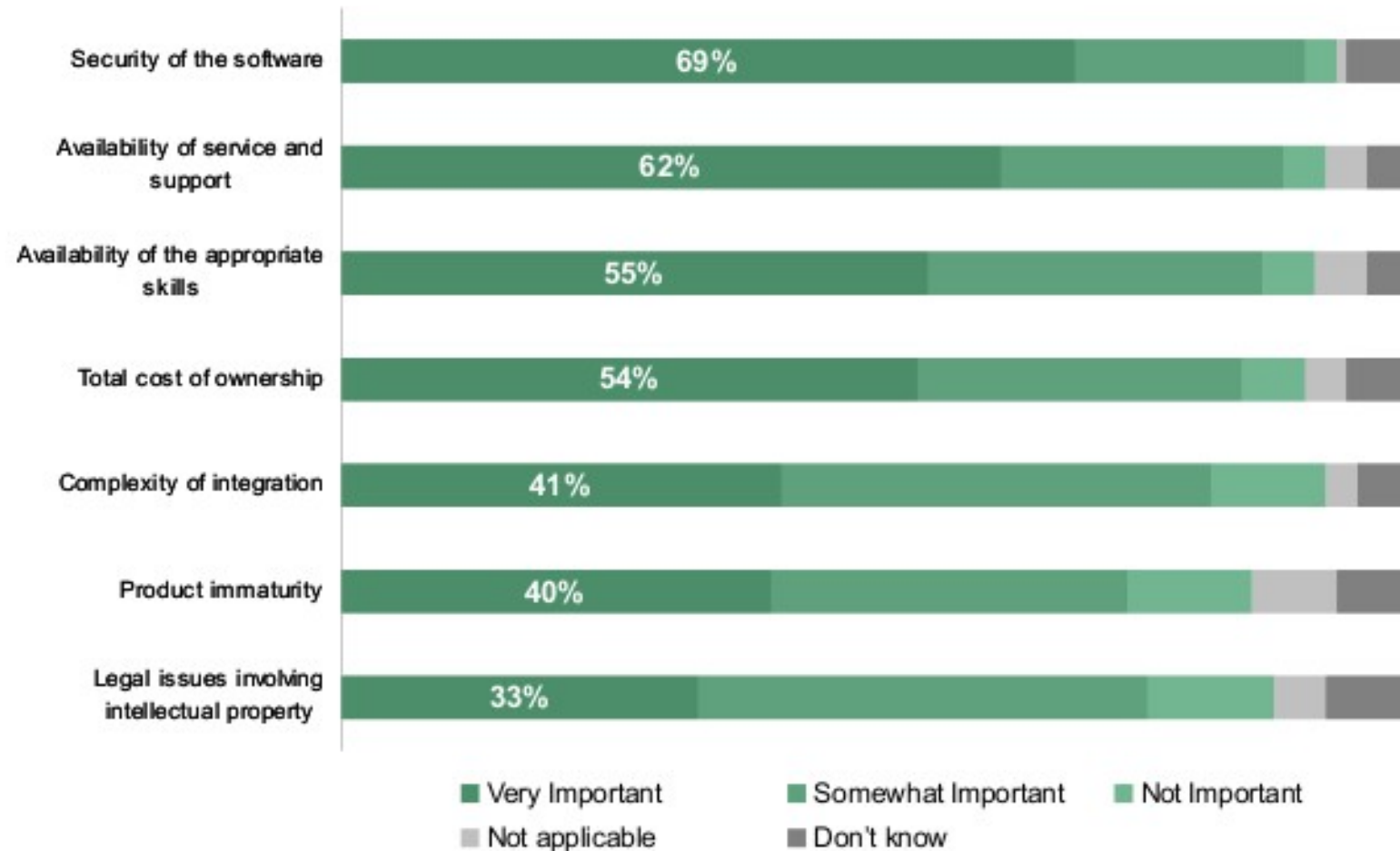


blog.hansdezwart.info  
@hansdezwart



Alex Wied

**“What are your organization’s biggest challenges towards adoption of open source software?”**



Base: 102 Senior Business & IT Executives involved in the decision making for open source software technology and related services in large enterprises. Western European OSS Online Survey conducted by Forrester Consulting and commissioned by BULL, September 2008