

How to have an open relationship...
with software

And still get paid

Presented by Jacob Singh

WARNING:

THE FOLLOWING PRESENTATION CONTAINS OR MAY MAKE REFERENCE TO BAD JOKES, EMBARRASSING PICTURES, COMPLETELY FABRICATED DATA, OUTRIGHT LIES AND THE OCCASIONAL 4-LETTER WORD. LIKE “CODE.” YOU HAVE BEEN WARNED.

How to have an Open Relationship

How to have an Open Relationship

with software
nudge nudge... wink wink... say no more.



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- Enterprise hosting
- Support
- Consulting
- Training
- Drupalgardens.com
- **Hiring**

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Free and/or Open Source Software

- Free to Use
- Free to Learn
- Free to Change
- Free to Share



Free software is software that gives you the user the freedom to share, study and modify it. We call this free software because the user is free.

- Free software Foundation



Hey hippie-neck-beard nerd!

How do I get paid?
If I give everything
away for free?





Contributors to Linux Kernel

Company Name	Number of Changes	Percent of Total
None	35,663	18.9%
Red Hat	23,356	12.4%
Novell	13,120	7.0%
IBM	13,026	6.9%
Unknown	12,060	6.4%
Intel	11,028	5.8%
consultants	4,817	2.6%
Oracle	4,367	2.3%
Renesas Technology	2,621	1.4%
The Linux Foundation	2,488	1.3%
academics	2,464	1.3%
SGI	2,450	1.3%
Fujitsu	2,293	1.2%
Parallels	2,226	1.2%
Analog Devices	1,955	1.0%
Nokia	1,896	1.0%
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It's not altruism!

It is strategic!



My relationship with Drupal



2006: I Hated Drupal



* For the record, I had this haircut for 6hrs.

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2007-2008: Beginnings of a contributor



2008-2010: Acquia Engineering



2011... The evangelist



* Picture actually from 2009. Only picture of me in a suit

Drupal and I:

- Development
- Consulting
- Sales
- Project management
- Product development
- Training

Sales and Marketing



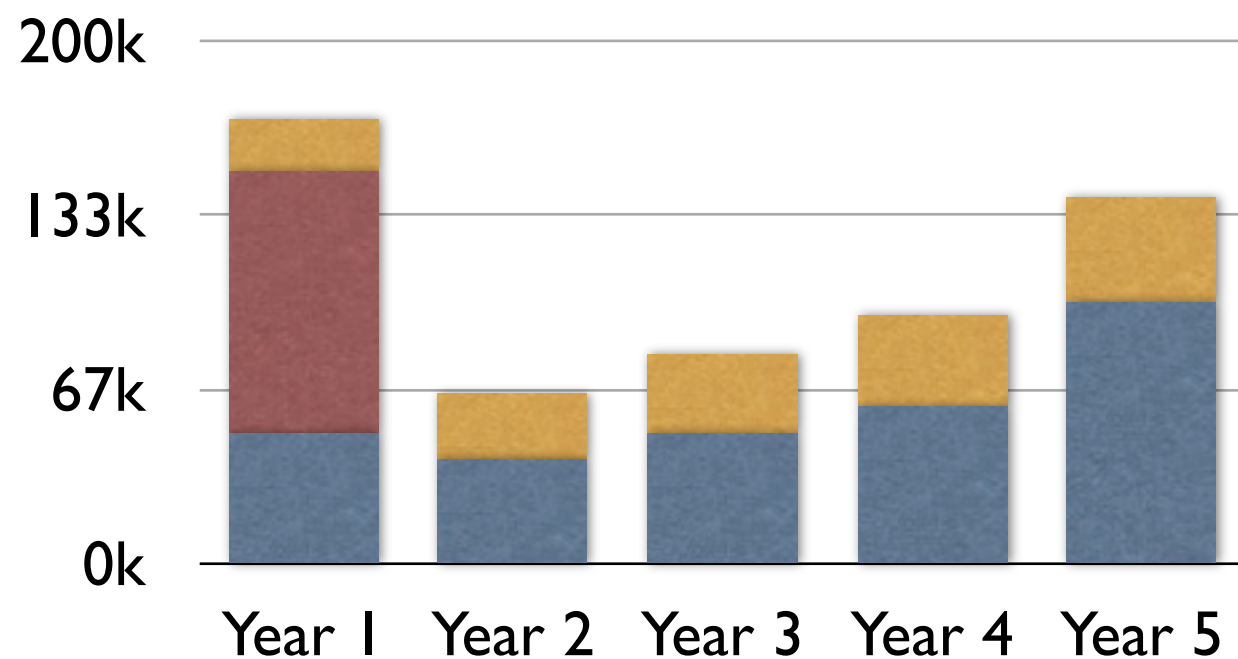
“That’s where the money is”
- Sutton’s Law

<http://consumerist.com/2007/04/3-confessions-from-a-former-used-car-salesman.html>

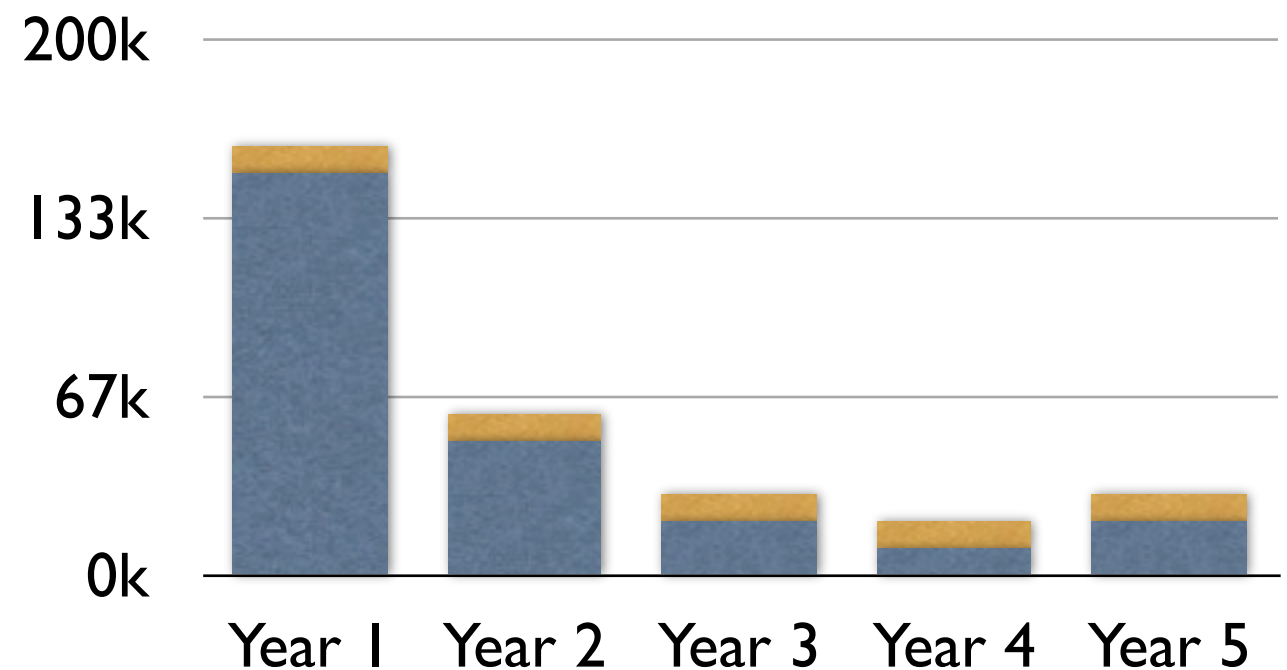
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Typical lifecycle of an enterprise website

Proprietary CMS



Drupal / OSS CMS



■ Development ■ License ■ Support

* Completely made up numbers (like any good analyst)

Total Cost of Ownership

- Not about altruism
- Not (just) about license cost savings
- Requires contribution to be actualized.

**In Open Source, you get a lot for free:
updates, new features, bug fixes.
Contributing our features and fixes
ensures that the client's site will
receive all of these OSS benefits into
the future.**



Kelly Albrecht
Founder, Left Click

Discounting for contrib

- Makes future maintenance less risky
- Staff can more easily be switched out a.k.a. “Bus factor”
- Actually delivers more value for your customer

No lock-in

- By contributing, customers can leave you
- But wait, they won't anyway if you're good

Management



Management

- Developer stipends
- Sprints / coopetition
- Hiring

Developer Stipends

- external benefits
 - new business, marketing, new products / solutions to sell
- internal benefits
 - higher retention, greater satisfaction, better cooperation with other developers

- Mostly contrib anyway in Gardens
- 2 days every 3 weeks of “free” Drupal time.

Anytime you set aside self enrichment time for your team, you're not only boosting morale, but you're helping open opportunities for your team to deepen their skill set.



- Colleen Carroll

Director of People and Process, Palantir

Sprints and joint initiatives

- Internal Benefits
 - Team gets to travel, network, makes partnerships
- External Benefits
 - Software at a fraction of the cost
 - Marketing, be seen as a thought leader
 - Hiring opportunities
 - Community building strengthens the ecosystem

**For the past 3 years over 60% of our revenue comes from community efforts or referrals from other companies.
If we didn't contribute, we wouldn't get that.**



Greg Knaddison

Partner and Developer, Growing Venture Solutions

Hiring

- Community participation is a great way to judge ability
- Connections on d.o. are how the majority of “big shots” got their chance.
- OSS community events (camps, cons, etc)

It's a major differentiator for a candidate. First, it shows they understand Drupal. Second, it shows they are motivated to do more than just show up and punch the clock. So it's a character issue as well as a skills issue.



Evan Rudowski
Co-Founder and Director
SubHub

Developers



**So how do you contribute and still
get the project in on time?**

Know WTF you are doing.



Moshe Weitzman,
Director, Research and Development
Acquia

Coding with an intent to distribute

- Never hack when you could alter
 - `hook_THING_alter($thing)`



hook_form_alter() all the way!



Wim Leers,
PhD student &
contributor

If you must hack,

then you should track.

Documenting patches and hacks

- Keep a PATCHES.txt
- Change the module name to views-MODIFIED
- Put CVS-in-SVN (now git in SVN).
- Update frequently, re-roll. Build it into maint contracts.

If there is no d.o issue then the patch should not be in our repo. That way we keep the spirit of the GPL going, even if we know the patch will never be accepted.



Mike Carper
Engineer, datasphere technologies

and that pesky DOG!

- <http://drupal.org/project/dog>
- Work in progress
- Allows you to maintain hacks in version control AND update
- Git sub-modules



The Guild of Nerds



GAMERS

Right Now, Other People Are Having Sex.

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You can lie on your resume, but you can't lie on your d.o profile.
Also, contributing to Drupal helps build a reputation, both among fellow developers and among companies.



Wim Mostrey,
Freelancer

Build Legitimacy



- Establishing yourself as an expert is easier in OSS communities
- Contributing drives consulting opportunities to you
- Blogging, do it often. Don't be shy

**My contributions to the community
(and my expertise with those
contributions) now account for
roughly 95% of the work I do, both in
consulting and development.**



Jake "Mr. Lauer" Strawn

Creator of the Omega theme (recently
engaged - like 3hrs ago)

Contributing to the Drupal project has increased my credibility as an expert-level Drupal professional, which I think or hope leads to more clients deciding to hire me rather than my competition.



Jennifer Hogdon
Documentation team lead

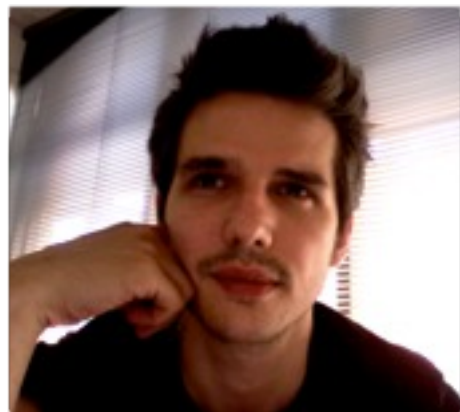
- 
- ★ **Long term value for customers**
 - ★ **Innovation in companies**
 - ★ **Legitimacy and Community for individuals**

Do it now



Bye and thank you!

Twitter:
@JacobSingh



Jacob Singh
Dude on stage

What did you think?



What did you think?

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<http://london2011.drupal.org/conference/schedule>



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THANK YOU!

