

Open Innovation in Software

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



**OPEN INNOVATION
IN SOFTWARE**

 **Day**
Bertrand Delacrétaz

 **OSS Watch**

open innovation



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

internal and **external**
paths to market

to
advance your technology

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>



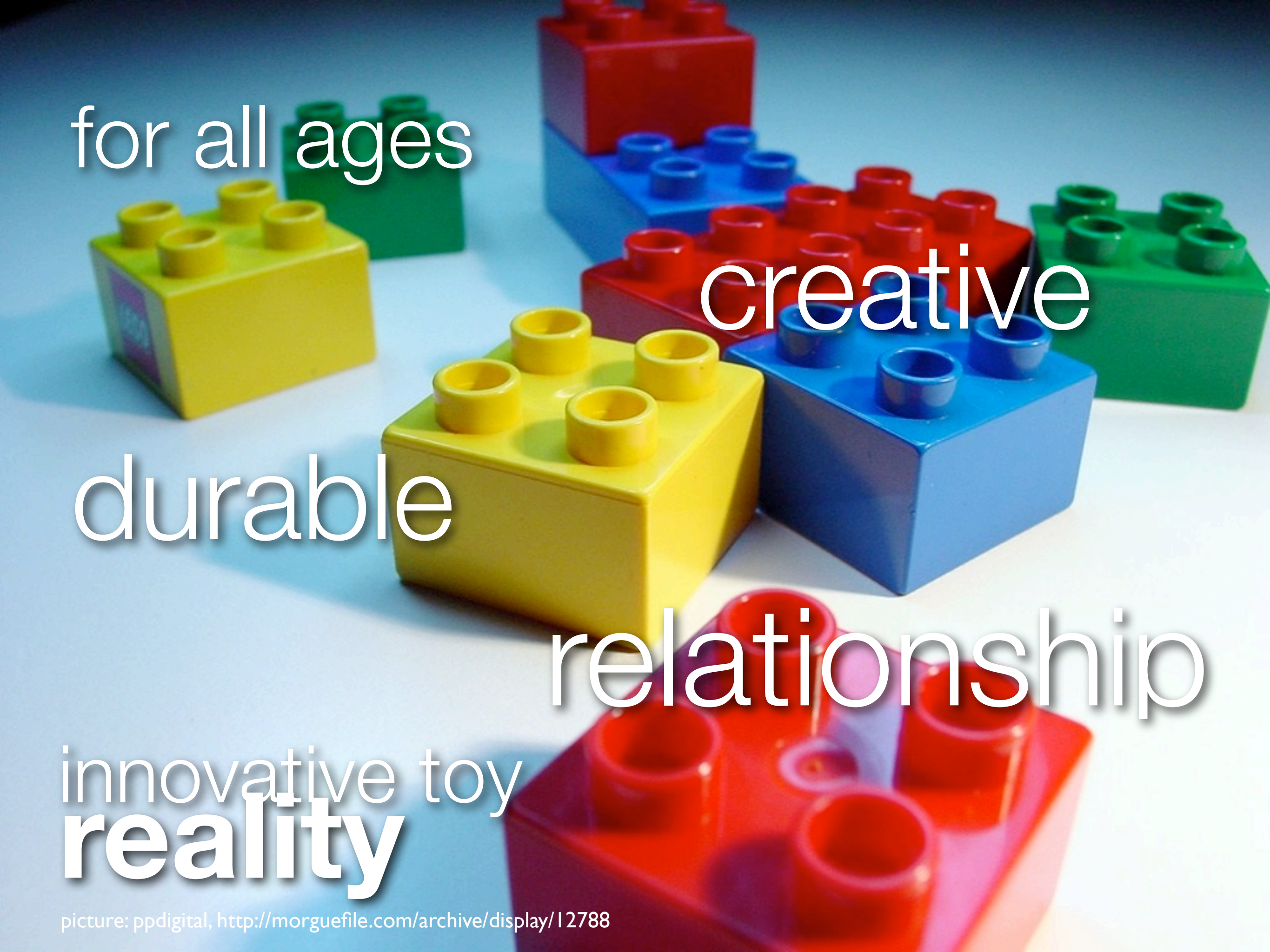
for all ages

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

innovative toy
feedback?



The Brick Testament

Old Testament > Genesis >
The Garden of Eden



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



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



commit messages

email discussions

issue tracker events

automated builds

open source collaboration
via real-time **events**



shared vision

picture: <http://morguefile.com/archive/display/127643>



**real-time
status updates**

picture: <http://morguefile.com/archive/display/186412>



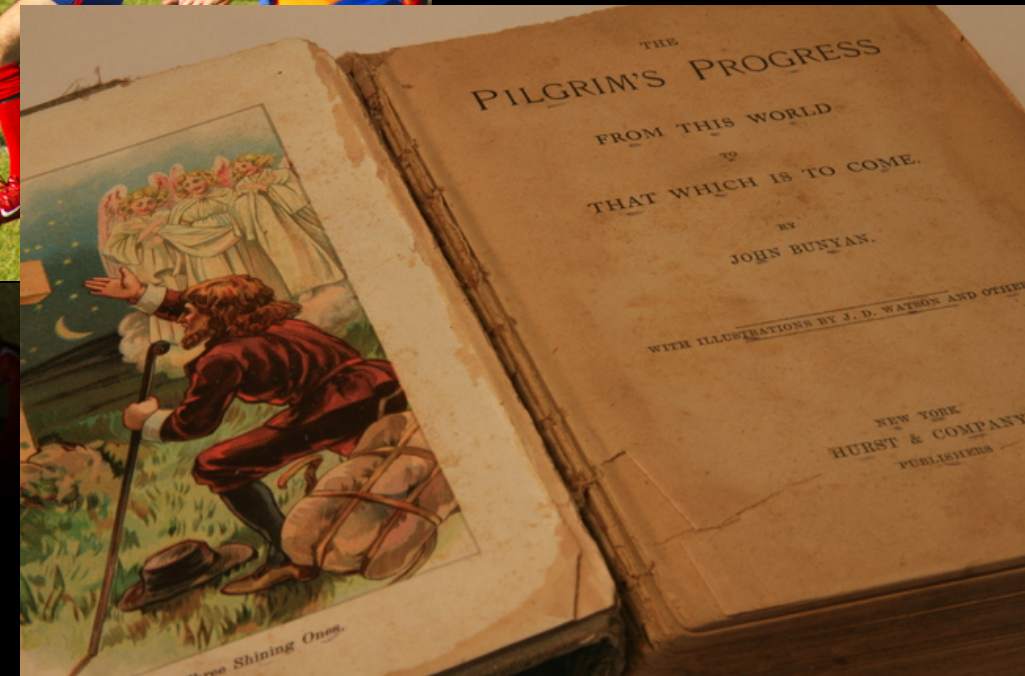
real-time
help requests

picture: <http://morguefile.com/archive/display/180641>

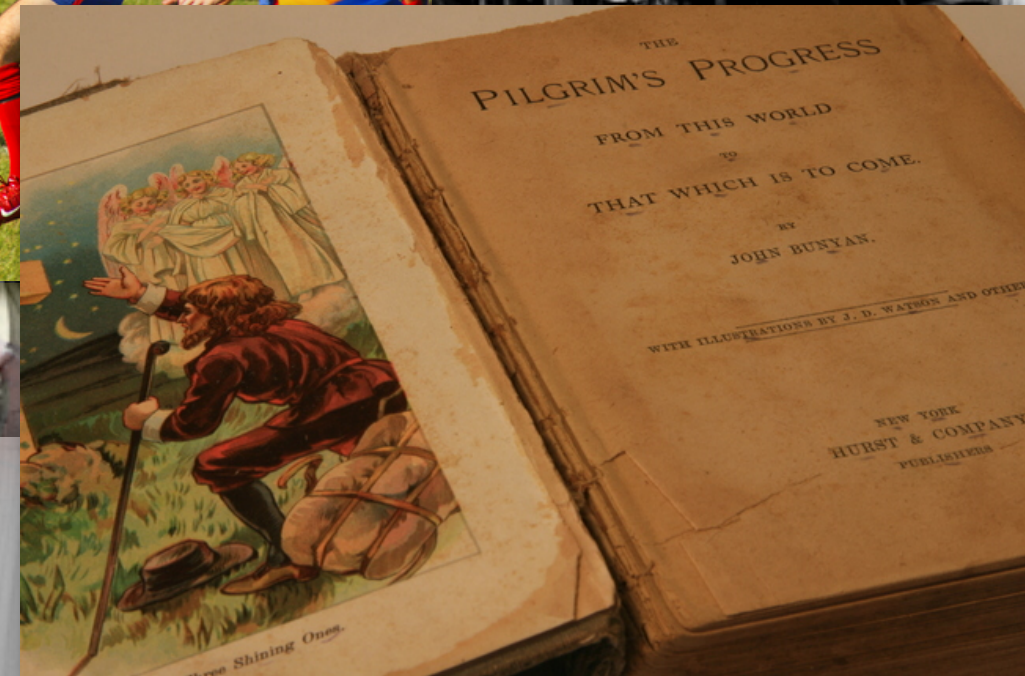


self-service
archives

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



event-based
collaboration



collaboration
with your users



committers map



collaboration

with bright people

map data ©2009 Euro



photo: Ted Leung

innovation @apache



just to
name a
few...

approximate numbers, 2009:

2'000 committers

300 members

70 + 30^(*) projects

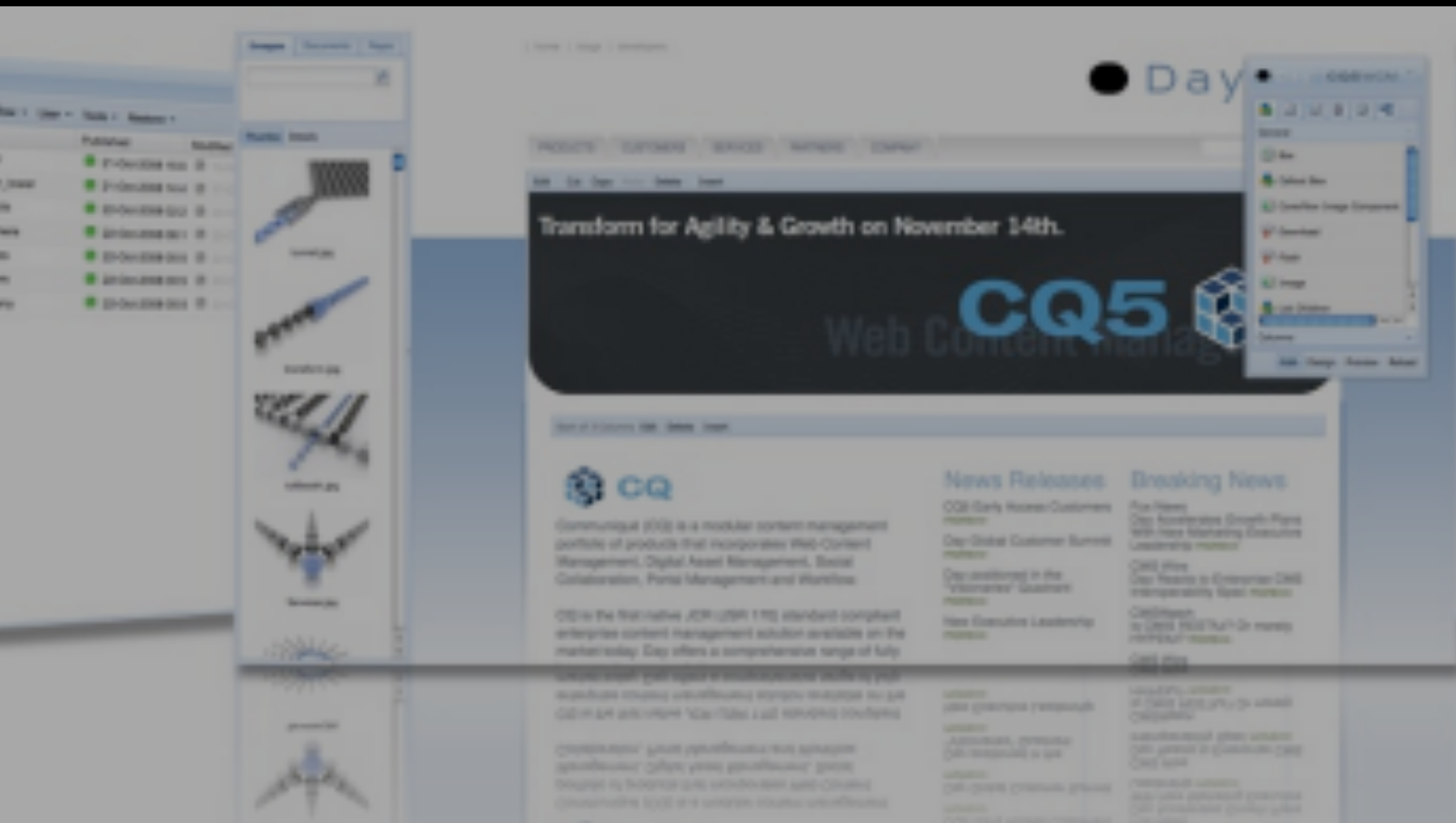
active incubator^(*)

community development

big sponsors

platinum: Google, Yahoo, Microsoft

innovation @apache



concrete example
Day's CQ5



Basel, Switzerland headquarters
(~80 people, ~150 worldwide)



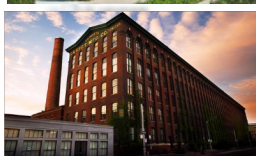
Munich



London



Newport
Beach, CA



Toronto

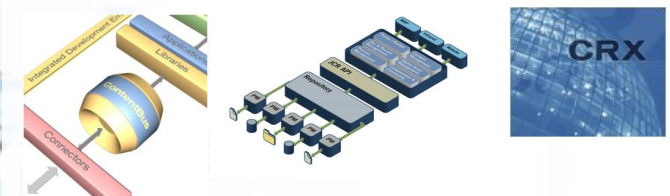
“Day allows us to quickly
and reliably deliver content
to our entire McFamily,
helping us to be flexible and
drive new opportunities.”

Steve Wilson, Senior
Director of Web
Communications,
McDonald's



Swiss open source
award / business / 2008

Day™ content-centric products



(everything is content)

www.day.com

note the 3-letter domain name:
we've been doing this for a while...



Jackrabbit

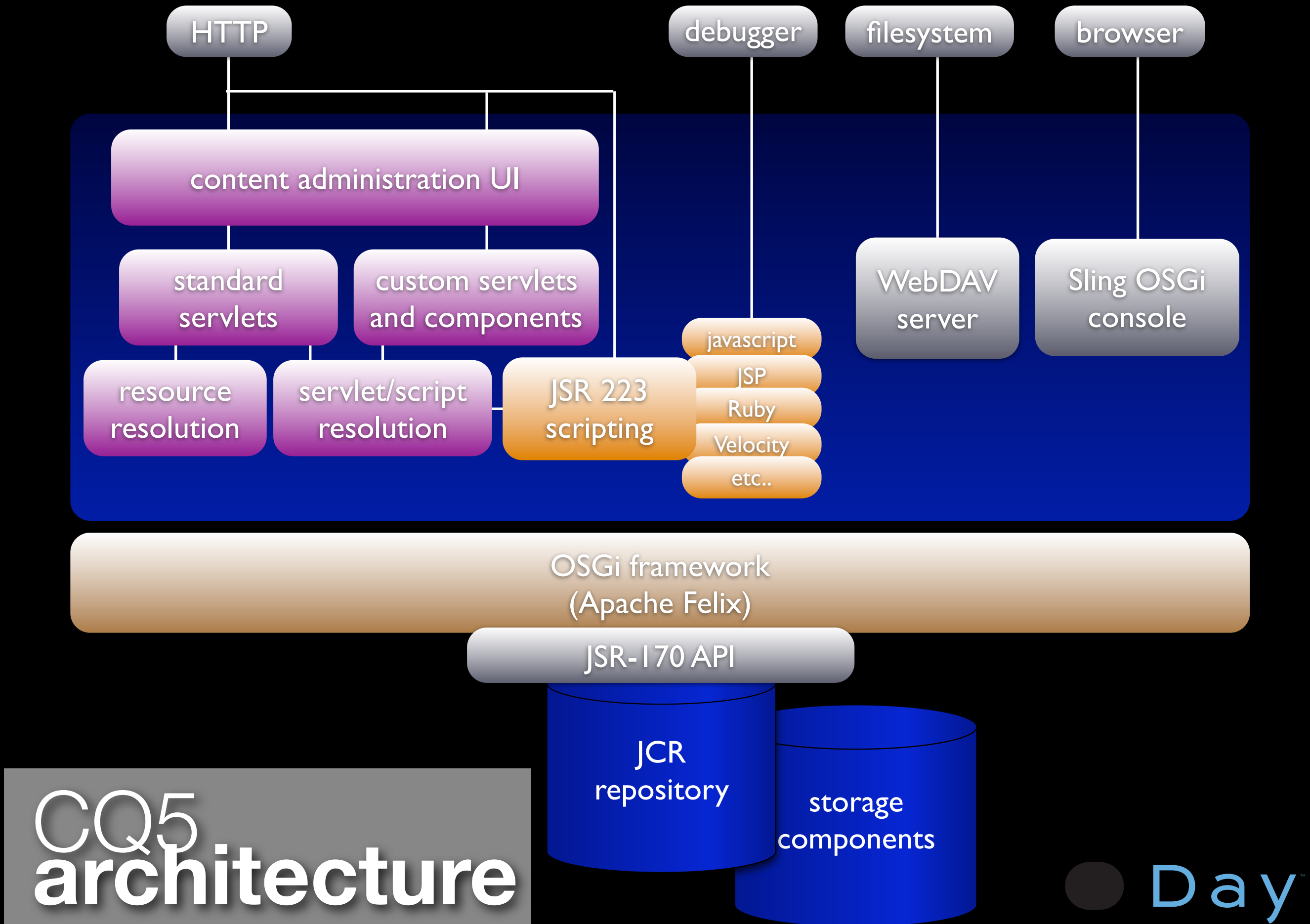


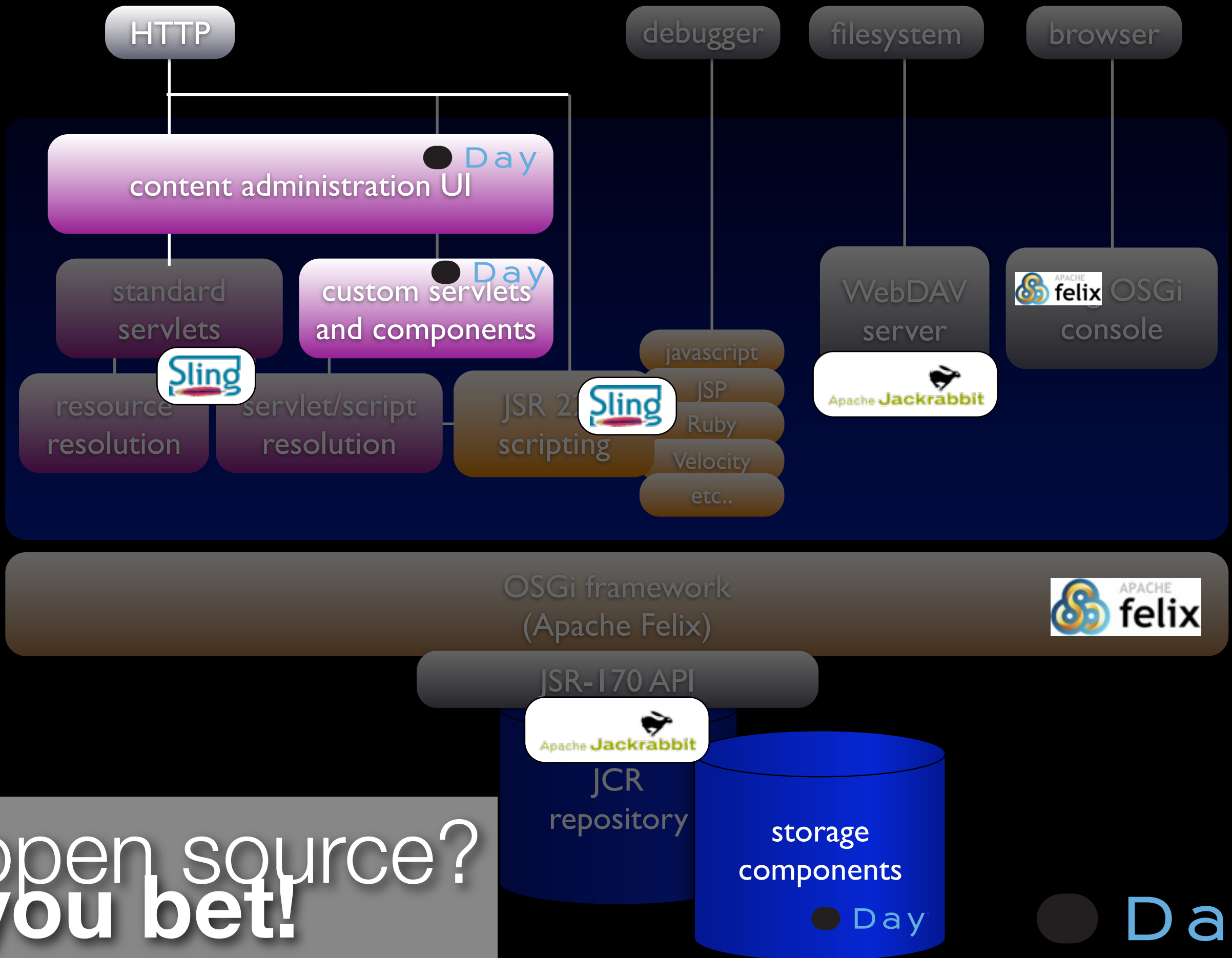
Strong ties to the Apache Software Foundation



Roy T. Fielding and David Nuescheler,
“Mr. REST” and “Mr. JCR”

Survived tough times (SWX:DAYN)





open source?
you bet!

open innovation?
open source!



feedback is key

if done right,
open source provides
lots of feedback **fast**

let's find those needles
in our haystack of ideas!

in
summary



**OPEN INNOVATION
IN SOFTWARE**



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