



SCALING UP BUSINESSES ON THE BACK OF OPEN SOURCE


**HOW OPEN SOURCE
ENABLES ORGANISATION
WIDE GROWTH FOR
BUSINESS LEADERS**



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OPEN SOURCE DRIVES VALUE ACROSS THE ENTIRE BUSINESS CHAIN, AND NOT JUST ON THE TECHNOLOGICAL FRONT

In a recent Red Hat survey, **69 percent of IT leaders** said that enterprise OSS was either “very important” or “extremely important” to their enterprise's overall software strategy.

Why Business Leaders should care about Open Source

While technology teams understand the benefits open source delivers, many times business leaders may know it as just a term on their engineering team's tech stack. The term 'open source' has been around for more than two decades now, and is widely used, not just in tech but other business communities as well. But before we come to why you should care about open source, the important question to ask is, **who are you?**

Are you the **CEO/CTO of a Media Giant** looking for **cost effective platforms** to streamline budgets for ad inventory and **media spends?**

What's in it for you if you belong to the **healthcare sector focused on digitised solutions** to simplify registrations, online payments and prescriptions?

You may also belong to the **Insurance industry** where buying and selling insurance is cumbersome, and a digital solution is necessary

to optimise delivery.

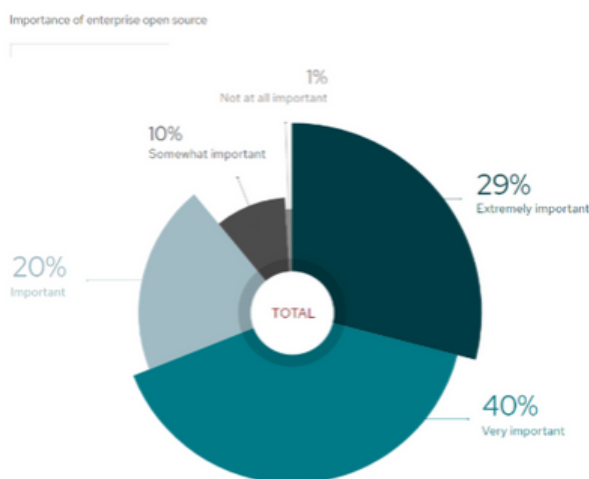
You may also be interested in Sports, where you interact with members of various communities and bring them all together, while you manage specific requests and keep track of consumer data in real time.

The technology community is well aware of the close-knit culture open source thrives within, and in fact, it is this **culture of collaboration**, contribution and collective strength, that sets the open source community apart. As new age companies make the **shift from KPIs to impact outcomes, it is important to have a business outcome** for every function, even if it means the business moving to open source.

 The total global revenue in the open source services market is estimated to have crossed **\$17 billion in 2019** and is expected to turn into a **\$30 billion industry by 2022.** 

IMPACT ON TOP & BOTTOM LINE

Built to collaborate: The value of community, collaboration and transparency is the foundation of open source. This focus on community **pushes tech teams to constantly contribute** new features and to ensure old ones keep getting better. This open exchange **drives direct business acceleration** through cost-optimisation, flexibility & agility, and even security. As a result, popular OSS projects are often on the cutting edge of technology. The Open Source Community is one where there is a sense of belonging for each one associated with it. The culture is such that it encourages you to build trust in the community by working together and growing together.



Ready Access to information: The open exchange of information is fundamental to open source projects and allows them to be more cost effective, flexible, and secure. The community and its engagement isn't just limited to ideas, opportunities and innovation. **There is more to Open Source than just being freely and readily available.** And there is more for you, as a customer of Open Source!

Readily available talent: Cloud computing, Application Development, Open Source Development tools, DevOps and Big Data are some of the top skills that are crucial to the Open Source community. Since there are a varied number of people contributing to

the Open Source Software at any given point, the talent pool and skill sets with different capabilities is readily available. It avoids unnecessary delays at the planning and team selection stage of any software delivery cycle. Further as the support for the community is strong, support for any framework or expertise is just a click away. This means **faster turnaround, better delivery, and a growing community** that ensures better quality and assurance.

Access to Libraries: Working with open source means easy access to **millions of curated libraries** contributed by billions of members of the community. For any feature, coding assets exist to be reused, and teams can select the one that fits best to their solution. This **builds agile environments**, where teams can be quick, envision the product faster and customize existing reusable assets available in the community libraries. **As a customer, it allows you the ease of customization as well, thereby facilitating flexibility and helping you lead better in terms of technology development.** Flexibility ensures your tech teams are using the best code, and if not, can quickly refine it. It further allows any changes in the product to be driven out of the product backlog rapidly, which means a better product, right first time and an unforgettable customer experience.

No monopoly: There is no leader when it comes to the world of open source. It belongs to the entire community. True, some enterprises use it more than others and also contribute more effectively to the community, but **participation and collaboration is what makes this culture so conducive to growth.** Anyone with an idea can participate and watch growth unfold, the size, type or scale of enterprises or organisations does not matter. For customers, this means an **open environment and access to speed support**, and moreover, it also means the ability to select and **deploy teams quicker** since the community is always thriving with talent.

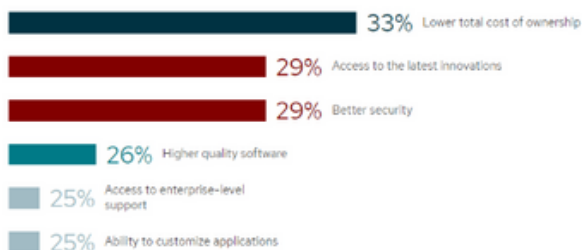
In 2018, open source contributors committed over 32 billion lines of code to the Linux operating system!

OPEN SOURCE DRIVES PERFORMANCE

When it comes to driving business impact, open source is a great bet at driving innovations and scalability.

Higher, Further, Faster: Open source follows the **download-and-go** approach, which ensures a **greater speed of functioning**. There is no hassle in terms of having to configure, install and implement the software, which is often time consuming and a rather cumbersome process. Since there are no orders, contracts or negotiations in places the acquisition the process is much faster. From the customer perspective, a **greater speed means faster time to market**.

Innovation and security rank among the top benefits of using enterprise open source solutions



Optimised Costs: When monetising software, a licensed software potentially means increased cost. Open source helps you **avoid vendor lock-ins, unnecessary system deployments**, bundling and overkill in terms of functionality. Thanks to the common repository maintained by the community along with constant contributions, this is better to use as compared to proprietary software. The cost comes to a fraction of the same, as the **code is more or less free, and all business leaders need to focus on,**

is the cost of deploying teams. This cycle of contribution and consumption is much more efficient in terms of speed as well. The Ruby Language is one of the best use cases. The language is free to use for developers and build on, and thanks to the **contributions of the OS community, Ruby 2.4 can enable apps to run 25% faster than Ruby 2.2. That's tremendous!**

OS also gives business leaders the chance to build custom software aided by the **popularity index**, thus ensuring they are acutely aware of what libraries are being used. Just because these libraries are free to access does not mean they are not malicious, and often, **choosing the wrong library has serious cost implications. Keeping track of the popularity index ensures business leaders know the right questions to ask**, including how often code is updated, how many people have forked it and how big is the community that is invested in the code.

AutoMAGIC: Automation itself is no big deal today, seeing as we are living in the times of the fourth industrial revolution and every other industry needs well integrated tech and automation to flourish. **Creating a culture in which this thrives is what matters.** Automation might mean different things to different organisations, depending on the cost of human capital involved, business need and pre-existing traditional solutions. In its literal sense, Automagic means processes that are well-designed, sophisticated and automation led, that empower teams at scale. That is exactly what the Open Source tools facilitate. Nothing short of magic! **The auto upgrade feature makes sure that the newer update automatically replaces the previous version without hampering the operating of the software**, ensuring evolutionary delivery. Companies that invest significantly in automation will move faster than the rest!

Social-technology platforms that promote collaboration are on the rise. Knowledge based economies ensure that software and product designs can easily be shared through online communities. Digital platforms are thus improving the economics of product versioning and bundling. The prospects for open innovation will only improve as the boundaries between different business functions blur.

-McKinsey Research

STAYING ALIVE!

Can Open Source be synonymous with Immortality? Sure it can!

According to a Forrester Research study, mature Open Source Software either exceeded expectations or met them **92% times.**

It's been powering digital led transformations for enterprises like never before!

This is not to say that new updates won't follow. It simply means that **even if the Open Source support for a version isn't available, it won't mean that your device would stop running.** A previous version would function just as fine as the updated version of the software. This stretches across licenses too. **Owing to the fact that there are people who are constantly contributing to Open Source, there is no fear of the Open Source being outdated or becoming redundant.** This is largely due to kind of support structure that the open source community is built upon. Its customers are what makes the Open Source community what it is.

RTFM IS DEAD!

RTFM or 'Read The Fucking Manual' is a thing of the past. In earlier days, developers had limited access to information and engaging with the community was cumbersome, owing to multiple queries and requests. However, developers are now more connected to each other, and this makes for easy knowledge sharing, with a common goal: the betterment of OS software and reliable end results. This has also fostered mutual respect in the community. There are no stupid questions. All of this ensures more agile software and code that can be built faster. There is no fear of being ridiculed anymore, and with RTFM gone, developers in the open source community are now interacting better.

59% IT Leaders

plan to increase the utilisation of open source to deliver more efficient enterprise software in the next 12 months.

CONCLUSION

Here's why you should care about open source: **It's a win-win situation!** Free and open source software (FOSS) holds numerous other compelling advantages for businesses, some of them even more valuable than the software's low price. And the fact that governments and enterprises all around the world use **Linux as their base OS is proof enough.**

No catch here. Whether it is internal teams, software developers, investors or end consumers. In a way, open source has single handedly disrupted life. It's everywhere! Android? Open source led. Windows apps? Also moving to open source. The POS systems cashiers use? Also open source! Safe to say that **this disruption is not just limited to the tech industry.** Using open source software is becoming the new common all across, and as developments spark across sectors, it is clear that this is what will drive the future of tech ahead.

Most companies today are heavily dependent on tech integrations, and bolstering engineering and architecture are high on the business leaders' priority lists. Instead of inventing standards and frameworks, **Open source can provide a foundation—embodying best practices and accelerating efforts** to build modern development capabilities and scale up businesses of all types. In a nutshell, open source is more efficient, cost efficient and much faster to use.

Since it is also customisable, **enterprises can use it to their advantage as per specific business needs,** and this is something that cannot be explored with proprietary software. If you value interoperability with other businesses, computers and users, and don't want to be limited by proprietary data formats, open source software is definitely the way to go!