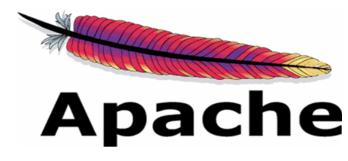


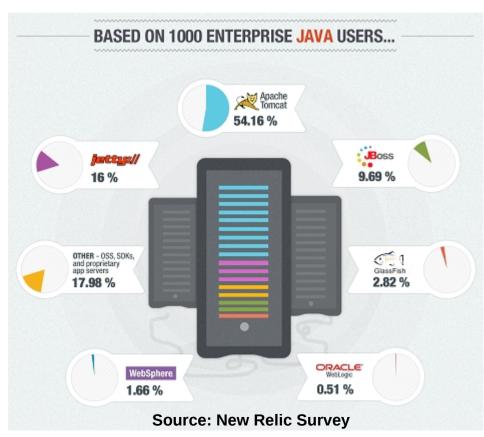
#10 - We Don't Use/Rely on Open Source





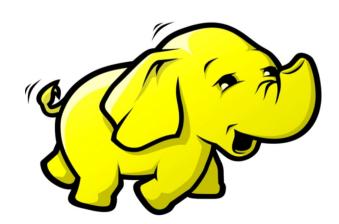






#9 - We Think Open Source == Risk Management









#8 - What About Support? Isn't Open Source Free?



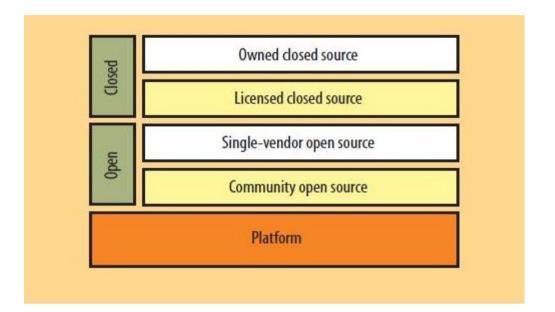


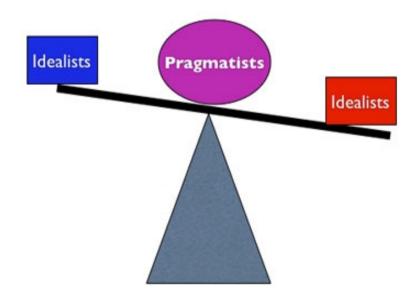




#7 - We Can't Mix & Match Open & Closed Source

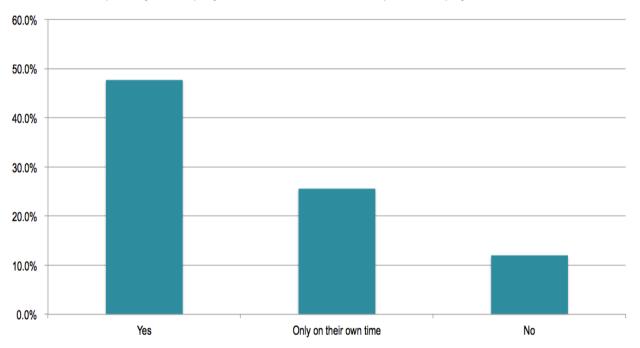






#6 – There's No Value in Open Source Contribution

Are developers in your company allowed to contribute code to open source projects?



Source: Open Logic Survey (2011)

"If I have seen further, it has been by standing on the shoulders of giants."

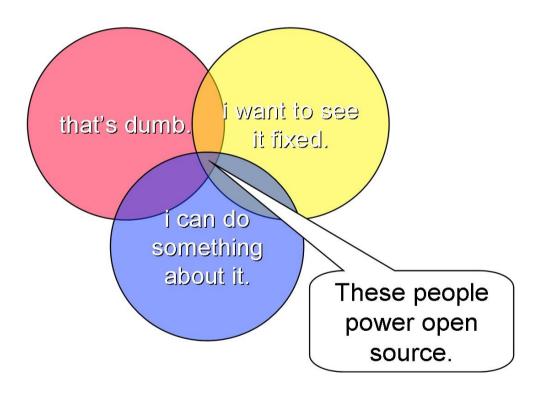


Sir Isaac Newton 1643-1727



#5 - Contribution Fails – Our Patches Were Rejected

What is a contributor?





#4 - We Can't Develop Like Open Source 'In-House'









#3 - Let's Open Source to Get Free Developers



Normative rationality

Intrinsic

Learning, skills development Peer recognition, status Curiosity, "scratching an itch" Having fun

Idealism
Contribute to a bigger purpose
Lojalty

Extrinsic

Career opportunities Monetary rewards (salary/bonus) "Share back" to community
Help others
Beat the "enemy" (i.e. Microsoft)
Social commitment
Political support

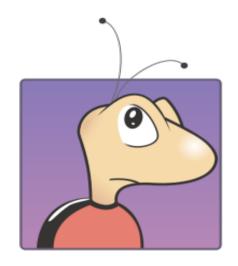
Economic rationality

Egoistic

Altruistic

#2 – The Code's on Github – Where's Our Community?







From http://blogs.zdnet.com/Hinchcliffe

#1 - Legal Wants to 'Tweak' This License a Bit...







http://opensource.org/licenses/index.html

open source what to do now...

- Use these as cautionary tales
- Don't accept the status quo
- Find other open source-minded people in your org
- Ask questions don't be afraid to explore

```
Open source is good for me. I will fully embrace it:
Open source is good for me. I will fully embrace it:
Open source is good for me. I will fully embrace it:
Open source is good for me. I will fully embrace it:
Open source is good for me. I will fully embrace it:
Open source is good for me. I will fully embrace it:
```

