

How to Use Open Source as a Competitive Advantage

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About Me

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Caption

83% consider open source valuable to their organization's future, with 46% reporting increased business value compared to 2024.



Developing staff knowledge & skills (77%) and improving software quality (76%) are the top organizational benefits of OSS contribution.

72% of organizations say that engaging in OSS projects makes their organization more competitive.



78% of surveyed professionals believe open source makes their organization a better workplace, with 74% citing talent attraction benefits.



Ways to Interact with Open Source

- Downloading and using open source projects anonymously
- Contributing to existing open source projects
- Publishing internal software as open source projects

Ways to Interact with Open Source

- ~~Downloading and using open source projects anonymously~~ If you write software, you use open source. All of your competitors do too.
- Contributing to existing open source projects
- Publishing internal software as open source projects

How does contributing to open source projects and publishing open source projects build competitive advantage?

- Participation in community and/or creating your own community
- Trust and brand loyalty
- Innovation
- Partnership opportunities
- New revenue streams

Community

Code isn't a moat, but community is

- Human connection will always be important
- It's possible, but harder, to build community without open source



Trust and Brand Loyalty

- Transparency: You can see what we're doing
- Co-creation: You are a part of the team and we are in this together



Innovation

- Open source gives individuals and teams more exposure to unique use cases and perspectives
- There are more opportunities for feedback when software is open source
- Teams that are more involved in open source file more patents



Partnership Opportunities

- Participating in open source ecosystems builds relationships between companies and between individuals
- Working on open source is already a type of partnership, but can extend to joint business ventures, joint marketing campaigns, etc.



New revenue streams

 Spotify for Backstage

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Maximizing your advantage from OSS

- Establish an OSPO
- Define goals from open source
- Communicate throughout the organization
- Be honest about risk; don't give away too much, either

I'm a consultant! If you want help using your involvement in open source to build competitive advantage, reach out!



The Business Value of Open Source:

<https://github.com/todogroup/ospology/tree/main/whitepapers/business-value/content/en>

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