

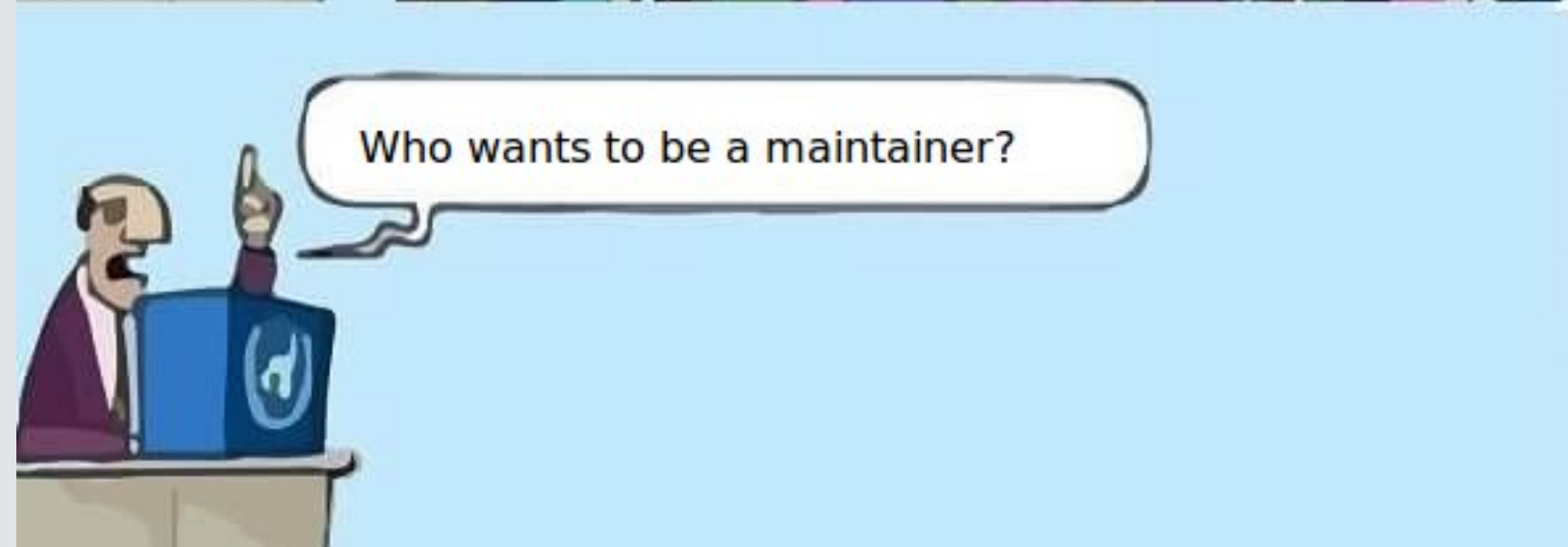
Open Source as a Business

Strategy, Struggle & Success

Philipp Krenn

@xeraa

<https://twitter.com/geowolf/status/971811346823221248>



Ninety-eight-point-five percent of the code
ever put into the core of Puppet was put in
there by somebody I paid.

<https://www.geekwire.com/2018/might-time-big-cloud-share-wealth-open-source-startups/>

**Open Source \neq
Business Model**



elastic

Developer 🥑



elasticsearch



kibana

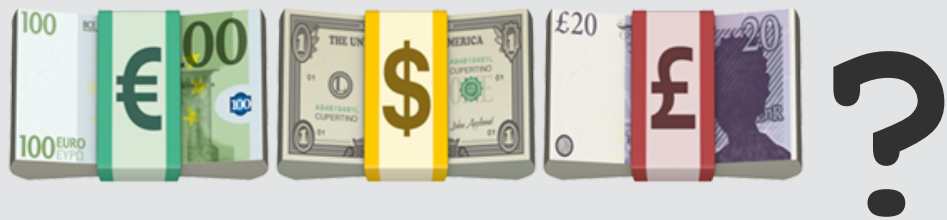


beats



logstash

Where is the



Services

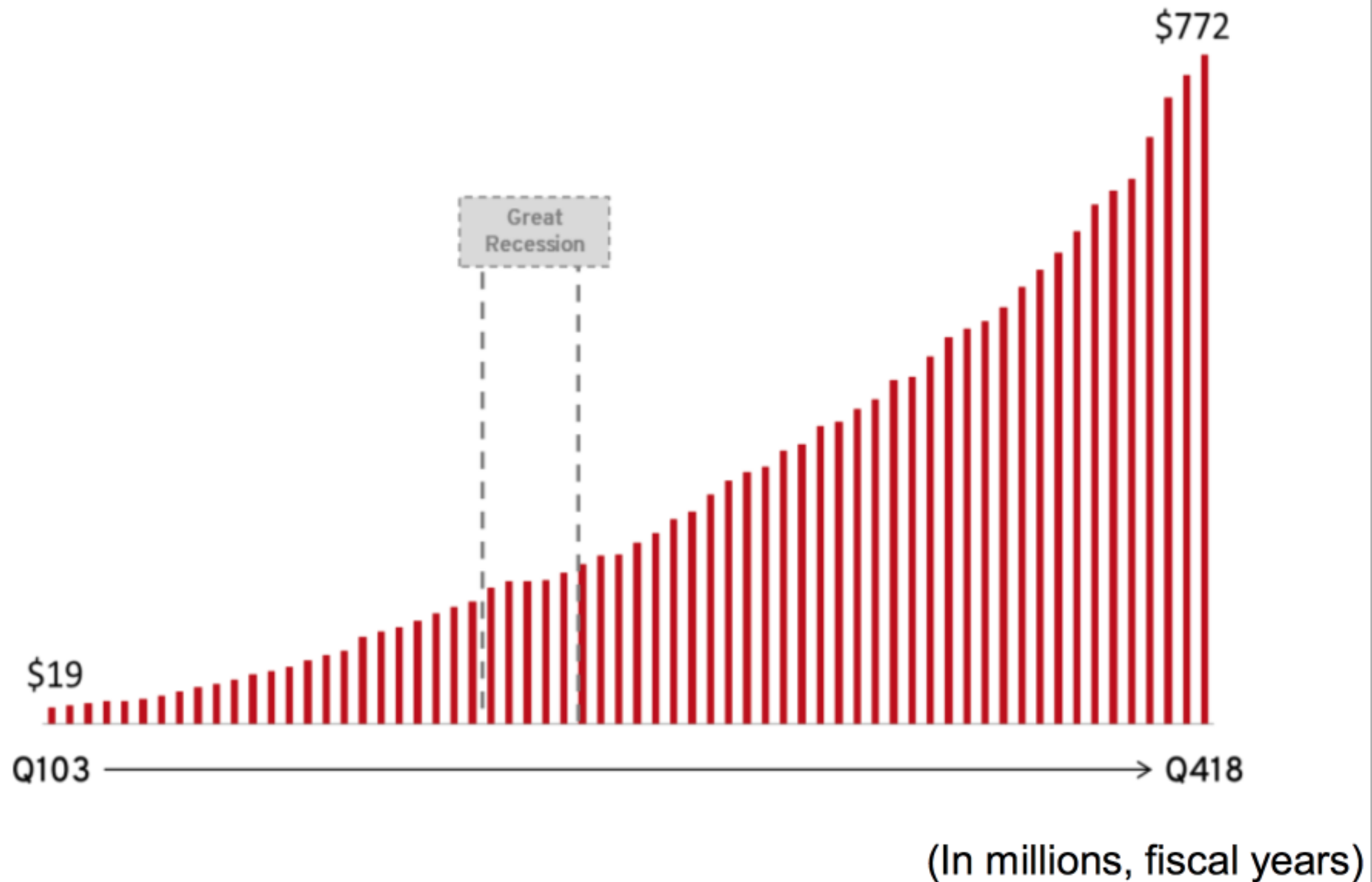
Support, Consulting, Training, Certification

CANONICAL



redhat.®

64 Quarters of Revenue Growth





Support Problem

Ease of Use

Support Problem

Renewal Rates

Service Problem

Consulting-Only Competition

Open Core



MySQL™

MANPR



Global
HD

Problem

Alternatives

Problem

Cloud Providers

Problem

Lock-In

Cloud Service







Problem

Cloud Providers

The intent of open source software was not so
that someone else can take the exact same
software and offer it as a service.

<https://www.geekwire.com/2018/might-time-big-cloud-share-wealth-open-source-startups/>



mongoDB



Struggles



[...] If you are MSFT and I ask you if you've used Redis and you say "you mean Azure Redis Cache?", that's not a good sign.

<https://twitter.com/jensenharris/status/984268950136537088>

If you are claiming your startup/company is
open source and you aren't contributing to some
form of upstream... then you aren't really.
Sorry not sorry.

<https://twitter.com/jessfraz/status/954802380125736961>



Elasticsearch-rails & -ruby are abandoned

 Elasticsearch



Oct '17

It was pointed out 3 months ago [here](#) ⁵⁴ and nothing has changed - 66 PRs and a lot of bugs not being fixed.

Latest commit was made 5+ months ago.

elasticsearch-rails will be incompatible with an upcoming Rails 5.2 and it looks like nobody cares. How can we rely on a product with such bad support?



warkolm  Mark Walkom [Elastic Team Member](#)

Oct '17

Would you be willing to take on some of the maintainer load to assist?

2 Replies 

5 Likes



 Reply





Oct '17

Of course not. Can't you hire 1 more developer?



 Reply

If you're unhappy with an open source project you're entitled to a full, immediate refund to the \$0.00 you paid for it. Alternatively, get involved with the project to make it better.

<https://twitter.com/MikeMcQuaid/status/970000490468708352>



softwaredoug Doug Turnbull

Oct '17

Wow! Come on man, you're getting this stuff for free. Don't be a freeloader, if you see problems share the load! That's the joy and burden of open source 😊

5 Likes



Reply



[Blurred name]

Oct '17

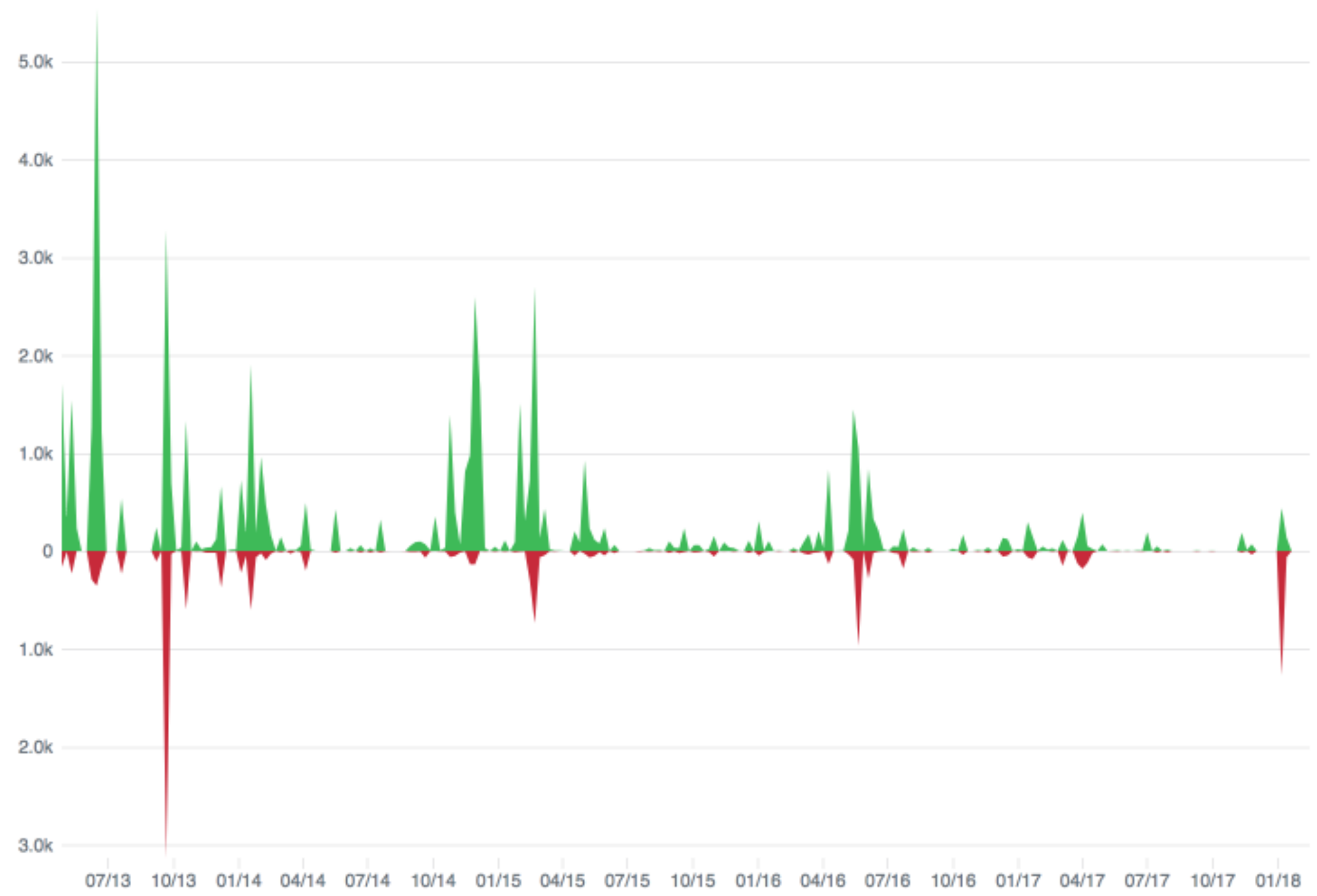
Are you sure I'm using it for free? Elasticsearch is a commercial product with \$104m of funding and a lot of [paid subscriptions](#) ⁵, why the hell would I work for them for free?
Btw, you're walking on the streets and breathing air for free - do you clean them up and plant new trees from time to time (also for free)? Nope? Why not?



Reply

- Pulse
- Contributors
- Community
- Traffic
- Commits
- Code frequency**
- Dependency graph
- Network
- Forks

Additions and Deletions per week



Ruby on Rails Integrations Engineer

APPLY NOW

Location: Anywhere EMEA or US

Department: Engineering

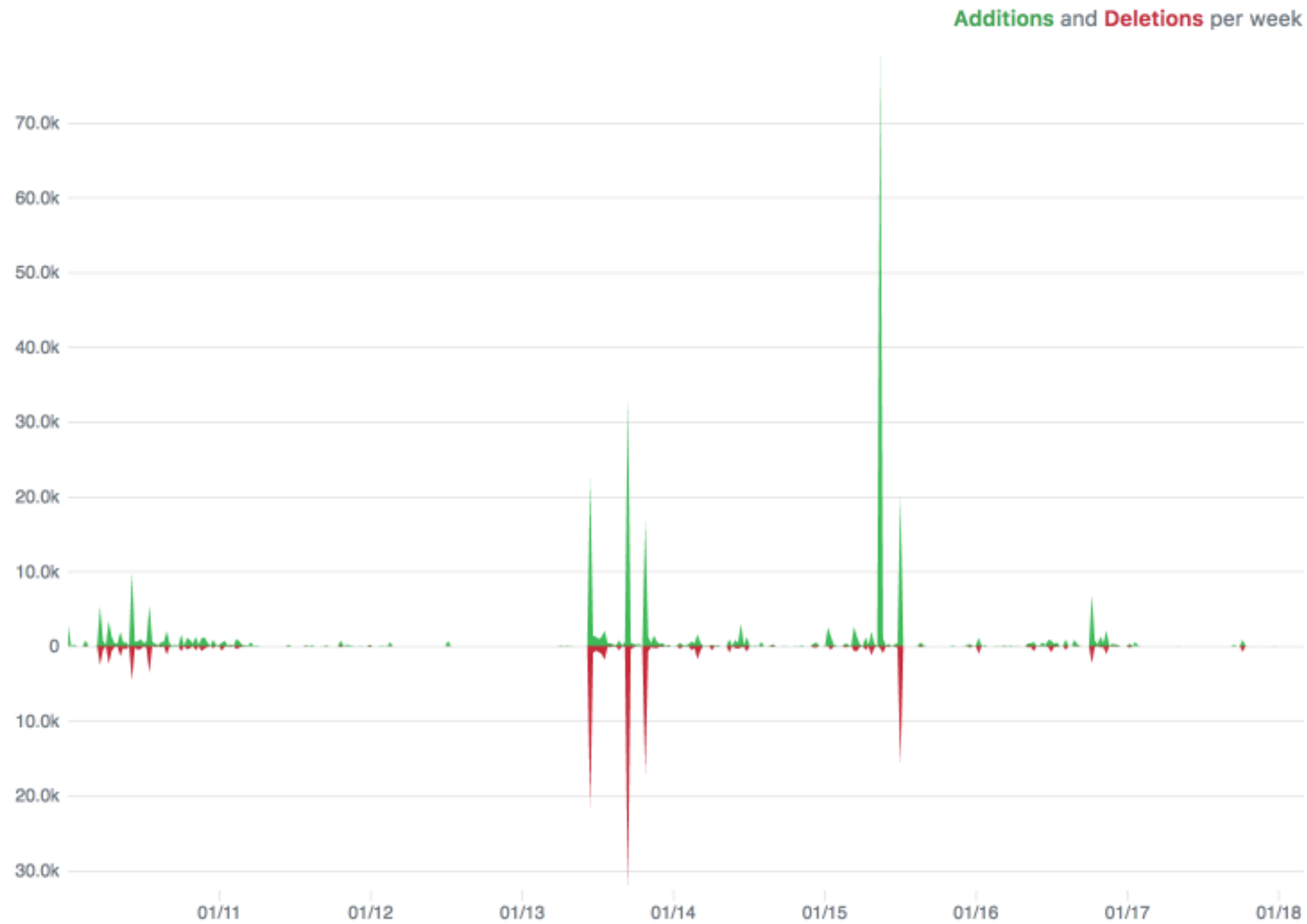
At Elastic, we have a simple goal: to solve the world's data problems with products that delight and inspire. As the company behind the popular open source projects — Elasticsearch, Kibana, Logstash, and Beats — we help people around the world do great things with their data. From stock quotes to real time Twitter streams, Apache logs to WordPress blogs, our products are extending what's possible with data, delivering on the promise that good things come from connecting the dots. The Elastic family unites employees across 30+ countries into one coherent team, while the broader community spans across over 100 countries.

Right now, we are looking to add a talented Ruby Engineer with a deep understanding of Rails and real passion for open source development to collaborate within our small, but globally distributed team.

Responsibilities

Your primary responsibility will be to develop and maintain the integration between the Ruby on Rails platform and the Elastic stack. This includes:

- Pulse
- Contributors
- Community
- Commits
- Code frequency**
- Dependency graph
- Network
- Forks



Business

Daily Telegraph
A financial and
business

Markets

FTSE 100

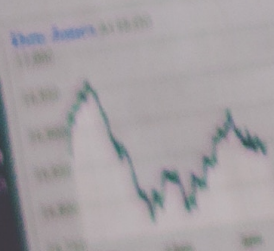
12,100

12,000

11,900

11,800

464.4p
+10.1p (+2.2%)



Index	Value	Change
FTSE 100	12,100.22	+10.1 (+0.84%)
FTSE All Share	5,471.25	+42 (+0.76%)
FTSE All Share Yield	3.36	0.00
FTSE Europe 100	2,854.82	+11 (+0.38%)
Nikkei 225	18,022.99	+136.88 (+0.76%)
DAX Eurozone 30	3,226.40	+9.3 (+0.29%)

£/\$
Rate
1.5314
Change
-4.03c

£/€
Rate
1.3628

Commodities

Gold
AU\$100
▼
\$1146.06
(£748)
-0.94 (-0.08%)

Brent Crude
AU\$100
▲
\$52.14
(November)
+0.54 (+1.03%)

News

Long haul
for Tesco
Company
halts sales
spiral but
profits fall

1.1M...
1.1M...
1.1M...

Page 3

TIME

Venture Capital

Accelerated development vs business dynamics

Where is the
☢️⚠️☣️?

Development

Hobbled Product vs Starving Company



influxdb



RethinkDB



docker

Releases

Multiple Products vs Proprietary Plugins

DATASTAX



Open

Open Source vs Open Code



GitLab

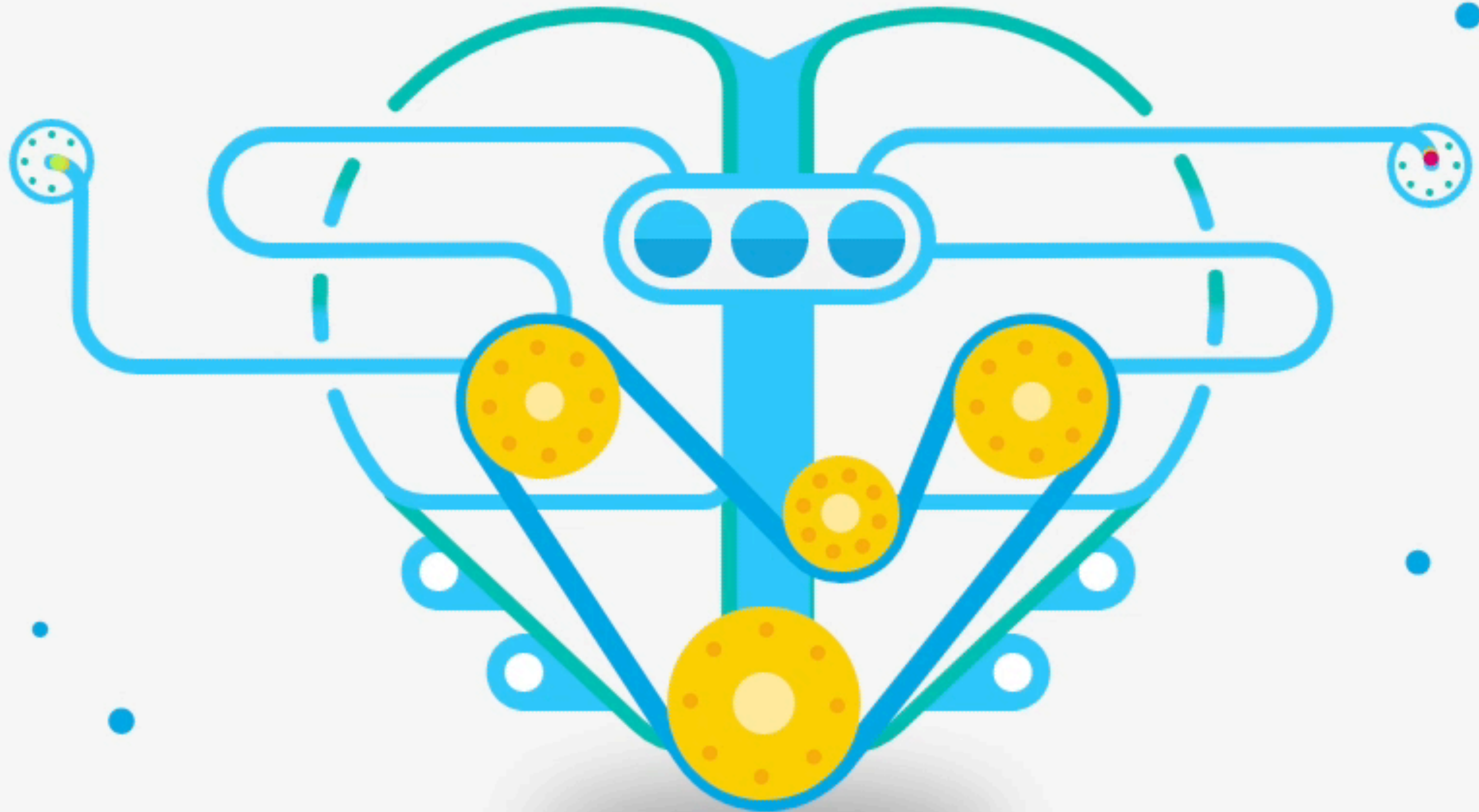


Cockroach LABS

Commercial Features

Engineering (Open Source) vs Sales (Commercial)

Elastic's Strategy



OPEN SOURCE

Free Download

BASIC

Free License

GOLD

Request Info

PLATINUM

Request Info

ENTERPRISE

Request Info

THE ELASTIC STACK

Elasticsearch	✓	✓	✓	✓	✓
Kibana	✓	✓	✓	✓	✓
Beats	✓	✓	✓	✓	✓
Logstash	✓	✓	✓	✓	✓
APM - agents and server (Beta)	✓	✓	✓	✓	✓

X-PACK

✓ Security (formerly Shield)			✓	✓	✓
✓ Monitoring (formerly Marvel)		✓	✓	✓	✓
✓ Management		✓	✓	✓	✓
✓ Alerting (via Watcher)			✓	✓	✓
✓ Machine Learning				✓	
✓ APM (Beta)		✓	✓	✓	✓



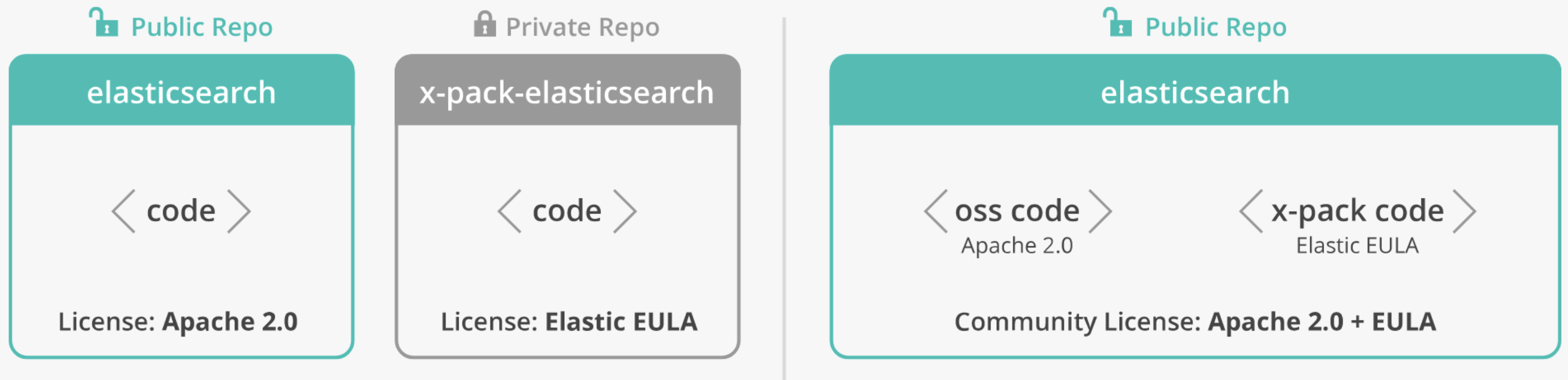
x-pack

Support & Plugins

All Code Open

Not Open Source –

Apache 2 & Elastic EULA



Alerting
Security
Graph
Reporting
Machine Learning
Canvas
Debugger
Monitoring
SQL
CSV

X-PACK

PAID
FREE

OPEN

Enrichment
Ingestions
Distributed
Search Engine
Data Collection
Agents
Dashboard
Visualizations
Visualizations
Ingestions
Agents
Enrichment
Edge Collection
Dashboard
Edge Collection
Distributed
Search Engine
Data Collection

OSS

Training

Consulting



cloud



cloud

Enterprise



Home

All

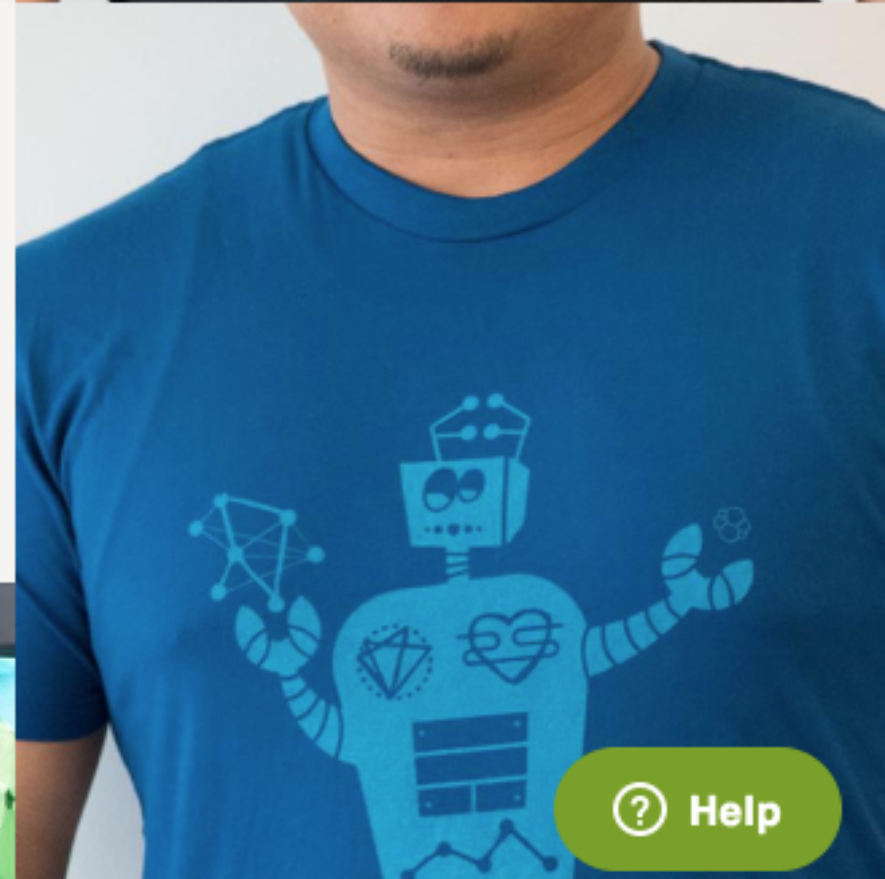
Apparel

Gadgets



Newsletter About us FAQ's

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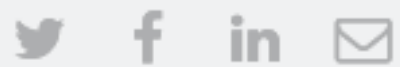


Home

All

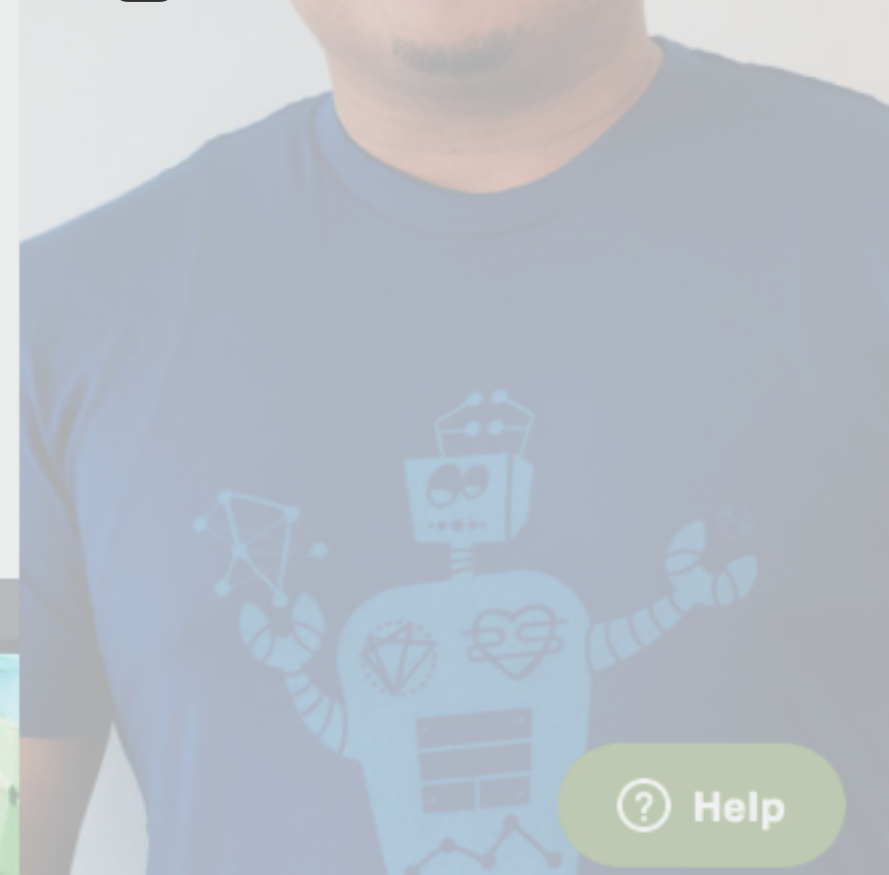
Apparel

Gadgets



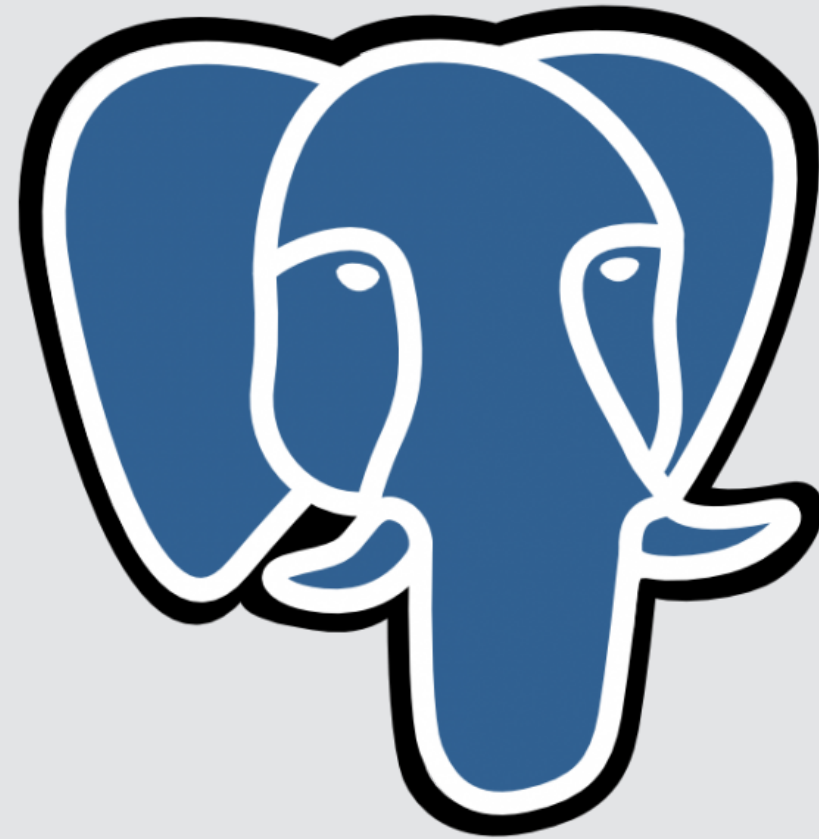
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<https://elastic.shop>



Conclusion

**Business Is
Optional**



PostgreSQL



mattklein123

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Engineer @lyft

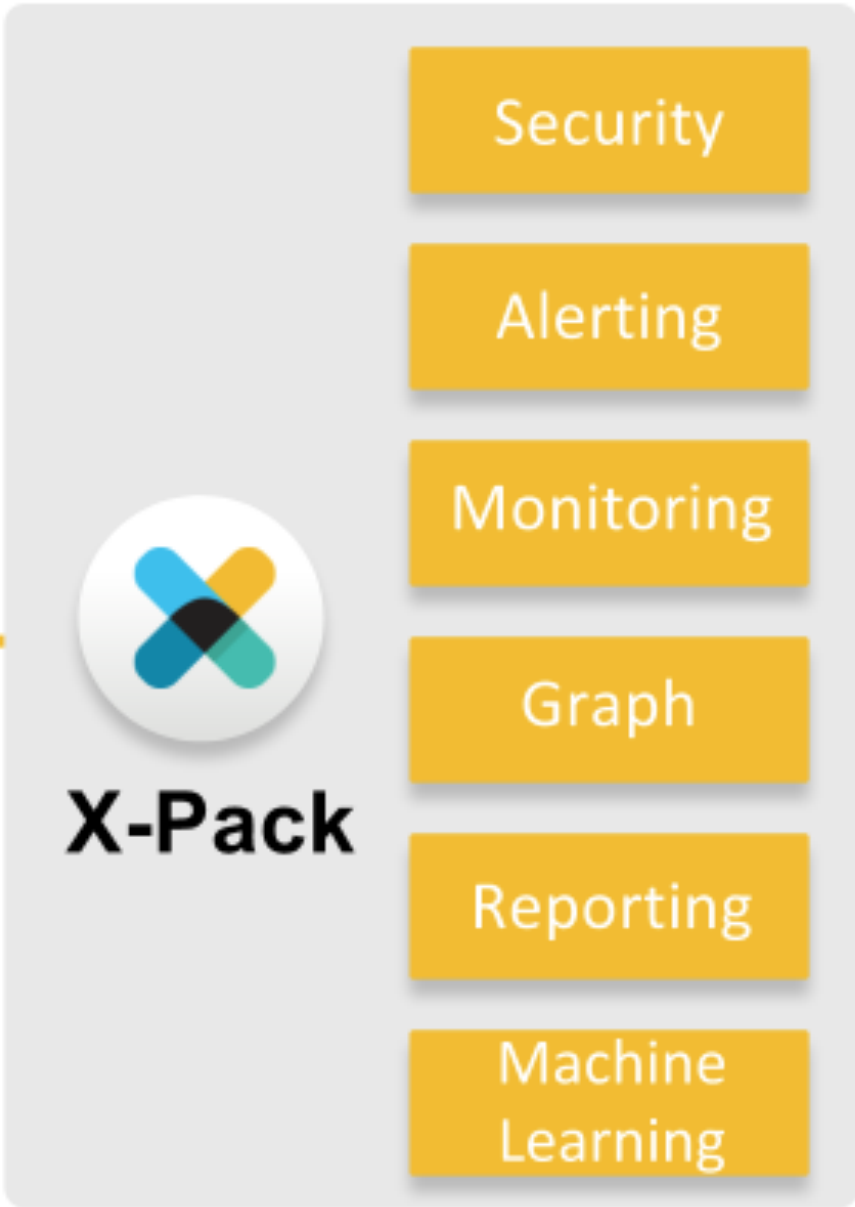
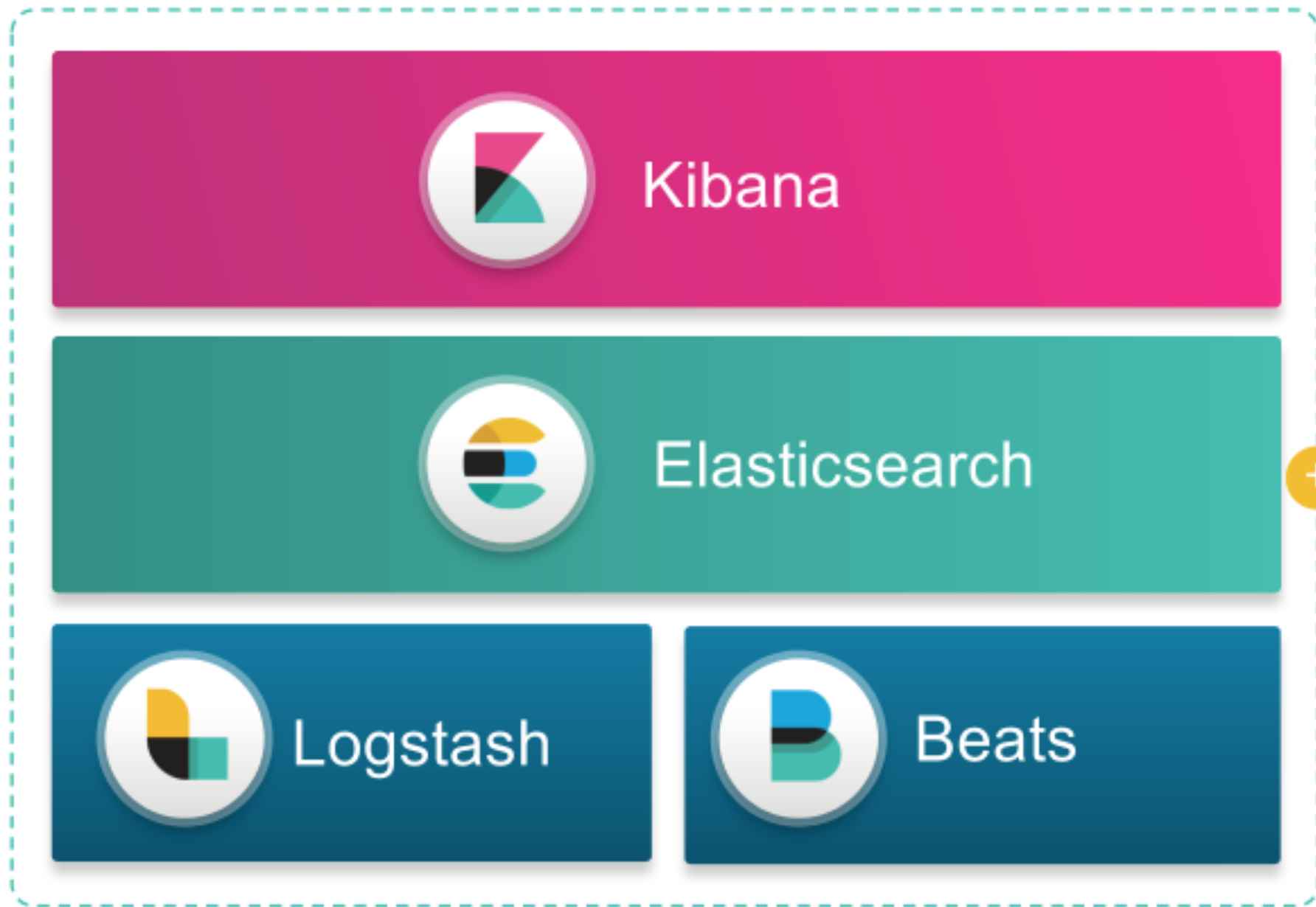
Jun 17, 2017 · 6 min read

Optimizing impact: why I will not start an Envoy platform company

The following are my own views, and not that of my employer, Lyft.

Although almost unbelievable to me, Envoy has gained exceptional traction since it was open sourced about 9 months ago. (If unfamiliar with Envoy see [here](#) and [here](#) for more information). Very early on I received inbound requests from investors and entrepreneurs who were attracted to a new solution in the burgeoning area of microservice networking and management and who wanted to discuss the potential for commercial opportunities around the software. Over the last few months, especially as excitement for the software has increased (a substantial partnership with Google, the launch of [Istio](#), uptake and excitement of other large companies, etc.), the amount of inbound requests and push by the investment community to figure out a

**Business Is
Complicated**



Questions?

Philipp Krenn

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