

Showing Management the Light:  
Explaining the Business Strategy behind  
Investing in Community Best Practices

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Today companies have a choice between building platform components on their own or sharing a massive global resource to accelerate innovation.

The value of Free Software is not “free code”  
but “multiples of engineering investment.”

Free Software helps stakeholders compete on products but collaborate on platforms.

Free Software provides value by reducing development cost and time to market for individual companies in the ecosystem.

Linux Foundation estimated that it would cost \$10.8 billion to recreate a Linux Distribution like Fedora 9 in 2008.

Today 78% of companies run some or all of their operations on Free Software and 88% expect to increase their project contributions.

Projects hosted by Linux Foundation have a combined value of \$5 billion. They would take 1,356 developers 30 years to recreate.



Free Software is in Enterprise, Embedded,  
Consumer, Automotive, Mobile...

It has eaten the world.

In an ideal world everyone using Free Software would understand how it creates value and how to engage with it effectively.

However...

Many companies adopted Free Software because suppliers, engineers or customers wanted it. There was no strategic plan.

# Case Study: A Large Community Member Learns about License Compliance.

# Case Study: A Small Community Member Learns about Supply Chain Challenges.

This is not optimal for a company's return on investment or for ecosystem sustainability.

Development, legal and community best practice is important to reduce friction and to obtain maximum value.



Compliance is not an end goal: it is part of strategic investment in the ecosystem.

Free Software depends on shared rules so that diverse stakeholders can work together.

Free Software Foundation Europe (FSFE)  
started a project in 2006 to help support  
European organisations with best practices.

FSFE answered hundreds of governance questions submitted online and via email.

FSFE collaborated with [gpl-violations.org](http://gpl-violations.org)  
on dozens of license compliance issues.

FSFE created a network for lawyers to share knowledge that grew to over 300 participants across 28 countries and 4 continents.

Engagement and subsequent support of initiatives to address challenges across the global supply chain is significant.

“Invest and grow” is a better long-term business strategy than “grab and run.”