DISRUPT YOUR INDUSTRY WITH OPEN SOURCE.
Open source is now the foundation and bedrock of nearly all software, whether running cloud infrastructure, proprietary software packages, or enterprise systems. The world is now built with and upon open source. There will be no going back.”

- Tyler Jewell, Leading Tech Entrepreneur, Founder of CodeEnvy, CEO and Director, WS02
Challenge yourself to think ‘open source first’

Open source has become the first choice for entrepreneurial business leaders looking to scale up and grow with software and digital innovation as their foundation.

Virtually every industry, business, organization, and developer is relying on open source.
Open source now comprises 80 to 90% of the code in a typical software application. Principles include transparency, community focus, and entrepreneurship. Part of a sea-change in the culture of innovation, and in how new ideas and initiatives take form and come to market. Heavyweights like Google, Netflix, Facebook, GE, and Walmart are among the most active participants.
The business value of open source
Enabling business strategy

Business leaders are always interested in how technology can save them money — and open source can enable those savings. While lowering costs is not a bad reason to take the first step towards change, there is so much more to gain. In companies big and small, participation in open source has emerged as a potent force for competitive advantage.
Open source to fuel your ‘digital disruption’
Business rewards of the “virtuous cycle”

The cost of innovation, including time and talent, can hold back some businesses from evolving the way they want and need. Yet something special happens when your business is involved in open source collaboration, which can lead to significant outcomes not otherwise possible.

When developers are encouraged to embrace open source, their contributions (and by virtue, your organization’s contributions) are valued by the community. Your team will be able to build on top of these open source stacks, and this community-driven approach allows everyone to raise the playing field together so they can leverage the best of each other’s thinking.

You’ll be able to get to a robust, intelligent solution for your business more quickly.
55% of companies are shipping commercial products based on open source. (Source: TODO)

100% productivity improvement seen by firms contributing to open source. (Source: Harvard Business School)
Generally, businesses pick up velocity when they’re part of the virtuous cycle of open source. Developers are out there, engaged, and know what's going on. Participation means they can make and save their changes, and help guide their organization with technologies that are going to help them run their business and build their infrastructure.”

- Todd M. Moore, VP, Open Technology, IBM
Leverage every open source benefit
Collaboration as your disruptive advantage

Open source isn't only about building better software. It allows organizations to:

- Have an engine for organized, digital disruption
- Enables participating organizations to share and perfect code while combining best practices and fostering industry collaborations that fuel their digital transformation
- Free up resources that allow them to focus on differentiating features and delivering service offerings that fuel growth
- Enables a single company to compete at the rate and scale of disruptive innovation
Rivals = Collaborators

With open source, even competitive companies will pool their resources to create enormously valuable code. They can realize the benefits of sharing the load on development of core tech, freeing their talent to focus on strategic and differentiating capabilities.

At the Eclipse Foundation’s openMDM Working Group, BMW Group, Daimler AG, Volkswagen Group of America, and other leading automakers and their supply chain partners collaborate on open technologies for the management of standardized measurement data.

In the cloud space, Alibaba, Amazon, Google, and Microsoft are members of the Cloud Native Computing Foundation.
Driving your goals

By pooling development efforts, open source participants can:

- Save on headcount expenses
- Lower development costs
- Mitigate business risk
- Accelerate the market adoption of technologies and standards
- Grow revenue by applying open source technologies
- Speed up distribution and adoption
It adds up.

Without open source, you may not just lose time, but you can also lose money. Proprietary vendor costs can add up more quickly — factoring in the expenses related to their marketing, sales, and product delivery — which, in turn, raise the price to end customers. Those proprietary vendors also need to walk customers through software evaluations, which further adds to costs.
Open source has the ability to open up and accelerate markets by setting de facto standards. Every company, whether they mix cement, make cell phones or manufacture high tech devices, depends on open source for the transformations that they’re going through in their own industry — because every business these days is being disrupted by technology.”

- Todd M. Moore, VP, Open Technology, IBM
Open source business benefits

**Better Decisions**
Building and sustaining an open source community is a clear sign there's a market fit for a project, along with people committed to its success and software that ultimately reflects shared values. Developers also highlight which software they deem worthy of your consideration based on how much time they spend on a project.

**Faster Innovation**
Open source, through its development processes and governance practices, and its legally accessible components and libraries, is simply the best way to develop enterprise-grade software more quickly. Even if you wanted to spend more money and do it in-house, you would not be able to reach your destination as rapidly.
Open source business benefits

Security
With mass adoption and more members making constant improvements in open source, security risks are reduced over time. This increased safety helps instil a higher level of confidence from a business perspective.

Flexibility
Without requiring explicit permission from the original authors or copyright holders, you are free to customize open source software to suit your unique business needs. This allows organizations to solve problems specific to their business or industry and share the solutions with the community.
Open source business benefits

**Transparency**
Everything is truly out in the open, including the governance, development, and maintenance of open source. For adopters, this increases their confidence that the quality, direction, and capabilities of the software will meet their needs and expectations. Participation allows more freedom. By contributing to projects that underlie a commercial solution, customers gain influence over future releases and participate in a more transparent development process of the commercial product.

**Diversity**
An active open source community brings diversity and inclusiveness, which comes with a shared sense of values and mutual understanding as members collaborate. This diversity is beneficial to making software better and more sustainable.
Open source business benefits

**Talent Acquisition and Retention**
Organizations can attract new talent, including software engineers. When building commercial solutions, you gain improved software quality and can incorporate the knowledge of the industry’s best minds — without the expense of having them on payroll. In turn, developers benefit from the community feedback, testing, and code contributions made to the open source projects, ensuring their skills remain relevant for the next generation of technology.

**Social Responsibility**
Active participation in open source enables organizations to promote their accomplishments and demonstrate their good corporate citizenship through contributions to open source projects.
Monetizing open source

Based on common open source development practices, distribution, and licensing models, there are **four key monetization opportunities** available for businesses.
Four key monetization opportunities

Support and services: Generate revenues from technical support services

- Help with installation, integration, migration, training, customization, and consulting.
- Tested software
- Guaranteed interoperability

Eg: Canonical, Red Hat, WSO2

Value-added distribution: Extend open core with additional paid features

- Free software with limited feature-set provides basic functionality
- Proprietary features and functionality available under commercial terms
- Curated and certified versions of the software

Eg: Elastic, Neo4j, Red Hat Enterprise Linux (RHEL)

Dual license: Offer the software under two separate licenses

- The software is released under two licenses: an open source license such as GNU General Public License (GPL) and another proprietary one that allows commercial use
- The commercial version helps manage the licensing restrictions of distributing open source code in proprietary products

Eg: Oracle's MySQL, Redis, SugarCRM

Plugin platform: Free, extensible platform with optional fee-based modules and plug-ins

- Basic version of platform software offered free
- Additional capabilities unlocked through fee-based proprietary modules, plug-ins, extensions, and apps
- ‘App store’/marketplace distribution approach

Eg: Eclipse IDE, WordPress, Android
Becoming an entr<open>eur™
The rise of the entr<open>eur

Certain business leaders leveraging open source effectively can be described as a specific class of entrepreneur, or what the Eclipse Foundation calls an “entr<open>eur” — someone who uses open source to drive innovation-based strategies that radically change the way business is done.

What makes an entr<open>eur?

- Leveraging the shared power of collaboration, meeting and working with partners (including competitors)
- Nurturing a culture of innovation to get to market more quickly
- Leaders in a cultural shift towards collaboration
- In a better position to control development costs without sacrificing flexibility in their software
Am I an entr<open>eur?

I understand the value of participating in open source to develop customer-centric products and services faster, mitigate risk, hire talent, and keep the best people to gain a competitive edge.

I recognize the freedom of open source, the scalability, the ability to innovate, and collaborate.

I see the intrinsic value of core open source principles like transparency, community focus, inclusion, and collaboration for building customer-centric strategies and cultures.

I know that open source is also about our organizational culture and the processes that connect all our teams together.

I can maintain what works for our organization while differentiating the business through new products and services built using open technologies and approaches.
Every startup today uses open source. They don’t go to a venture capitalist and say, ‘I need half a million dollars for a content management system license.’ Entrepreneurs already understand the value of open source in terms of being able to leverage it to do something new.”

- Deborah Bryant, Senior Director, Open Source and Standards, Red Hat
‘Pay it forward’ – with benefits

The open source community creates an opportunity to give back and pay it forward, which is a fundamental principle of the ecosystem that’s one of give and take.

The technology plays a role in your business
You join an open source foundation
You provide upstream contributions and pay membership in a foundation
The community grows & projects are more sustainable
Your company’s reputation and good standing increases
A community brings diversity and inclusiveness — making a piece of software better. That’s the biggest takeaway. People only form a community when they have a sense of values or shared understanding. So there’s a sense of sameness there.”

- Tyler Jewell, Leading Tech Entrepreneur, Founder of CodeEnvy, CEO and Director, WS02
Shape your future with the Eclipse Foundation
The Eclipse Foundation is the home for entrepreneurial open source

If you’re an entrepreneurial who’s ready to take a seat at the open source table, but you are yet to be formally involved in an open source community, it’s time to join an ecosystem that can help you propel your business.

Valued by millions of developers across the world, the Eclipse Foundation’s vision is to be the leading community for individuals and organizations to collaborate on commercially-friendly open source software. Its unique governance model is focused on fostering industry collaborations that fuel open innovation.
Our unique approach

We are community driven, code first, and commercial grade.

- Developer-driven and business-friendly
- A home for open source projects
- High quality, scalable, and sustainable code that enterprises can use to build commercial products, grow revenues and drive market adoption
- Business value and profits can be reinvested in Eclipse projects and our developer community
- Eclipse Working Groups provide an open and vendor-neutral governance framework for individuals and organizations to engage in collaborative development for specific technology domains
Our unique approach

Eclipse Foundation
Community driven
Code first
Commercial grade

Developer-driven open source

Corporate-driven open source
The Eclipse Foundation has a rich history of being an industry disrupter in an integrated development environment. It distinguishes itself in its long history and deep roots with large industry players. The Foundation has really been driven by engineers for engineers, but also as an honest broker of discussions with the business of these big companies that are doing very large-scale projects."

- Deborah Bryant, Senior Director, Open Source and Standards, Red Hat
Foundations get you closer to your customers

Becoming a member of an open source foundation is good for your business — and your customers.

- Companies can let their customers have a real voice and influence the trajectory of development
- The relationship becomes more organic, collaborative, and bidirectional
- A customer-centric approach can use new technology for a better competitive advantage
- Get valuable, direct feedback for projects that your business (and clients) depends on
- Get help in problem-solving to create a solid base and stable future for your business dependencies
Give your mission-critical projects a proper home

Although there are unmistakable benefits of membership in an open source organization, some companies get by without joining — for now. Businesses that join foundations will see longer-term benefits.

- The business decision to join a foundation is often driven by the specific project and its value to the company. An open source platform can be a solid foundation for a project that's important to your business.
- Go beyond the short-term benefits and gain the ability to better protect yourself as internal and external needs evolve.
- Gain a standardized framework and benefit from the agreed standards and best practices of the community (which you can influence).
The strategic value of joining a foundation
The security of governance with the freedom of open innovation

Your participation in the Eclipse Foundation helps decide the future of open source. Your contribution matters and your voice will be heard.
Some concerns and a little trepidation could remain before you join an open source organization

Risks & protection of your intellectual property
The Eclipse Foundation has Contribution License Agreements in place for all community contributors that ensure protection. The Eclipse Foundation has full-time professional staff who work diligently to ensure that the code which ships from Eclipse can be included in proprietary projects. (Learn about the Eclipse Foundation IP Process.)

Developers might get lured away to competition
Open source participation helps with retention – talented developers enjoy innovating in a collaborative open source environment. You’ll increase your organization’s cache by offering participation in a wider open source community.

Maintaining the code in the long term
Because of the community, you’ll never be isolated or beholden to a single vendor. You’ll gain access to the thinking and best practices that will keep you on forward footing well into the future.
The Eclipse Foundation is well suited for enterprise open source. Beyond community, the Eclipse Foundation mandates requirements for the software development process, which provides a stronger level of IP certainty for the code that is written or used by projects within the Foundation. This, in turn, gives enterprises that adopt Eclipse Foundation projects fewer legal risks and lower filter for internal reviews prior to formal adoption.”

- **Tyler Jewell**, Leading Tech Entrepreneur; Founder of CodeEnvy, CEO and Director, WS02
Extra value from the Eclipse Foundation

The Eclipse Foundation aims to strike a balance by having a helpful blend of enough governance to make a project successful, while remaining cost-effective for your business.

- **Guidance from your peers**: Seasoned members can guide newcomers
- **Influence the code**: The more you participate, the easier it becomes to get changes into the upstream code
- **Opportunities to give back**: You become part of the “virtuous cycle”
- **Knowledge is power**: Developers with renewed purpose and passion can ignite your business momentum
- **Technical feedback**: Get direct feedback on projects and access to skills
- **Stability**: Eliminate reliance on a single vendor by working within a community that maintains the code
Open source in action:

The evolution of cloud native Java

When an entire industry comes together, that collaboration can be extremely powerful.

Such is the case with the evolution of Java EE — the de facto platform for enterprise systems — to support multi-cloud, containers, microservices, serverless, and other digital transformation-related capabilities.

The world’s leading technology vendors are collaborating at the Eclipse Foundation to advance enterprise Java technologies to support the migration of mission-critical applications to the cloud. Initiatives like Jakarta EE, Eclipse MicroProfile, Eclipse OpenJ9, and Eclipse Che offer a path for migrating Java EE legacy applications to a standard enterprise Java stack for a cloud native world.
Within the vendor-neutral environment provided by the Eclipse Foundation, a global developer community is directly influencing the platforms, runtimes, tools, and frameworks that will extend their existing Java skills to building containerized applications on Kubernetes and beyond.
The work that the Eclipse Foundation is doing to support the Java version of microservices, which so many companies have a tremendous amount of skill in already, is essential and all companies can join the virtuous circle of development.”

- Todd M. Moore, VP, Open Technology, IBM
Working Groups: Your path to enterprise-grade innovation

The Eclipse Foundation has embraced a unique Working Group governance model that distinguishes it from other open source communities. Eclipse Working Groups enable organizations to combine the best practices of open source development with a set of services required for open innovation so they can foster industry collaborations.

- Active marketing and promotion of Working Groups and the wider ecosystem
- Co-operative marketing events
- Community conferences
- Online resources
- Bi-annual meetings for members
- Programs to promote the entire Eclipse community
The more you get involved, the more you’re part of driving the foundation. By participating directly in the committees and taking part in the sponsorship opportunities, you help bring all user’s requirements together into those projects. You shape them and make sure that what they produce has value, which accelerates your business and your opportunities. As a result, you’ll become an important player and others will want to work with you.”

- Tyler Jewell, Leading Tech Entrepreneur, Founder of CodeEnvy, CEO and Director, WS02
Play to win — safely.

- Vendor-neutral governance structure
- Bylaws, agreements, and policies that guide Working Group collaborations
- Every member participates based on their contributions and merit
- No single individual or organization has any special status or veto

This governance model enables organizations to freely collaborate on new technology development. Members have been able to help improve the supply chain of software development tools in specific industries, create new platforms to increase interoperability among organizations, and increase their use of open source technology.
Today's entrepreneurs recognize the freedoms that are forwarded through the uses of open source, the scalability, the ability to innovate, the ability to collaborate”

- Deborah Bryant, Senior Director, Open Source and Standards, Red Hat
By the numbers

The amount of investment needed to create the modern software innovation with open source could never have been shouldered by a company operating individually.

The Eclipse Foundation estimates that the roughly:

195 million total physical source lines of code in Eclipse repositories represent a $10 billion shared technology investment by their community.
Over the last 15 years, thousands of developers worldwide and hundreds of member sponsors have collaborated under the Eclipse governance model to drive shared innovation and create value for all stakeholders.
Our impact: open innovation at industrial scale
Why consider joining the Eclipse Foundation

Organizations join the Eclipse Foundation because they want to take an active role in supporting sustainable, commercializable open source technologies that benefit all and to demonstrate the value of those open source technologies to the success of their businesses.
Members of the Eclipse Foundation...

- **Participate** in a thriving developer community, and provide contributions to the Eclipse projects they rely on.
- **Protect** their strategic investments by participating in defining priorities for advancing the technologies they care about, avoiding leaving the features, quality, and sustainability of important technologies to others or to chance.
- **Share** costs and innovation, especially on projects that represent core capabilities “below the value line”, while focusing their resources on rapidly building differentiated features that customers value most.
- **Benefit** from ensuring they comply with antitrust laws while sharing intellectual property and embedding clean intellectual property into their commercial products.
- **Prosper** by sharing open source commercialization best practices with industry peers.
- **Promote** their accomplishments and demonstrate their good corporate citizenship through contributions to open source projects.
The Eclipse Foundation is a beneficial partner to us in the open source world. There is great value in being part of it, and the projects are truly changing the world.”

- Todd M. Moore, VP, Open Technology, IBM
The massive shared code investment by the Eclipse community is a testament to the power of collaboration. Hundreds of organizations and thousands of developers globally have contributed to the creation of billions of dollars of software value for the ecosystem to leverage. The Eclipse Foundation is proud to support these collective efforts.”

- Mike Milinkovich, Executive Director, at the Eclipse Foundation
Are you ready to take the next step and leverage open source for your organization?
We’re ready to go there with you, and an entire community of innovators is waiting to meet you.

To get started or to learn more, visit entropeneur.org
or email us at membership@eclipse.org

We’ll answer your questions, take you through the steps to get involved, and connect you with other members or projects of interest. Once you experience the power of open source for your business, you’ll never look back.
DISRUPT YOUR INDUSTRY WITH OPEN SOURCE.