The Open Source Triple-Play + Failing Faster

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Open source and the four freedoms

0. The freedom to **run/use for any purpose**
1. The freedom to **study and modify**
2. The freedom to **copy and use to help others**
3. The freedom to **improve and distribute to your community**

Cf. scientific method

Open source and the four freedoms

Turn one-way consumption => two-way participation

Lower costs w/ increased quality == proven

Focusing on the participants/contributors produces the best software and attracts more interest

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Using open source keeps costs down and profitability up

The open source triple play:

1. Reduce total cost of ownership
   - Remove proprietary, replace with open source

2. Invest to improve collaboration
   - Change the way people think and act

3. Enable user-drive innovation
   - Take input from others, give power to customers

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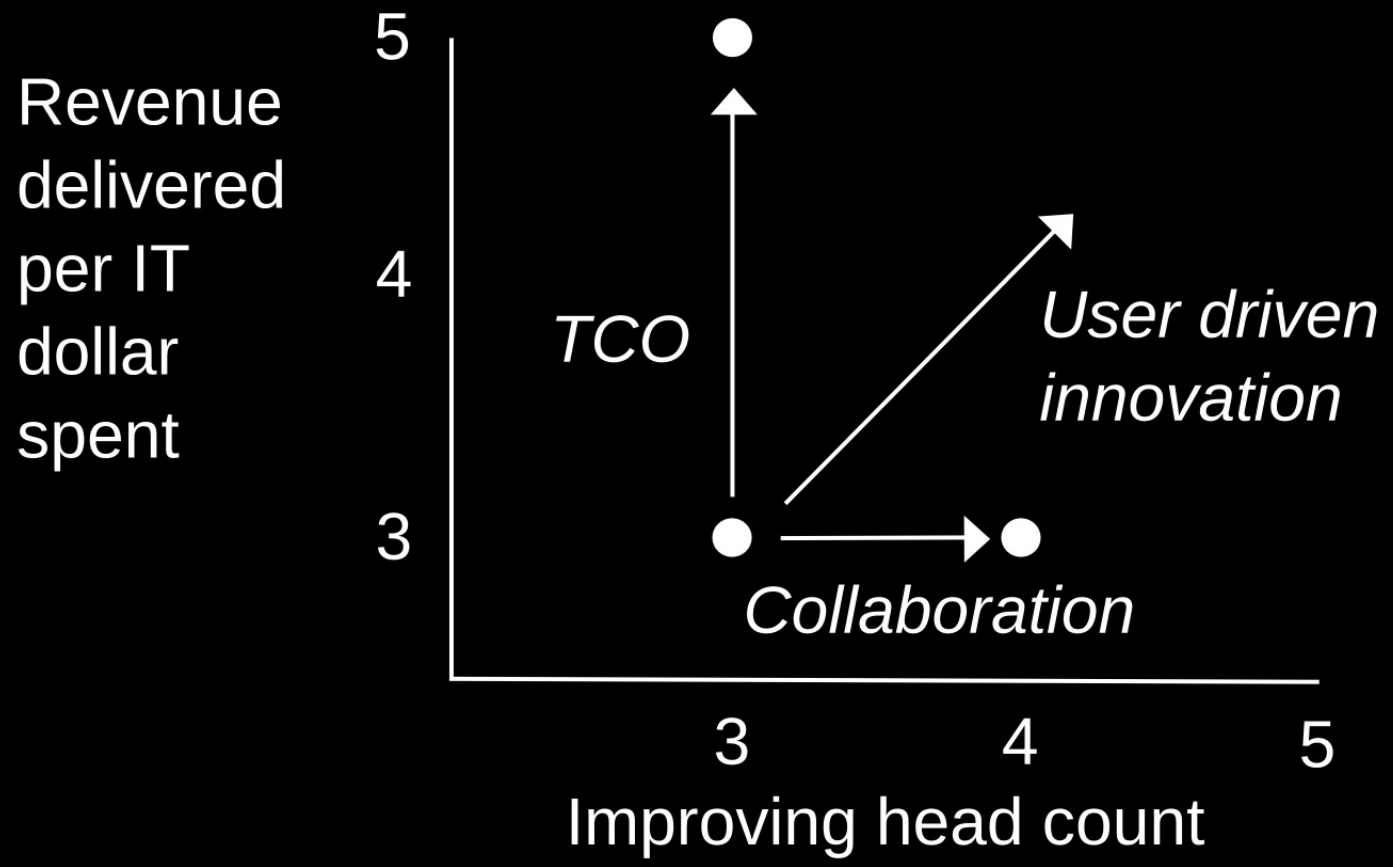
Using open source keeps costs down and profitability up



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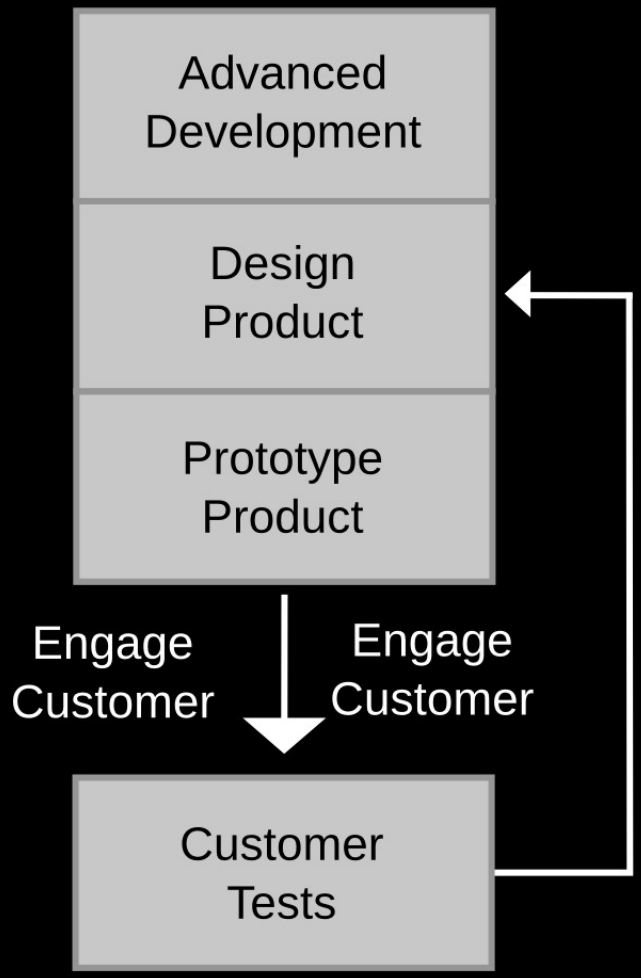
User-driven innovation



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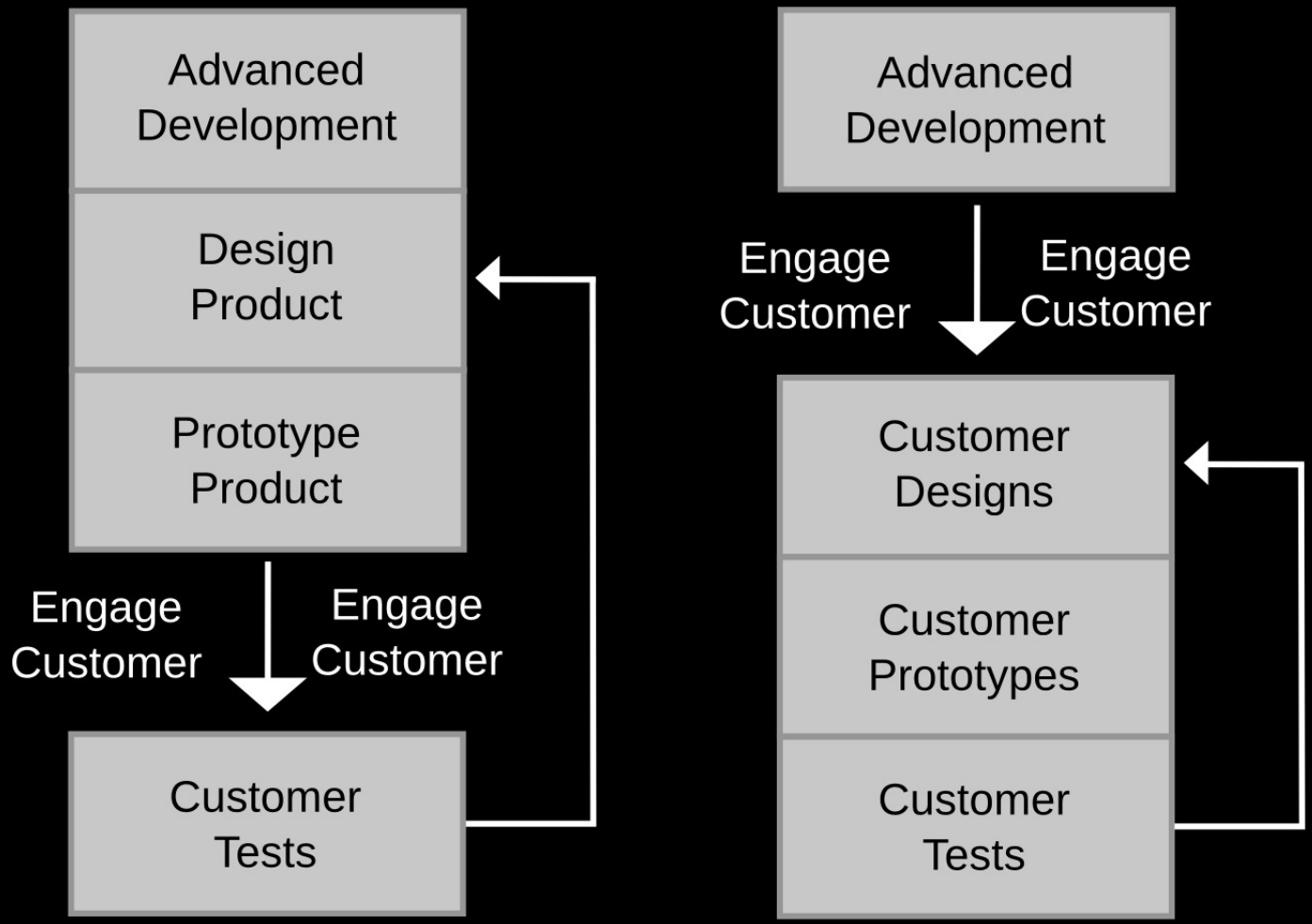
User-driven innovation



It's about failing faster ...

The open source project is where we do rapid fail + learn

It is the filter for ideas

It is why we can make smarter technology bets