



# How to gain a competitive advantage by contributing to Open Source

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Director of Contributor Success





How many organizations  
here use open source  
software?

# 97%

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97% of codebases contained open source

<https://www.synopsys.com/software-integrity/resources/analyst-reports/open-source-security-risk-analysis.html>



# 78%

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78% of codebases was open source code

<https://www.synopsys.com/software-integrity/resources/analyst-reports/open-source-security-risk-analysis.html>



# Situation

Open Source is eating the world\*

\* The long-term benefits of sunscreen have been proven by scientists whereas the rest of my advice has no basis more reliable than my own meandering experience

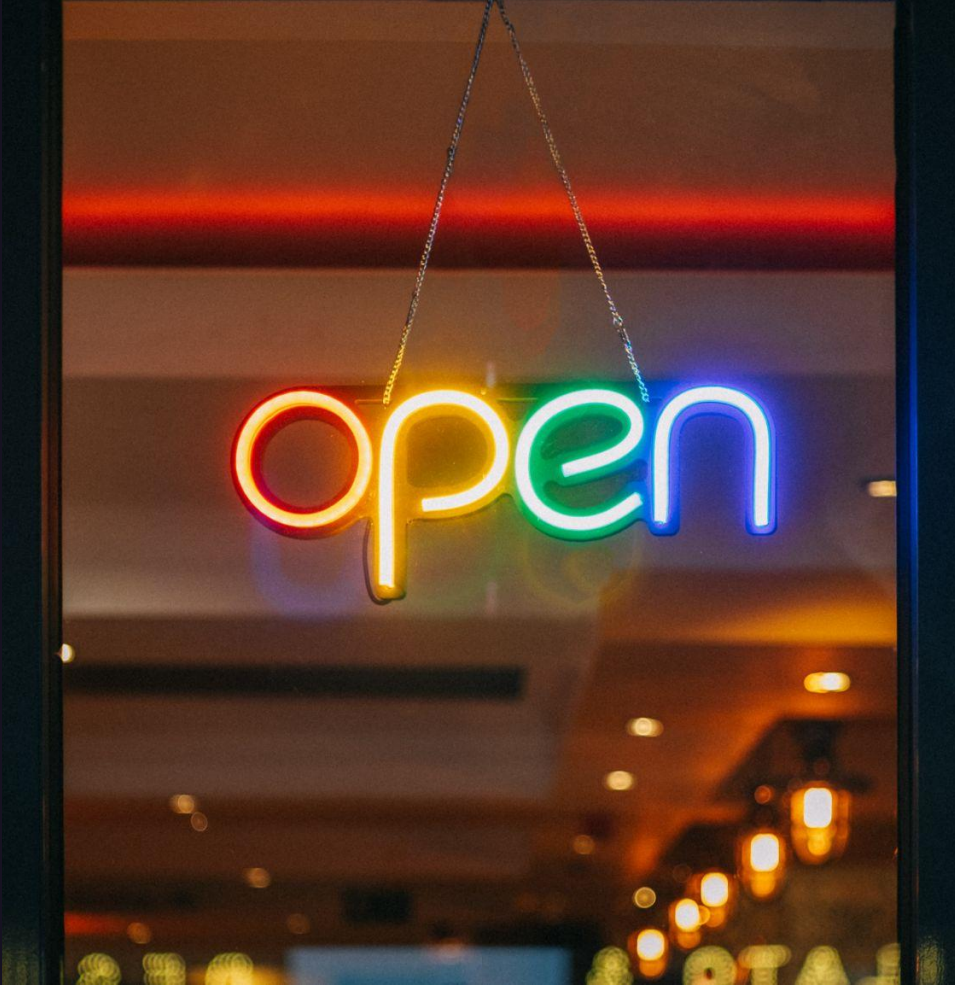


Stable Diffusion: Cute and adorable smiling orange fox eating an earth globe, trending on artstation, 4k, highly detailed, forest scene, abundant growth and moss, Jean paptiste monge, oil painting, steampunk

# Situation

- Organizations need Open Source to compete\*
- Those who leverage open source “best” will win\*

\* The long-term benefits of sunscreen have been proven by scientists whereas the rest of my advice has no basis more reliable than my own meandering experience





# About GitLab



Stable Diffusion - Cute and adorable smiling orange tanuki, with a blue talcoat and suit, steampunk, trending on artstation, 4k, highly detailed, forest scene, abundant growth and moss, Jean papiste monge, oil painting

# About GitLab



- COMPANY**
- Incorporated in 2014
  - As of August 30, 2022, GitLab had approximately 1,951 team members in over 60 countries.



- BROAD ADOPTION**
- GitLab has an estimated 30 million+ users (both Paid and Free) from startups to global enterprises.



## **STRONG PROJECT & COMMUNITY**

- First commit in 2011
- Open source core
- GitLab has a Community of 3611 contributors with merged MR's as of Aug 30, 2022





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# Things you might not know about GitLab



Photo by [Kornél Máhl](#) on [Unsplash](#)

## All-remote

GitLab has been a 100% remote workforce since inception.

## Practice what you preach

GitLab's code is developed on GitLab.com. GitLab's team member collaboration is done asynchronously using GitLab issues & merge requests.

## GitLab's Mission

**"Everyone Can Contribute"** – GitLab encourages its wider community to contribute back to the product through code and feedback.



“a low internal email culture, as we see greater efficiency in other forms of communication (e.g. Slack)”  
<https://about.gitlab.com/handbook/communication/#email>



“When using Slack for work-related purposes, please avoid direct messages.  
[Direct messages discourage collaboration.](https://about.gitlab.com/handbook/communication/#avoid-direct-messages)”  
<https://about.gitlab.com/handbook/communication/#avoid-direct-messages>



# How does an Open Source ecosystem work?



Stable Diffusion - A digital illustration of everything connected to everything resembling technology, 4k, detailed, trending in artstation, fairly vivid colors

# As an individual?

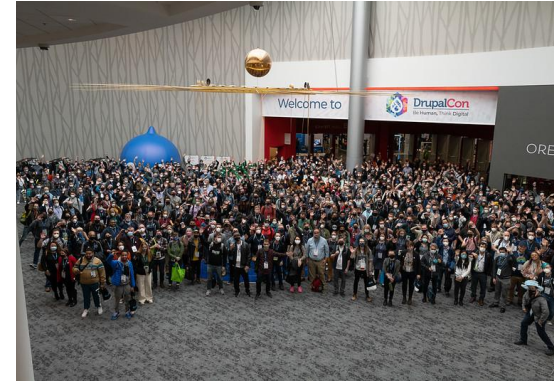
“The very elements that made OSS so powerful for accelerating technology innovation and so attractive to developers and “problem-solving” engineers — **transparency, rapid iteration, collaborative innovation** — were characteristics that often concerned legal teams and went against the grain of traditional technology development strategy”

source:

[https://linuxfoundation.org/wp-content/uploads/LFResearch\\_QSPO\\_Report.pdf](https://linuxfoundation.org/wp-content/uploads/LFResearch_QSPO_Report.pdf)



Photo by [Jametine Reskp](#) on [Unsplash](#)



[Drupalcon Portland - Drupal Association - MAGNIFY PHOTO](#)

Change & time are  
the only constants



Incentive &  
Rewards

People, Passion



**How many organizations  
here contribute back to the  
open source software they  
use?**



Why not?

Nick, we have the lack of know-how

# Why not?



Nick, we have the lack of know-how

Why not?



Nick, there is so much risk involved



Nick, we have the lack of know-how

# Why not?



Nick, this doesn't make our organization more efficient and profitable

Nick, there is so much risk involved

Nick, we have the lack of know-how

# Why not?



Nick, what about our intellectual property?

Nick, this doesn't make our organization more efficient and profitable

Nick, there is so much risk involved

**Nick, what is the ROI?**

**Nick, we have the lack of know-how**

## **Why not?**



**Nick, what about our intellectual property?**

**Nick, this doesn't make our organization more efficient and profitable**

**Nick, there is so much risk involved**

# As an organization?

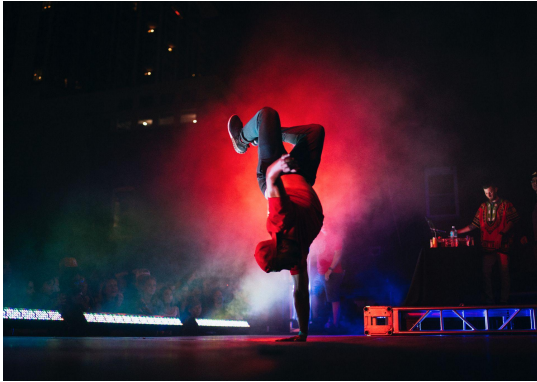


Photo by [Michael Afonso](#) on [Unsplash](#)

Helps retain & attract top talent.

[https://youtu.be/fzL6Zoy\\_ndk?t=312](https://youtu.be/fzL6Zoy_ndk?t=312)  
<https://youtu.be/vBbDAk5WYEo?t=329>



Photo by [Gerold Hinzen](#) on [Unsplash](#)

Net competitive advantage



Photo by [Jen Theodore](#) on [Unsplash](#)

Lower total cost of ownership

# 2x

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Twice as efficient

Contributing firms capture up to 100% more productive value from usage of open source than their peers. Source: [Frank Nagle, Learning by Contributing, 2017.](#)



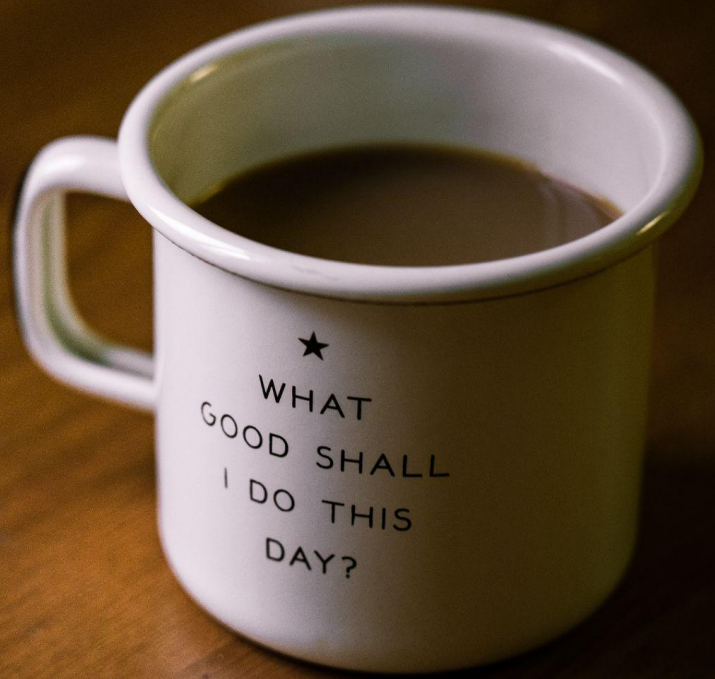
# Volunteer & Paid Positions

Free time is a privilege

<https://dri.es/the-privilege-of-free-time-in-open-source>



Photo by Nathan Lemon on Unsplash





# How does an Open Source ecosystem win?

# Answer

Move from **Consumers** of  
Open Source to ***Contributors***







# Incentives

Why would  
someone contribute?



# Hold on! Who/what are we talking about?

## Measurable Actions or “Content & Editorial contributions”

- Developing
- Reviewing
- Merging / Releasing
- Reporting
- Commenting
- Reacting

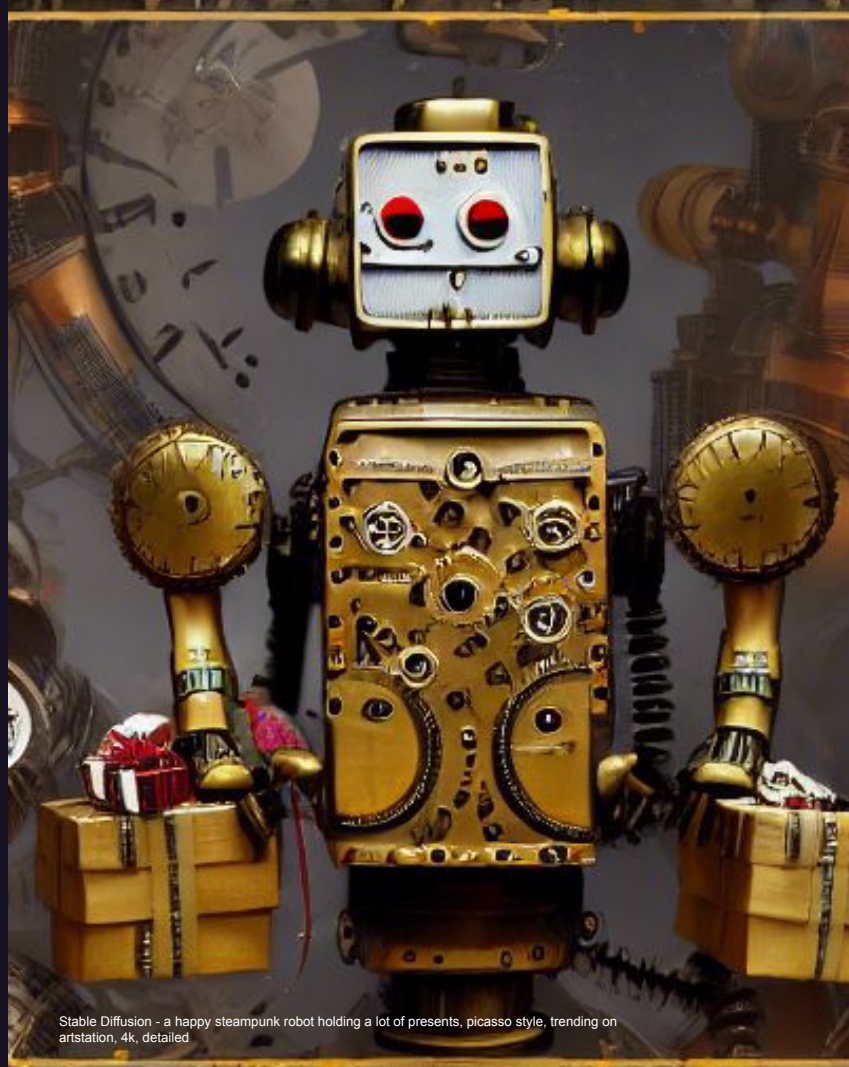
Source: <https://link.springer.com/article/10.1007/s10664-021-10061-x>

## Hats to put on

- Event organiser/volunteer
- Community Working Groups
- Speaker
- Developer (all kinds of code)
- UX / Accessibility tester
- Writer
- QA Tester
- Core Developer
- Wider Community Interests?  
(Modules / non-core code)
- ...?



What does  
one get  
in return?






Stable Diffusion - a happy steampunk robot holding a lot of presents, picasso style, trending on artstation, 4k, detailed

# Rewards - GitLab

## Hackathon Prizes

...ited to offer the following categories of prizes for this Hackathon per each contribution area.

...alifying MRs must be submitted between [May 9th 12:00 UTC](#) & [May 13th 12:00 UTC](#) and be [merged by June 8th 12:00 UTC](#).

Eligibility	Prizes	Description
Individual(s) with the most points gathered (awarded on each contribution area)	 <b>GitLab</b>	A \$100 giftcard for our swag shop.
Individual(s) with the second most points gathered (awarded on each contribution area)	 <b>GitLab</b>	Second Place prize will be replaced with equal value items due to our brand update.
Everyone with an MR merged	 <b>GitLab</b>	Participation prize will be replaced with equal value items due to our brand update.

## Hackathon Prizes

<https://about.gitlab.com/community/hackathon/#prize>



## GitLab Heroes: Building GitLab together

GitLab Heroes engages, supports, connects, and recognizes members of the wider GitLab community who make outstanding contributions to GitLab and our community around the globe.

[Become a GitLab Hero](#)


### Be a Hero

At GitLab, we believe everyone can contribute. In that spirit, we believe everyone in our community can become a GitLab Hero.

If you are new to GitLab and looking to get started contributing to our community, we have many ways to contribute. You can improve documentation, contribute code, organize a GitLab meetup, give a tech talk, or write a blog post.

If you are active in our community and organizing meetups, recording demos for YouTube, giving talks at conferences and events, writing technical

## GITLAB HALL OF FAME



### GitLab MVP

Every release, GitLab team members select a community contributor as the MVP (most valuable person) of the release and the MVP is recognized with the prestigious golden fork. Contributions can range from features, design, usability/accessibility, maintenance of code, documentations, translations (i18n/l10n), etc. The selection process is described in the [Community Relations Handbook](#) and the list of all MVPs is as follows:

14.10 (April 22, 2022)	Jeremy Wu (@JeremyWuusu)
14.9 (March 22, 2022)	Timur Faruz (@timurfaruz)
14.8 (February 22, 2022)	Piotr Stanekowski (@traksos)
14.7 (January 22, 2022)	Fabio Fuster (@ffuster)
14.6 (December 22, 2021)	Ken (@ken@gitlab.com)

## GitLab Heroes program

<https://about.gitlab.com/community/heroes/>

## Most Valuable Person

<https://about.gitlab.com/handbook/marketing/community-relations/code-contributor-program/#most-valuable-person-mvp>

# Rewards - Drupal



Photo by Drupal Association by MAGNIFY

Top contributors get mentioned by project lead of Drupal during keynote & mention in blogpost

4420 organizations provide Drupal services and have requested to be listed here.

**Acquia**  
EXPERIENCE DIGITAL FREEDOM

756 people on Drupal.org  
296 projects supported  
865 issue credits in the last 90 days  
46 case studies



**THIRD AND GROVE**

43 people on Drupal.org  
28 projects supported  
228 issue credits in the last 90 days  
17 case studies



**srijan:**

367 people on Drupal.org  
167 projects supported  
224 issue credits in the last 90 days  
37 case studies



<https://www.drupal.org/organizations>

Organization gets higher in the marketplace ranking

By	Patches	Files
<input checked="" type="checkbox"/> Dave Reid	5	<input type="checkbox"/> none yet
<input checked="" type="checkbox"/> andregp at CI&T	4	<input type="checkbox"/> 2
<input checked="" type="checkbox"/> naxoc	4	<input type="checkbox"/>
<input checked="" type="checkbox"/> pratik_specbee at Specbee for Drupal India Association	1	<input type="checkbox"/> 1
<input checked="" type="checkbox"/> ravi.shankar at OpenSense Labs	1	<input type="checkbox"/> 1
<input checked="" type="checkbox"/> yogeshmpawar at OPIN, A Converge Company	1	<input type="checkbox"/> 1
<input checked="" type="checkbox"/> marcingy	1	<input type="checkbox"/>
<input checked="" type="checkbox"/> StevenPatz	1	<input type="checkbox"/>
<input checked="" type="checkbox"/> amitgoyal	1	<input type="checkbox"/>
<input checked="" type="checkbox"/> Johnny Santos at CI&T		<input type="checkbox"/> 2
<input type="checkbox"/> andypost		
<input type="checkbox"/> Dries		

<https://www.drupal.org/project/drupal/issues/124969>

Both the individual, the organization and the client can get attributed & recognized publicly



# Rewards - less measurable

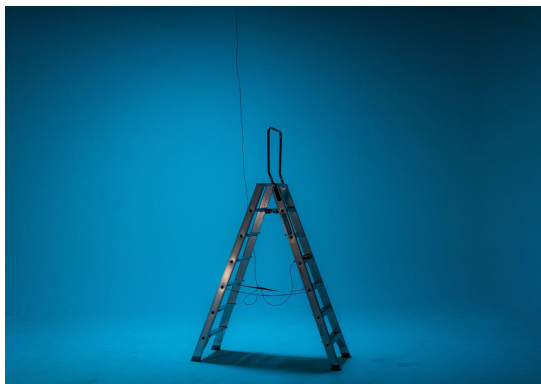


Photo by [Jilbert Ebrahimi](#) on [Unsplash](#)

**Jump the career ladder faster**



Photo by [Cookie the Pom](#) on [Unsplash](#)

**Learn skills otherwise difficult in  
your daily routine**



<https://www.drupal.org/project/drupal/issues/124969>

**More fulfilling**



# Let's zoom in a bit

Picture taken by my wife at a Drupal Meetup in Malaysia (2014) during our personal holiday





# What draws contributors to GitLab?

Creating a best-in-breed Contribution experience



Cute and adorable orange tanuki, wearing coat and suit, steampunk, forest scene, abundant growth and moss, Jean papliste monje, oil painting



# Events for Contributors

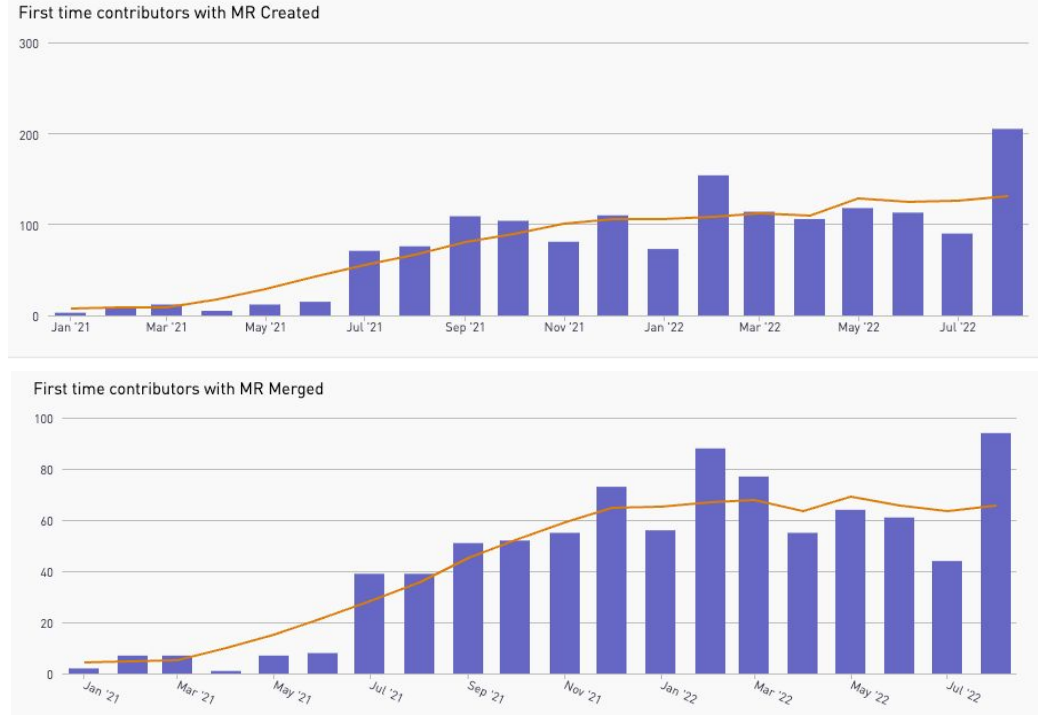
- [Quarterly Hackathons](#)
- [Meetups](#) (Virtual & In-person)
- [Community Office Hours](#)
- [GitLab Commit](#) & Heroes Summit



# Metrics & learnings

Hackathon in August brought in 396 Merge Requests. 260 of those were merged. 65 unique contributors were attributed to the hackathon, 45 of those got their MR merged in that month.

Only few stay and become recurring contributors. We learned that [once people cross the threshold of 10 MRs, they tend to stay](#)



# Future initiatives

## Faster innovation

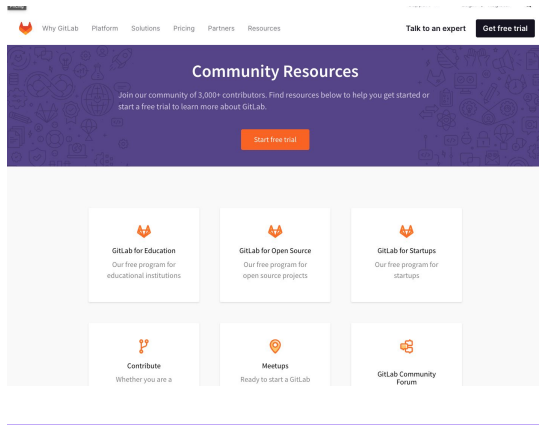
GitLab launched a new initiative called [Leading Organizations](#). These are recurring contributing organizations or individuals who have more than 20 MRs merged in the last 3 completed trailing months. These people get exclusive access to a review-time objective of 4 working days, access to legal resources, training and more

## Faster communication

Work to expand on existing communications channels, which include GitLab team members using Slack, bridge with Gitter, Community run Discord, ....

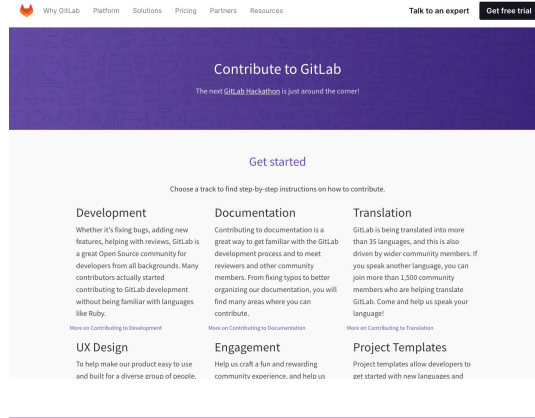


# How to get in touch - GitLab



## Our community resources

<https://about.gitlab.com/community/>



## How to contribute

<https://about.gitlab.com/community/contribute/>



Photo by [Volodymyr Hryshchenko](#) on [Unsplash](#)

## Community

Join the community at Gitter & (unofficial) Discord

<https://gitter.im/gitlab/contributors>



# Where to get help from? - GitLab

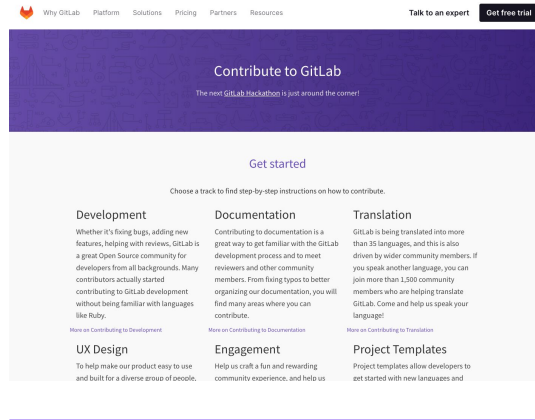
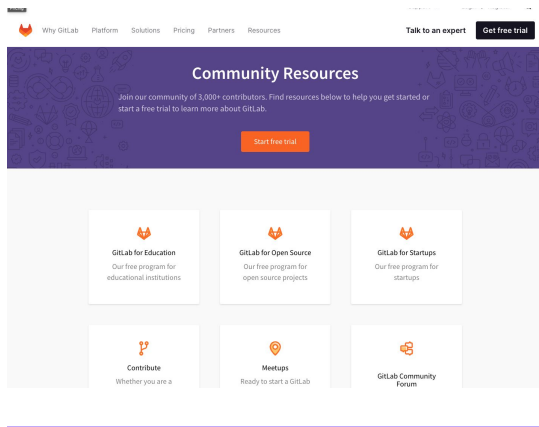


Photo by [Juan Davila](#) on [Unsplash](#)

## Community Relations team

<https://about.gitlab.com/handbook/marketing/community-relations/>

## Contributor Success team

<https://gitlab.com/gitlab-com/quality/contributor-success>

## Core Team

<https://about.gitlab.com/community/core-team/>

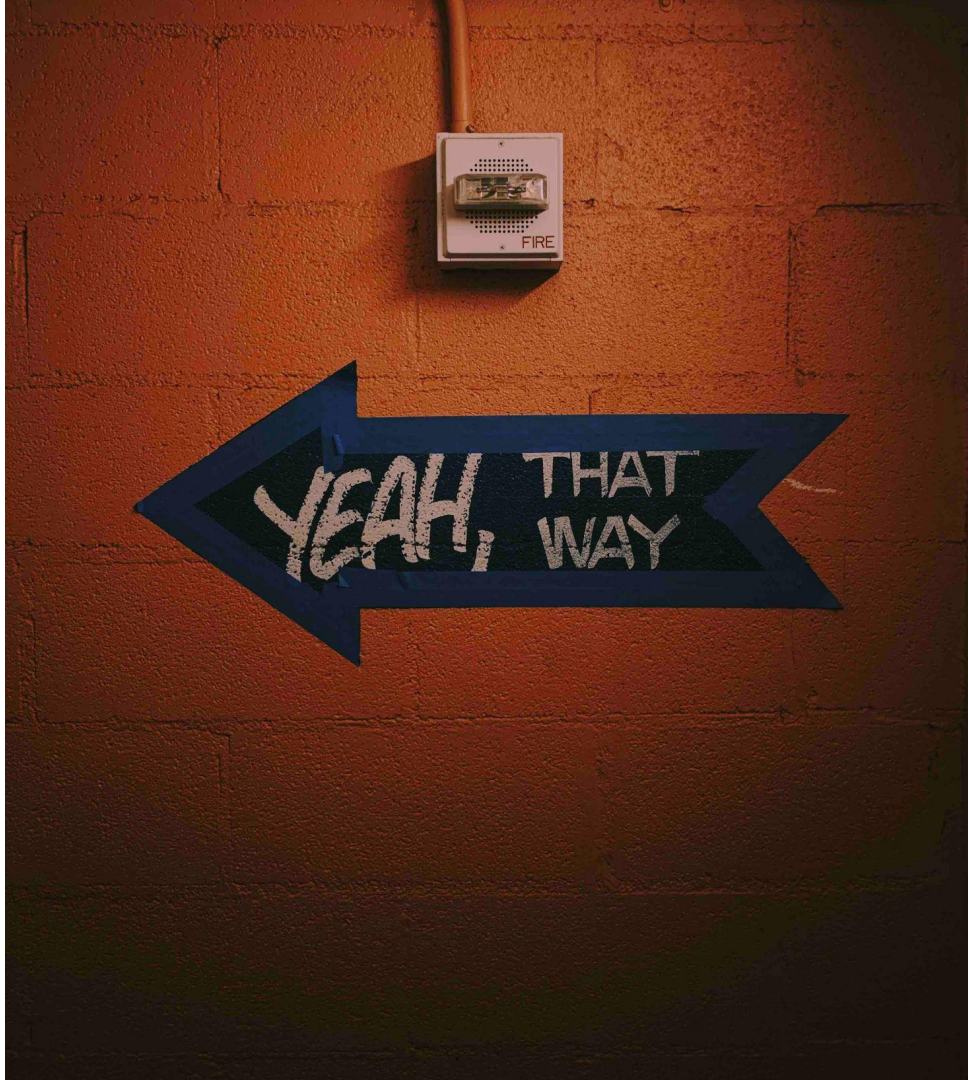


# MR Coaches

<https://about.gitlab.com/job-families/expert/merge-request-coach/>



Photo by [Jon Tyson](#) on [Unsplash](#)





The One DevOps Platform

**Thank you!**