

GitLab, Drupal.org, your business and you - the dual flywheel

Nick Veenhof

Nick Veenhof

Director of Contributor Success,
GitLab Inc.





How does an Open Source ecosystem work?

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_QSPQ_Report.pdf



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



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

Change is the only constant



Incentive & Rewards?

People

As a company?

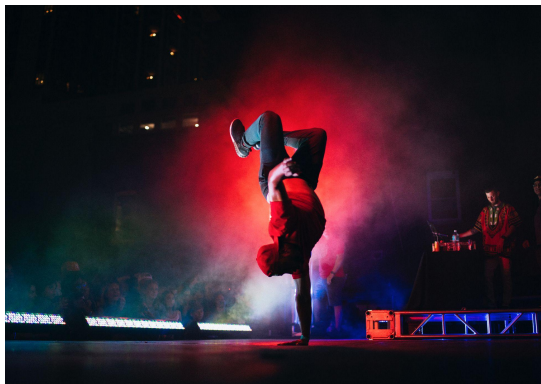


Photo by [Michael Afonso](#) on [Unsplash](#)

Contributing to Open
Source Helps Retain &
Attract Top Talent.

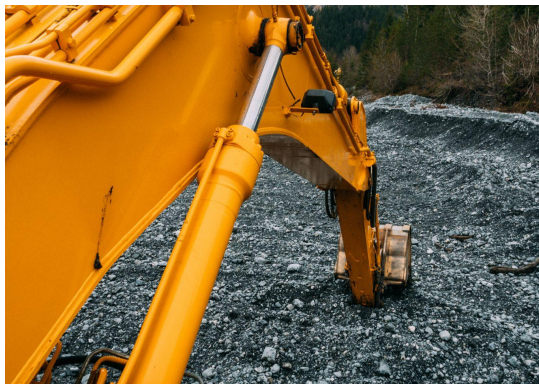


Photo by [Gerold Hinzen](#) on [Unsplash](#)

Net Competitive
Advantage

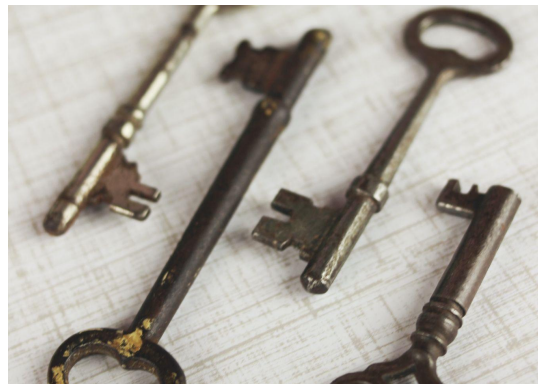


Photo by [Jen Theodore](#) on [Unsplash](#)

Lower Total
Cost of
Ownership



Drupal & GitLab

What are the differences & parallels?

About GitLab



COMPANY

- Incorporated in 2014
- As of January 31, 2022, GitLab had approximately 1,630 team members in over 68 countries.



BROAD ADOPTION

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

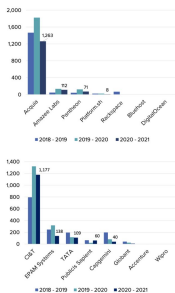


STRONG PROJECT & COMMUNITY

- First commit in 2011
- Open source core
- GitLab has a Community of 3450 contributors with merged MR's as of May 30, 2022



About Drupal



COMPANIES

- Acquia, founded by the founder of Drupal, but also Amaze, Pantheon etc..
- CI&T, EPAM, TATA, Publicis etc...

BROAD ADOPTION

Over 1,000,000 websites run on Drupal.

<https://www.drupal.com/showcases>



STRONG COMMUNITY

- Started in 2001
- More than 7,400 contributors & 1100 organizations as of the 25th of October 2021
- More than 48,707 modules to extend the functionalities of Drupal as of 28th of May 2022

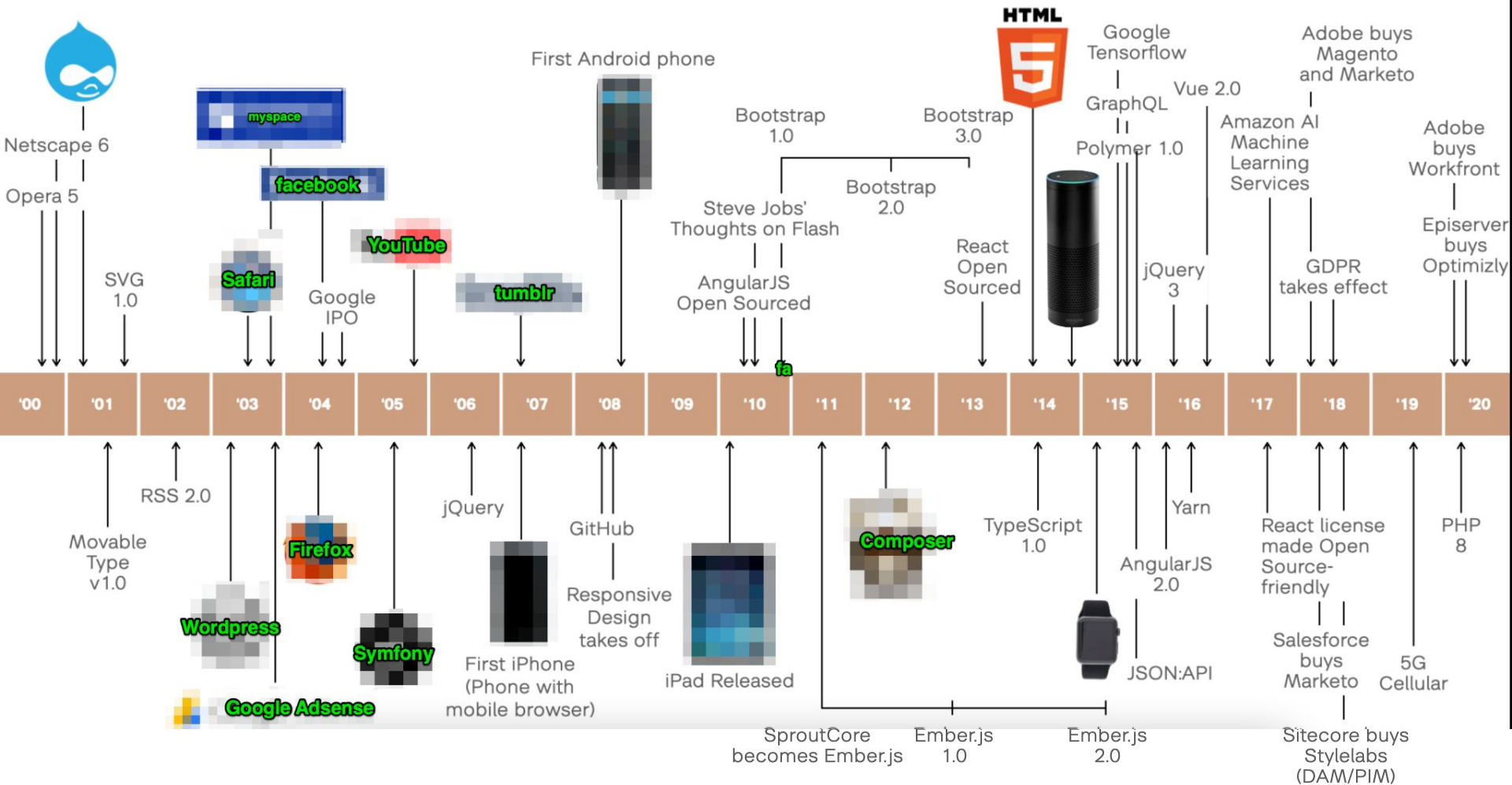
<https://www.drupal.org/blog/who-sponsors-drupal-development-2020-2021-edition>





Let's take a moment to be proud!

Yes, you, the Drupal community!





Incentives

Why would someone contribute?

Hold on! Who/what are we talking about?

Measurable Actions

- 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)
- ...?

Volunteer & Paid Positions

Remember - Free time is a privilege
Want to read more?
<https://dri.es/the-privilege-of-free-time-in-open-source>



Photo by [Nathan Lemon](#) on [Unsplash](#)



How to get in touch - GitLab

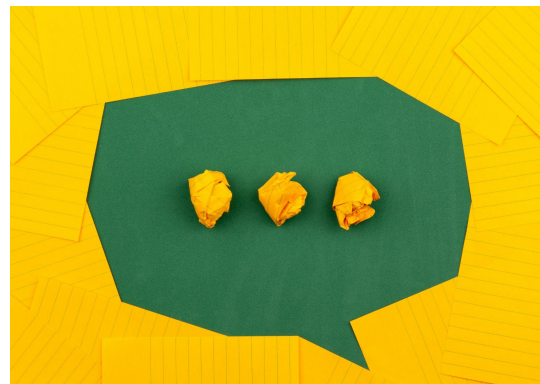
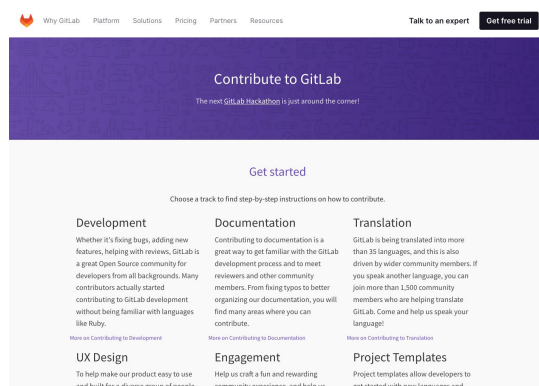
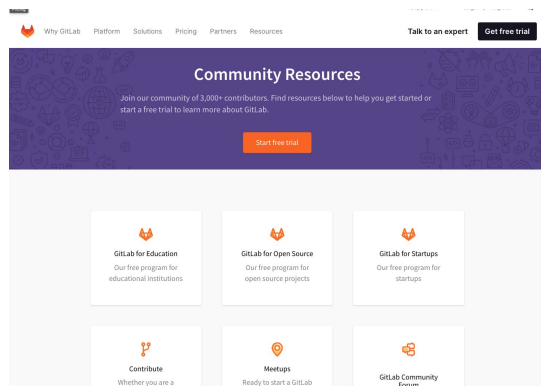


Photo by [Volodymyr Hryshchenko](#) on [Unsplash](#)

Our community resources

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

How to contribute

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

Community

Join the community at Gitter & (unofficial) Discord

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



Events for Contributors

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



Where to get help from? - GitLab

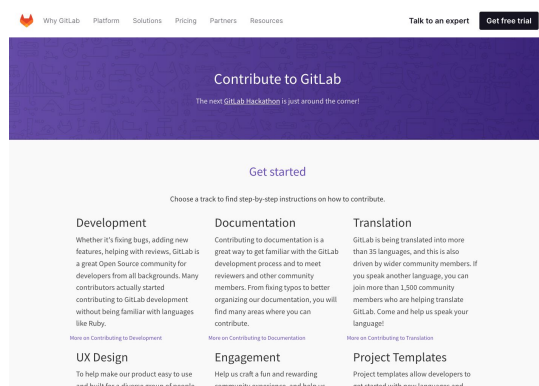
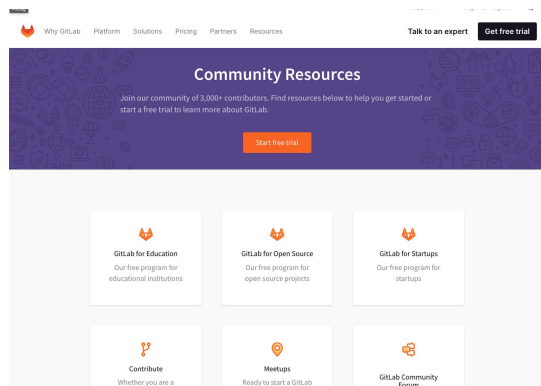


Photo by [Juan Davila](#) on [Unsplash](#)

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/>

psst: This is my team!



MR Coaches

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



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








Rewards

What does one get in return?


Rewards - GitLab

Hackathon Prizes		
ited to offer the following categories of prizes for this Hackathon per each contribution area.		
qualifying MRs must be submitted between <u>May 9th 12:00 UTC</u> & <u>May 13th 12:00 UTC</u> and be <u>merged by June 8th 12:00 UTC</u> .		
Eligibility	Prizes	Description
Individual(s) with the most points gathered (awarded on each contribution area)	 GitLab	A \$100 giftcard for our swag shop .
Individual(s) with the second most points gathered (awarded on each contribution area)	 GitLab	Second Place prize will be replaced with equal value items due to our brand update .
Everyone with an MR merged	 GitLab	Participation prize will be replaced with equal value items due to our brand update .

Hackathon Prizes

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



 Why GitLab Platform Solutions Pricing Partners Resources [Talk to an expert](#) [Get free trial](#)

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 Heroes program

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

 Why GitLab Platform Solutions Pricing Partners Resources [Talk to an expert](#) [Get free trial](#)

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 (@jeremywu)
14.9 (March 22, 2022)	Tim Furrer (@timfurrer)
14.8 (February 22, 2022)	Piotr Skonkowski (@piotrsk)
14.7 (January 22, 2022)	Fabio Furer (@ffurer)
14.6 (December 22, 2021)	Ken (@kenclark)

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](#)

**Shout out by Founder of Drupal
during Keynote & mention in
blogpost**

The organizations listed below are in order of issue credits awarded in the past 90 days and by membership in the Drupal Supporter Programs.

ACQUIA
EXPERIENCE DIGITAL FREEDOM

747 people on Drupal.org
287 projects supported
642 issue credits in the last 90 days
46 case studies



CIST

443 people on Drupal.org
149 projects supported
707 issue credits in the last 90 days
6 case studies



THIRD AND

43 people on Drupal.org
28 projects supported



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

**Company gets higher in the
organization ranking**

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

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

**Both the individual, the company
and the client can get attributed**



Rewards - less measurable

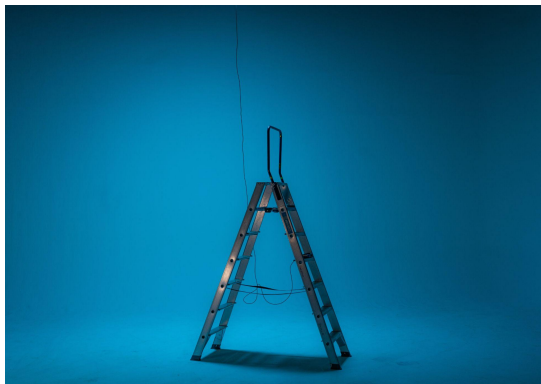


Photo by [Jilbert Ebrahimi](#) on [Unsplash](#)

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



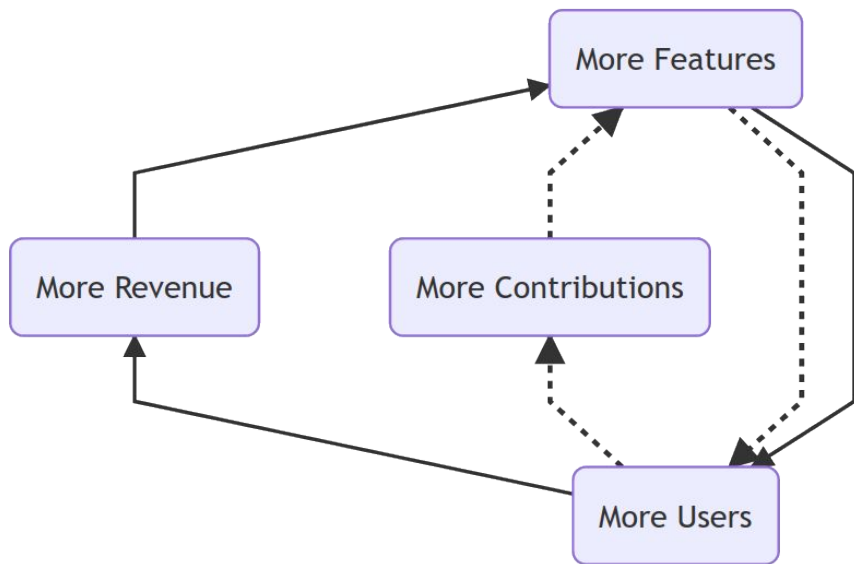


Your business

Let's apply this to your business

The Dual Flywheel Strategy

<https://medium.com/swlh/the-amazing-flywheel-effect-80a0a21a5ea7>



The Dual Flywheel Strategy

<https://about.gitlab.com/company/strategy/#dual-flywheels>





1 month @ GitLab

The world is a lot bigger than I thought! Onboarding a whole new world is also harder than I thought!



Roadmap of GitLab

A peak behind the curtain, oh wait - there is no curtain!

Let's take a look together

<https://about.gitlab.com/upcoming-releases/>



Things you might not know about GitLab

Trivia (non-GitLab): what is `/.well-known/ni` ?

Things you might not know about GitLab



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

All-remote

GitLab has been a 100% remote workforce since inception.

GitLab's Mission

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

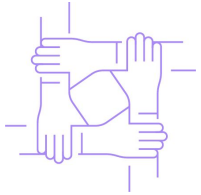


“a low internal email culture, as we see greater efficiency in other forms of communication (e.g. Slack)”
<https://about.gitlab.com/handbook/communication/#email>



“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>

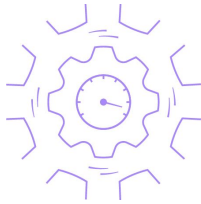
Hidden Messages



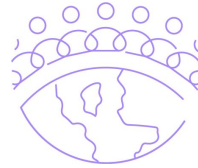
Collaboration



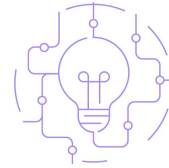
Results



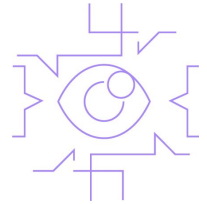
Efficiency



Diversity



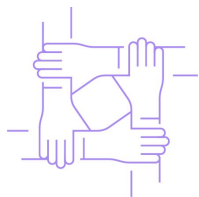
Iteration



Transparency



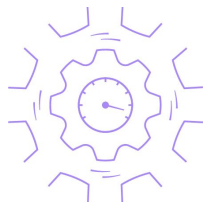
Hidden Messages



Collaboration



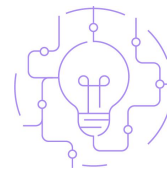
Results



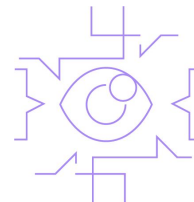
Efficiency



Diversity



Iteration



Transparency

Together they spell the **CREDIT** they give to each other by assuming good intent
<https://about.gitlab.com/handbook/values/>



Jump into the comment box shortcut



project > drupal > Merge requests

[Open](#) Created 1 week ago by


[Report abuse](#)



R **2903456 "For 9.4"**

C **27** Changes **5**




[10 unresolved threads](#)  


Closes [#2903456](#)

 Members who can merge are allowed to add commits.

 **Request to merge** [issue:2903456-for-9.4](#)  **into 9.4.x**

The source branch is [191 commits](#) behind the target branch

[Open in Web IDE](#)  [Check out branch](#)  

 Approval is optional



Markdown URL shortcut



The screenshot shows a GitHub commit page. At the top, there's a section for "Compare with previous version" with a circular icon containing a minus sign. Below this, it says "added 1 commit 1 week ago". A list of commits follows, with the first one being "728d4108 - AssertableLogger::log() must not use primitive typehints". Another "Compare with previous version" link is visible. The main content area has a "Write" tab selected over a "Preview" tab. A rich text editor toolbar is present with icons for bold, italic, link, unlink, code, link preview, list, ordered list, strikethrough, insert image, and table. The text "https://www.drupal.org" is entered in the editor. A large, stylized, white-outlined text "Ctrl/CMD + K" is overlaid on the editor. At the bottom of the editor, it says "Markdown and quick actions are supported" and there is an "Attach" button. Below the editor is a blue "Comment" button with a dropdown arrow.

Compare with previous version

added 1 commit 1 week ago

- 728d4108 - AssertableLogger::log() must not use primitive typehints

Compare with previous version

Write Preview

B *I*         

https://www.drupal.org

Ctrl/CMD + K

Markdown and quick actions are supported

 Attach

Comment



Rebase quickly (and combine it with R?)

Write

Preview

B

/rebase|

/rebase *Rebase source branch*

Markdown

 and

quick actions

 are supported

Comment

▼

Comment & close merge request



Create a merge request without touching the web interface

Push your branch like

```
git push -u origin -o merge_request.create -o  
merge_request.target=master branchname.
```

The magic is behind the `-o` flags of git.

<https://www.geekersdigest.com/discover-hidden-gems-in-gitlab/>



Clone in Visual Studio Code

object > facets



facets

Project ID: 54418 [Leave project](#)



3



69

1,034 Commits 2 Branches 27 Tags 6 MB Files 6 MB Storage

For more information about this repository, visit the project page at <https://www.drupal.org/project/facets>



Auto DevOps

It will automatically build, test, and deploy your application based on your configuration.

Learn more in the [Auto DevOps documentation](#)

[Enable in settings](#)

Clone with SSH

`git@git.drupal.org:project/face`

Clone with HTTPS

`https://git.drupalcode.org/proj`

Open in your IDE

Visual Studio Code (SSH)

Visual Studio Code (HTTPS)

2.0.x



facets /



History

Find file

Web IDE



Clone



: Dispatch an event to adjust cacheable metadata...



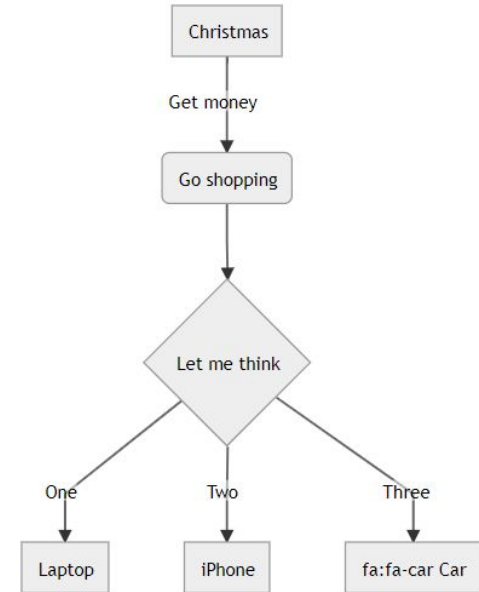
0dac3026

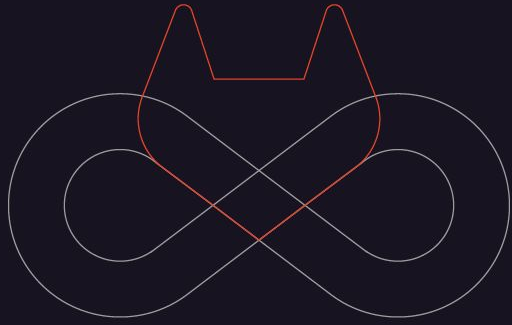


Diagrams

```
```mermaid
graph TD
 A[Christmas] -->|Get money| B(Go shopping)
 B --> C{Let me think}
 C -->|One| D[Laptop]
 C -->|Two| E[iPhone]
 C -->|Three| F[fa:fa-car Car]
```
```

<https://www.geekersdigest.com/discover-hidden-gems-in-gitlab/>





The One DevOps Platform

Thank you!