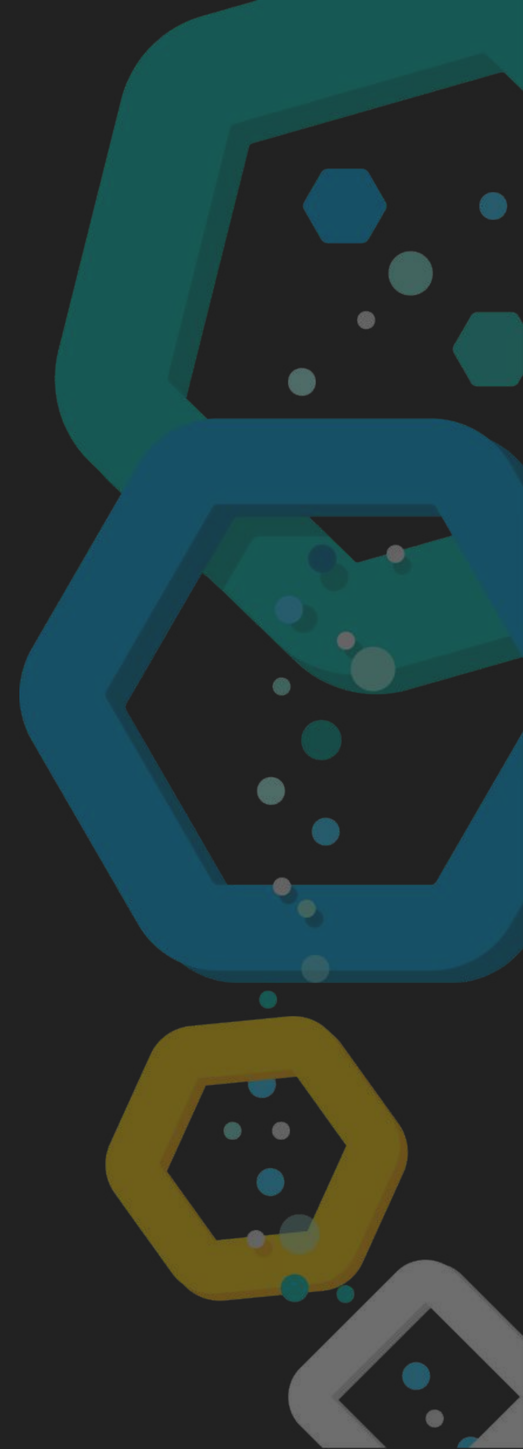
Open Source as a Business

Alexander Reelsen
alex@elastic.co
@spinscale

2012



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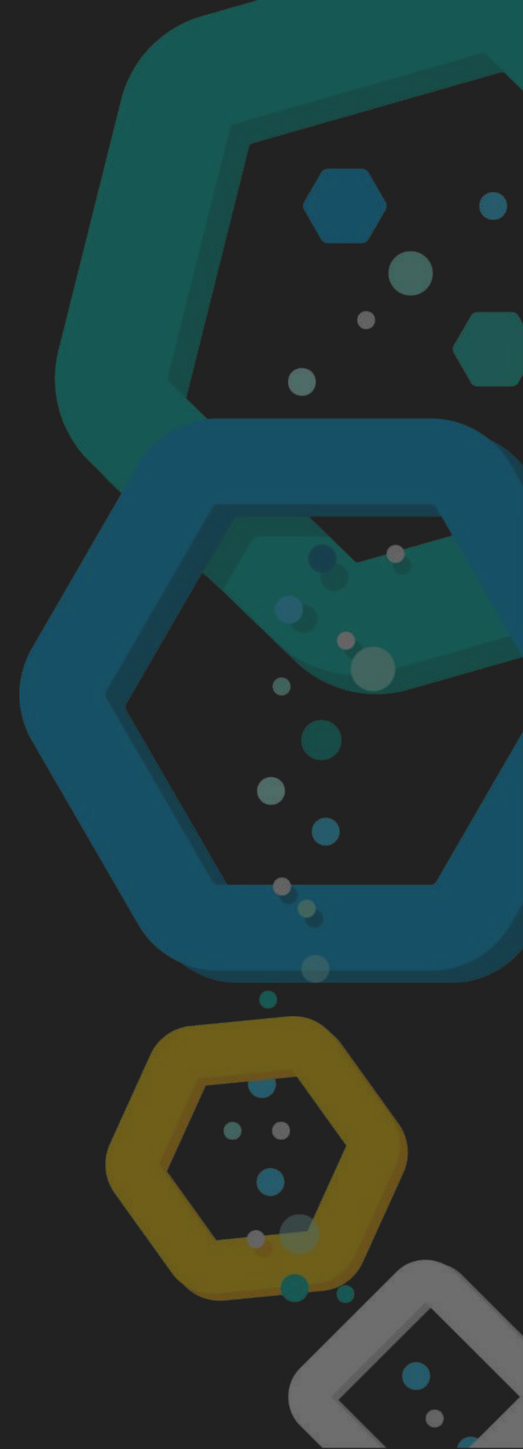

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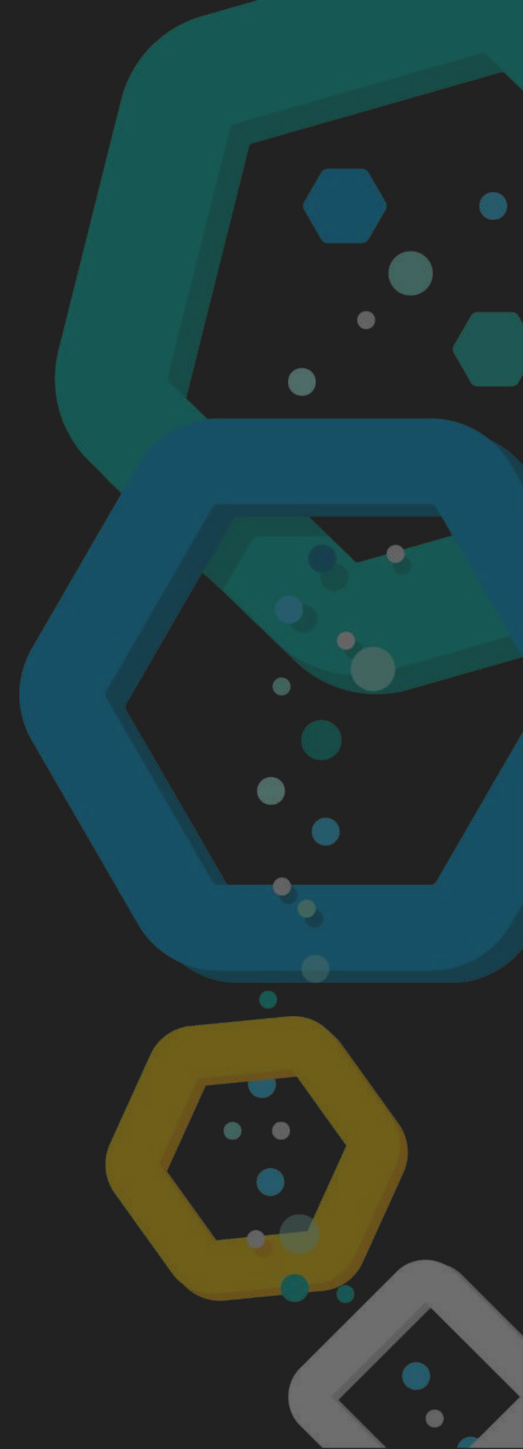
> 20 offices



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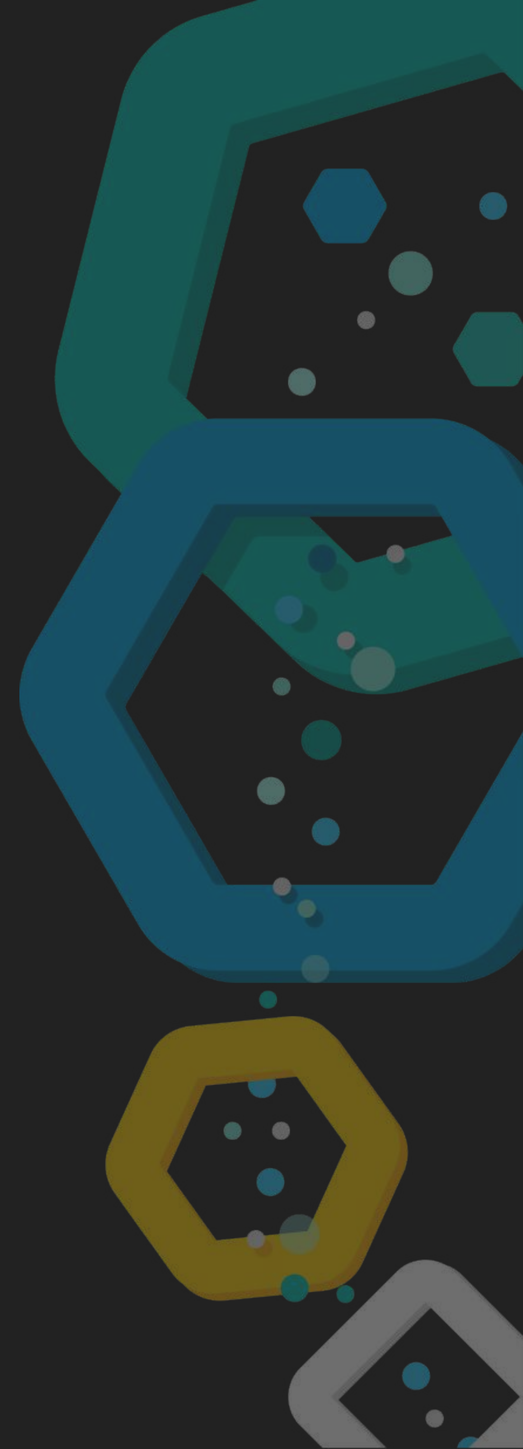

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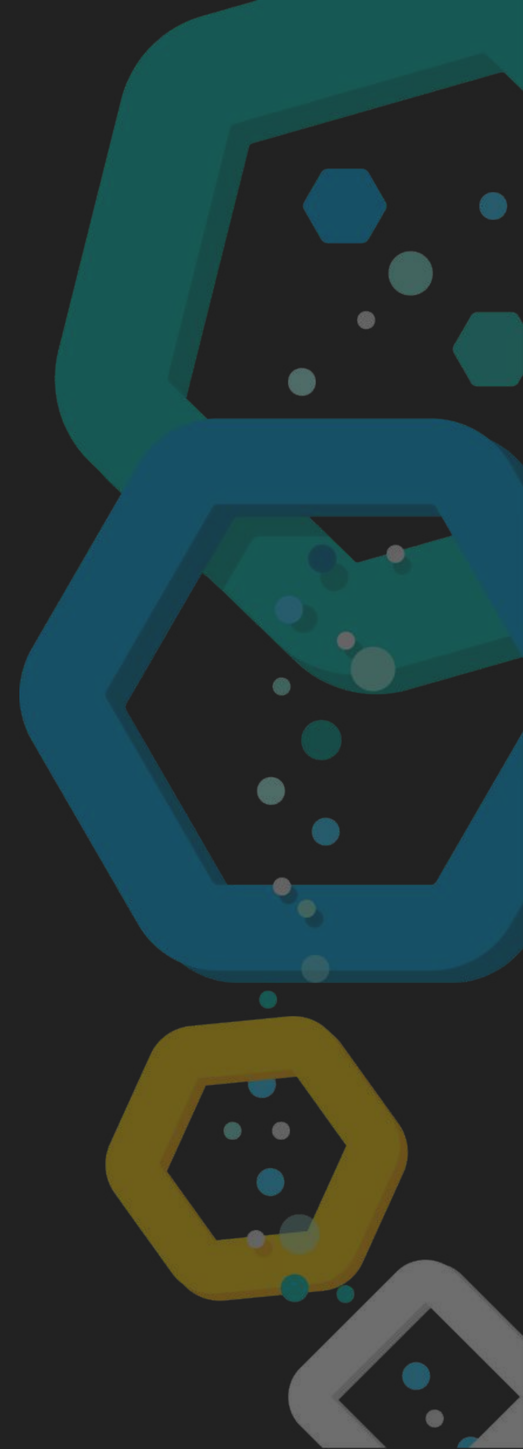
scalable



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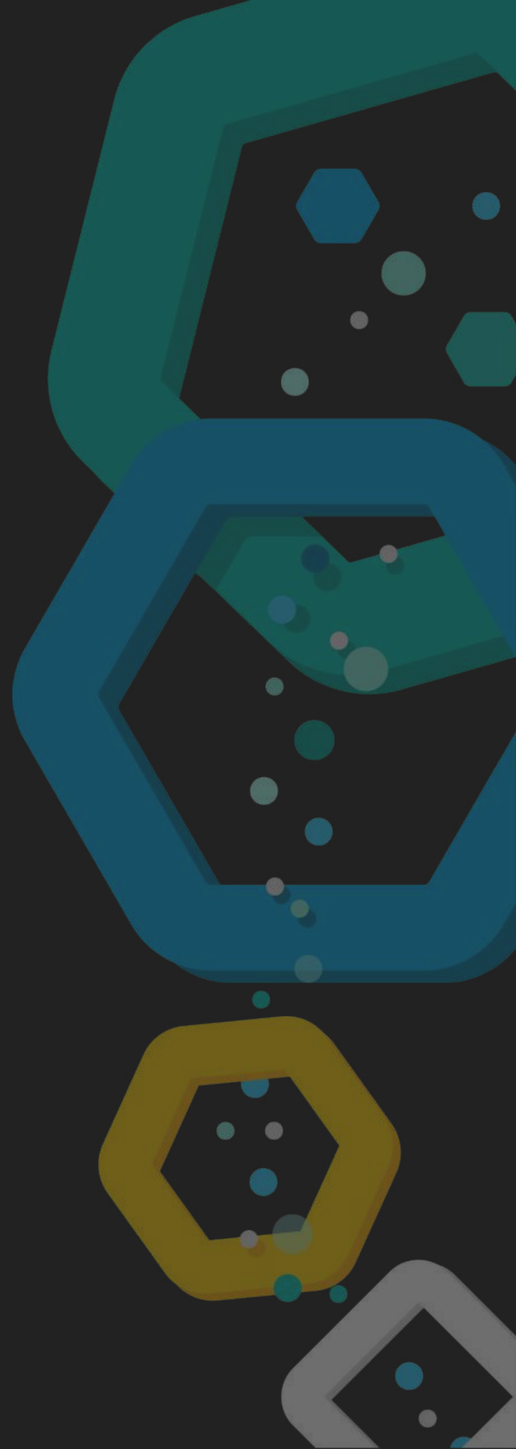
Elastic Stack



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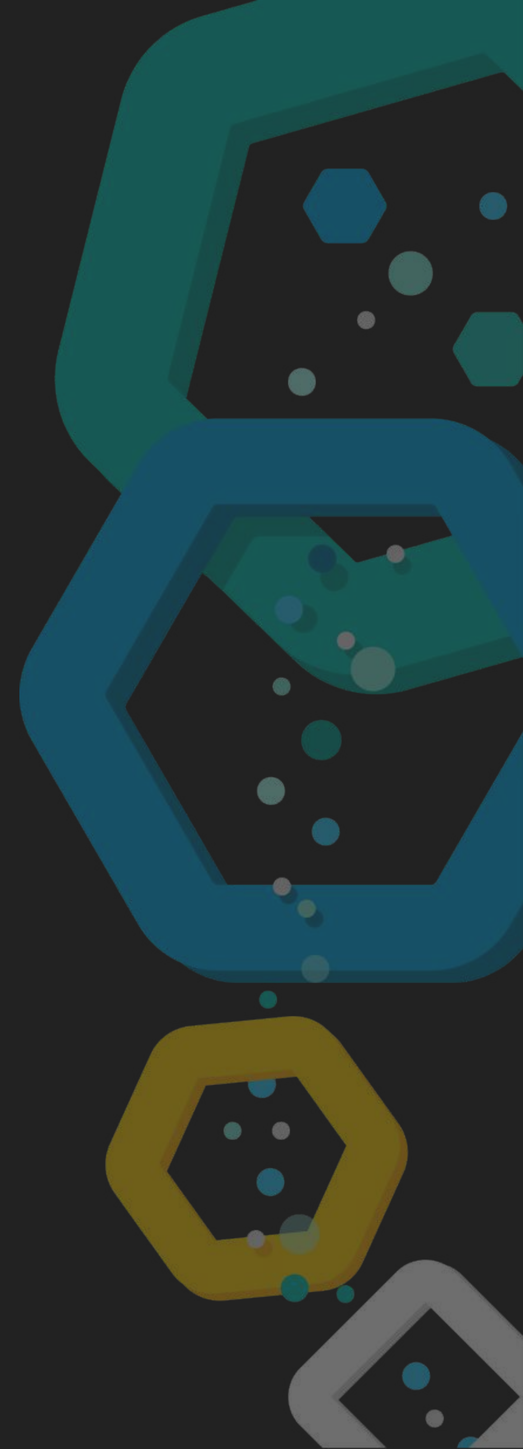
Open Source



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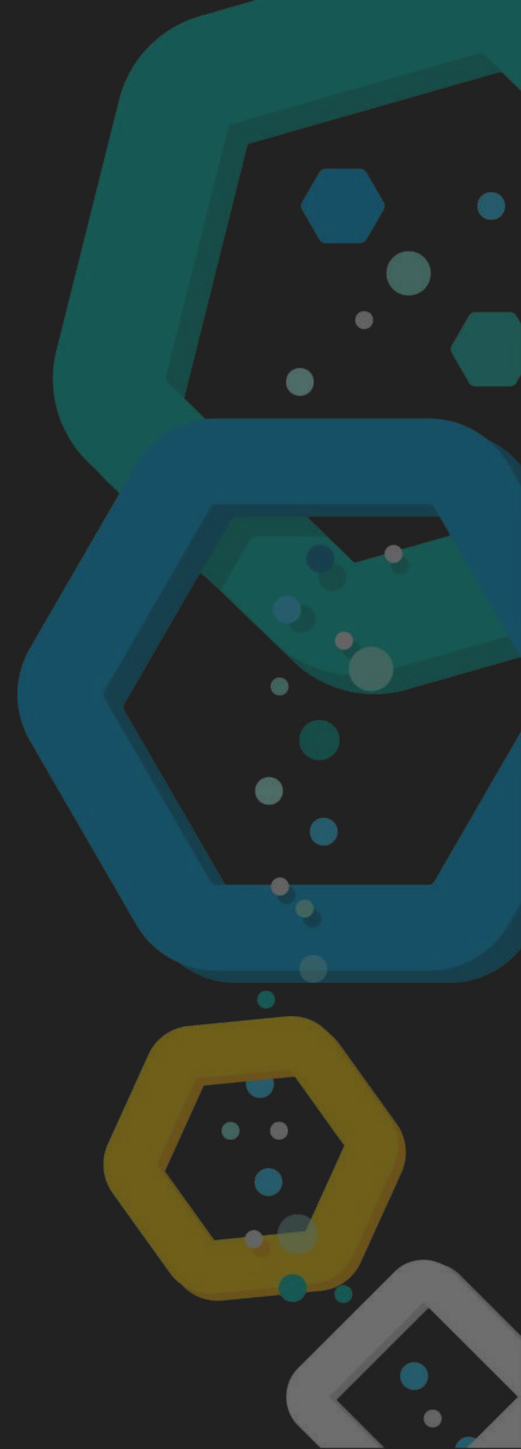
Elasticsearch
elastic

Kibana

Logstash

elastic

Beats



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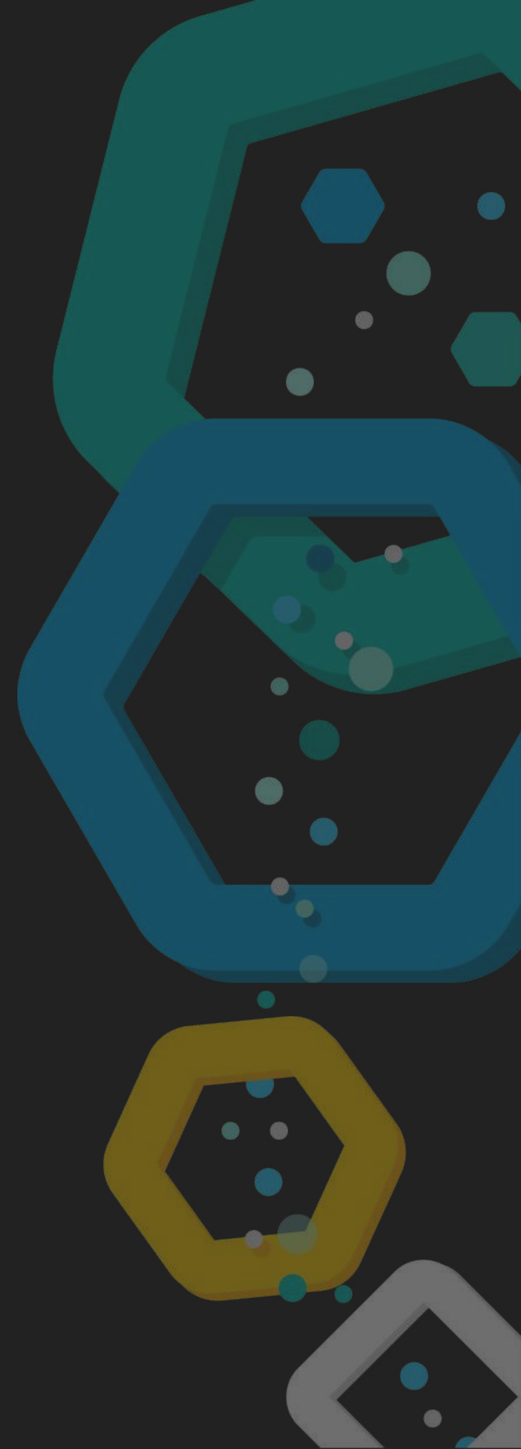
APM



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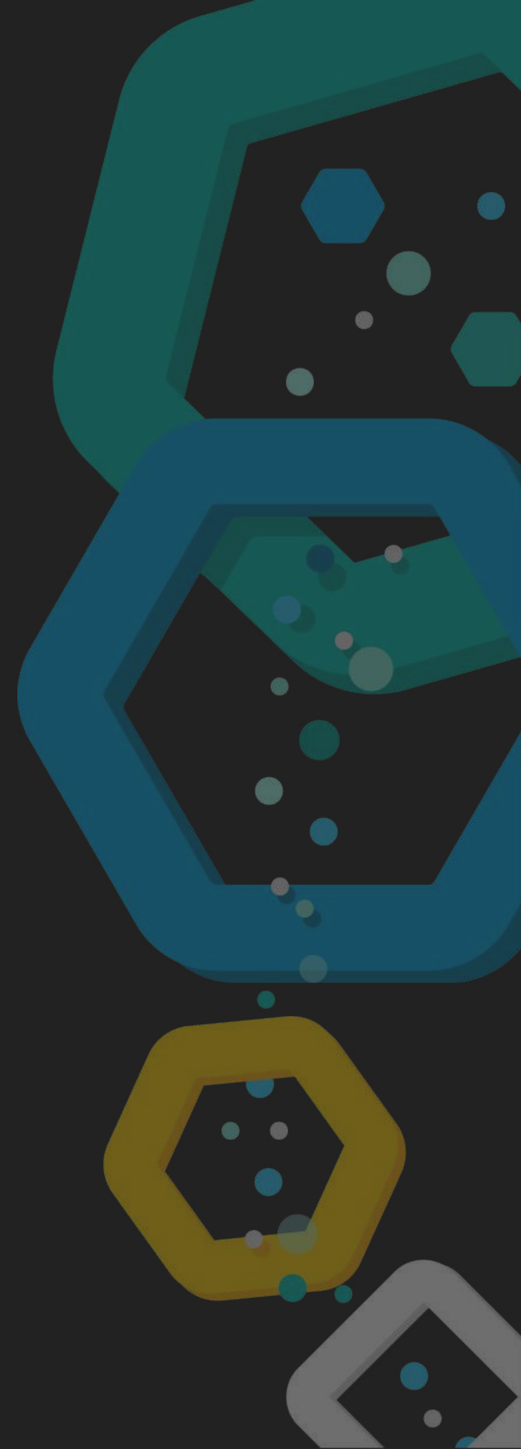
Open Code



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Machine Learning

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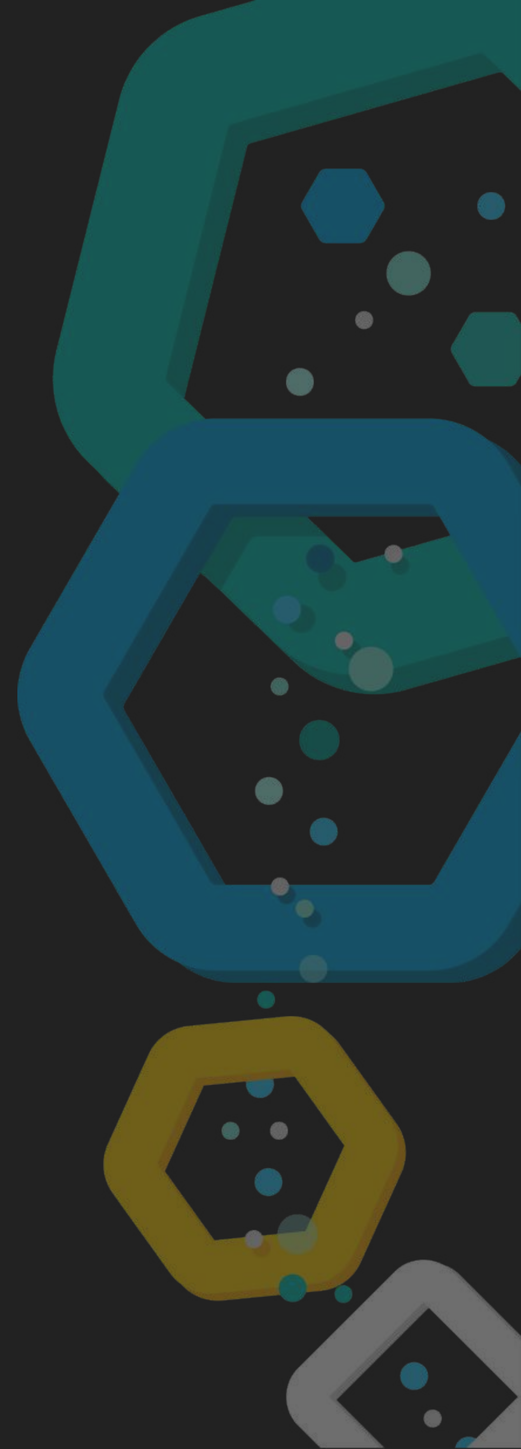
Security



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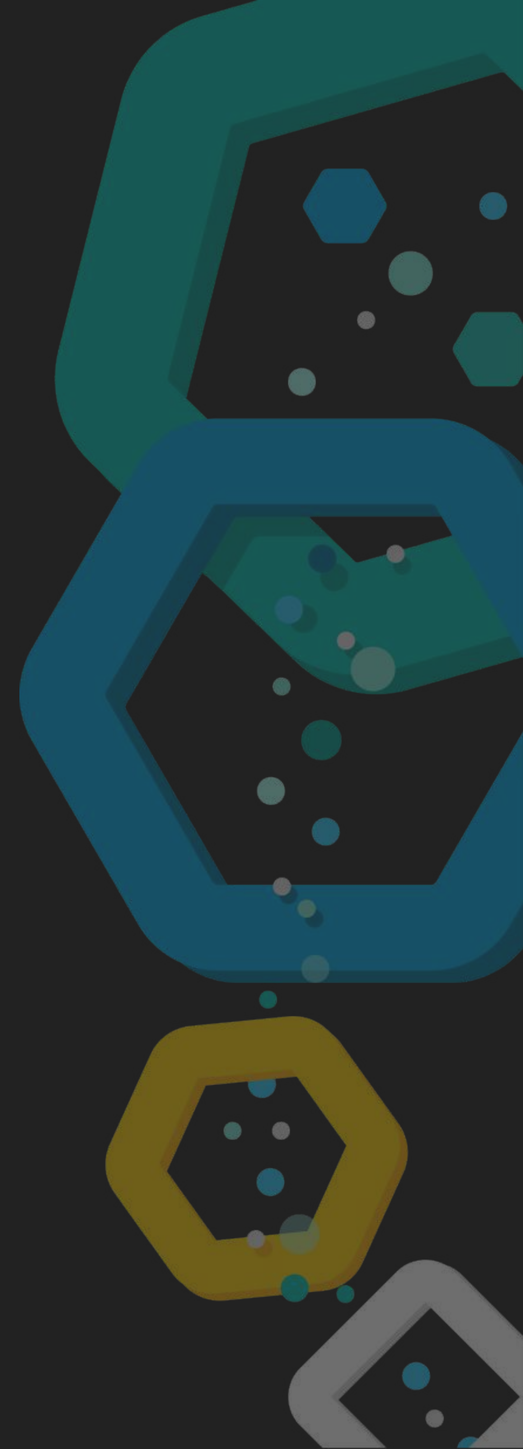
Alerting



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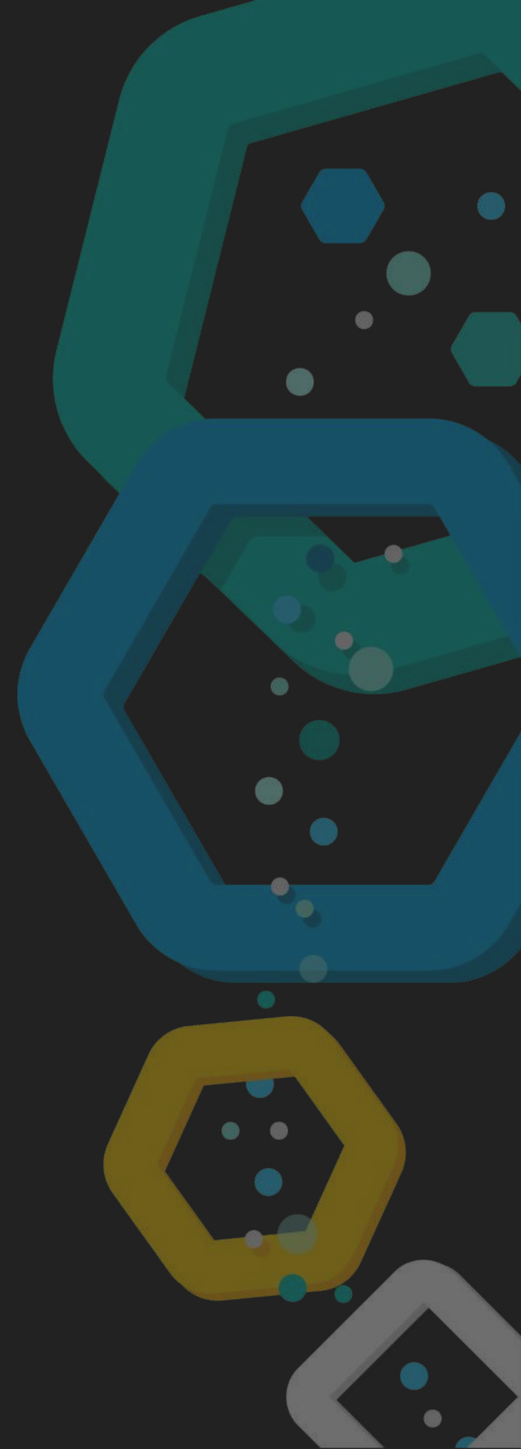
Monitoring



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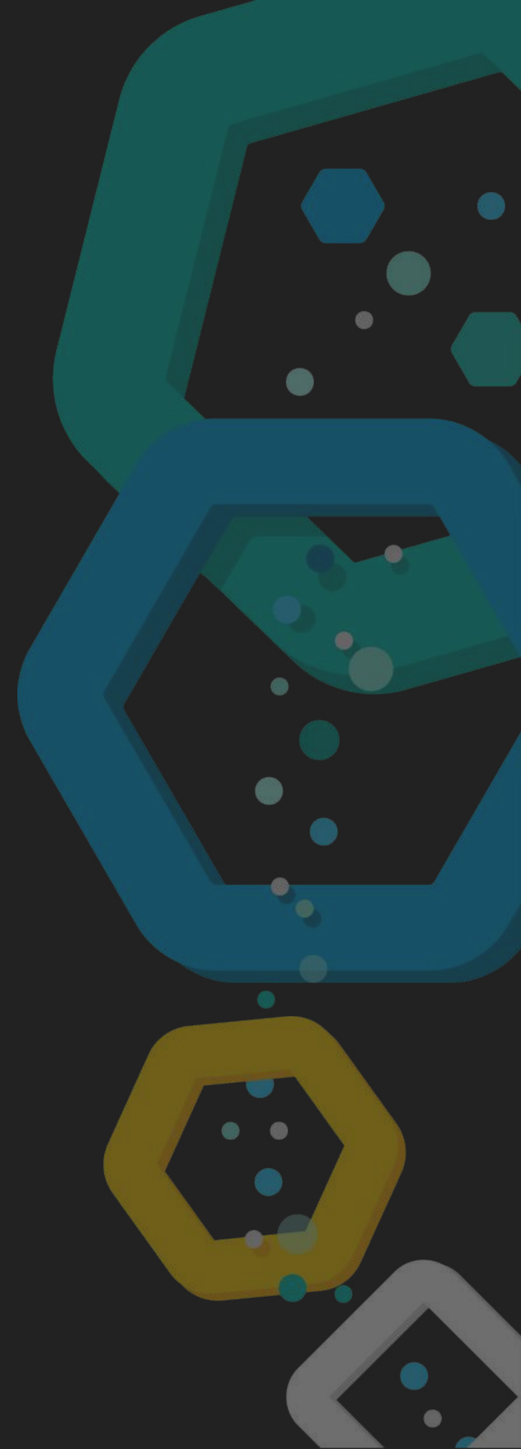
Management



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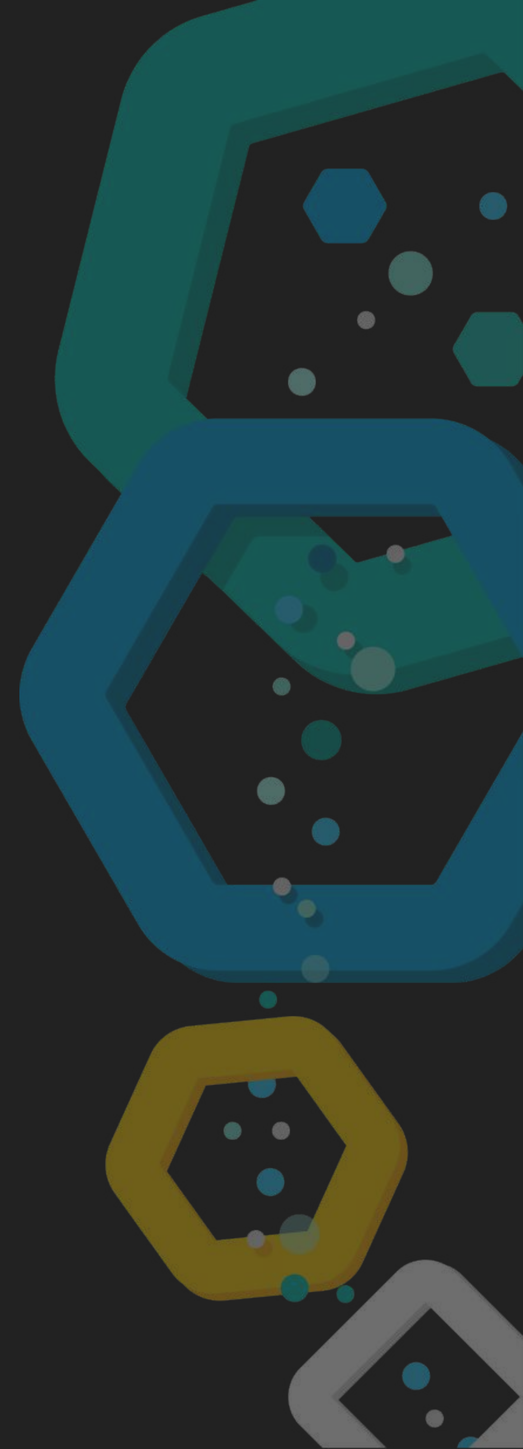
SaaS



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Elastic Cloud

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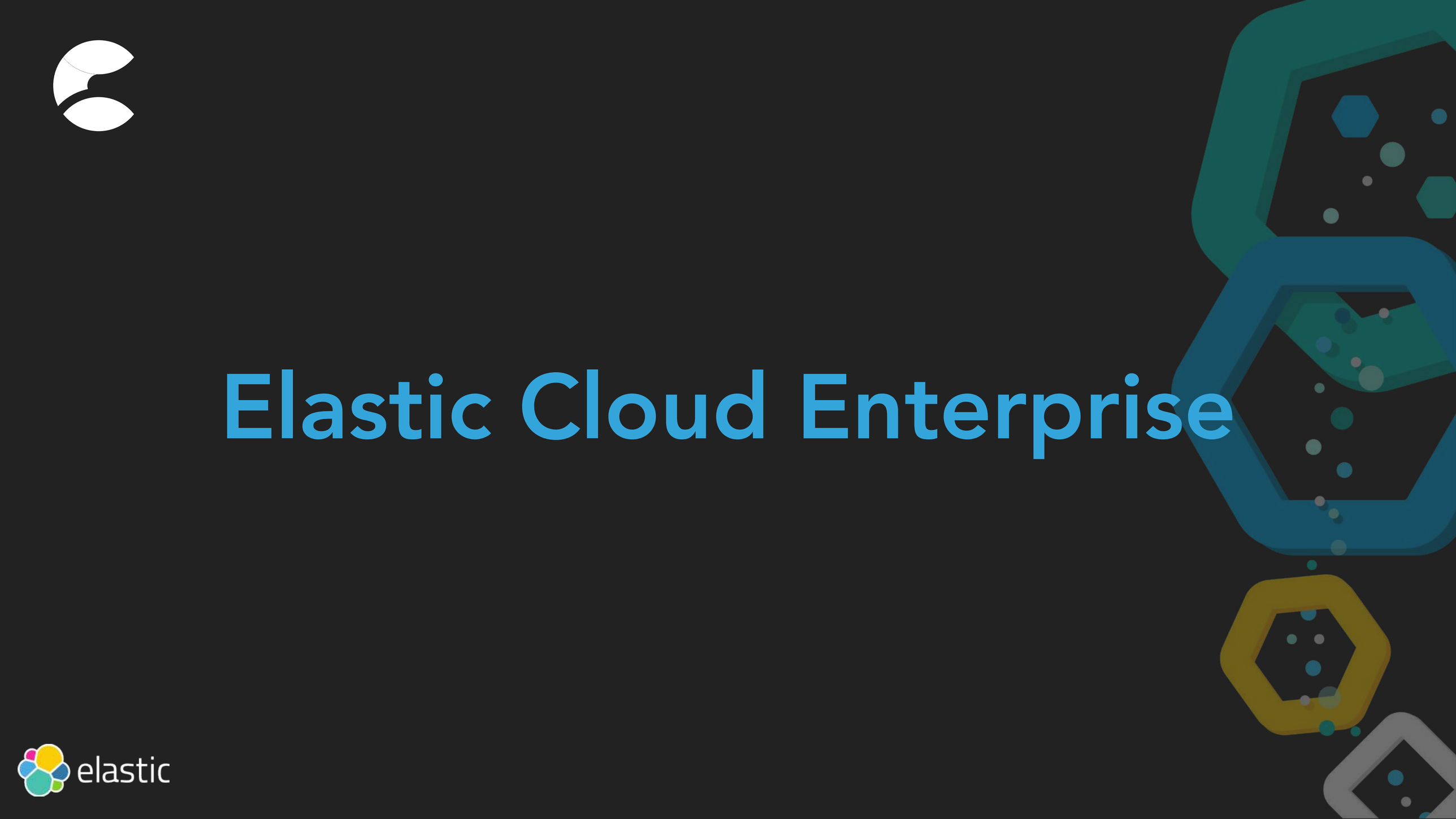

Elastic Cloud Enterprise

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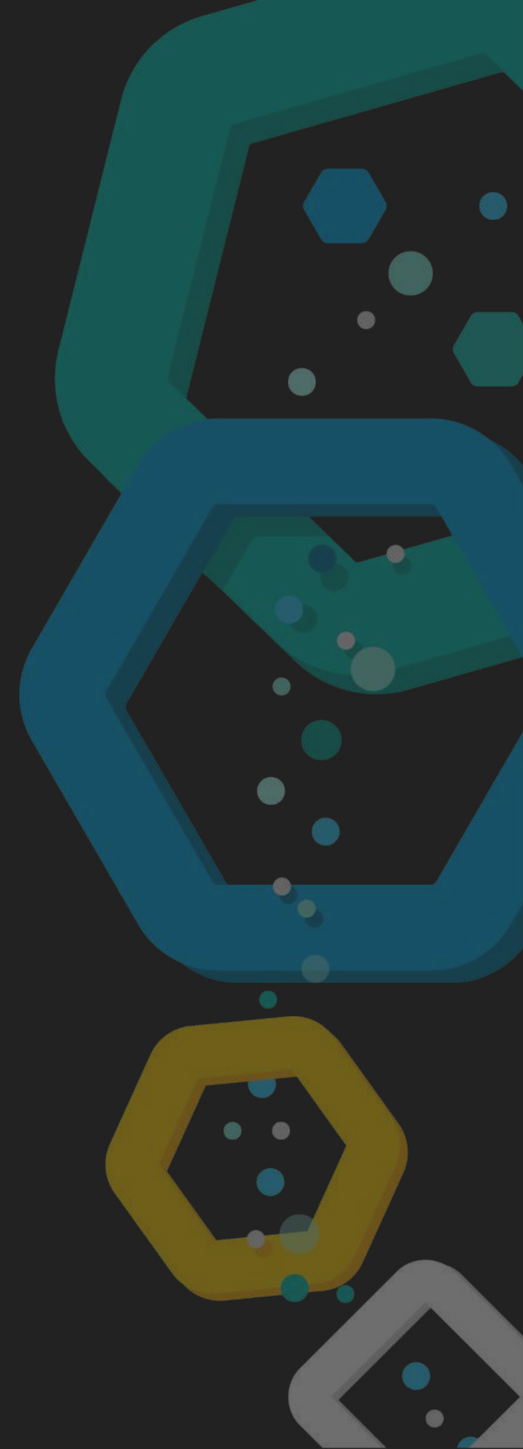
Site Search



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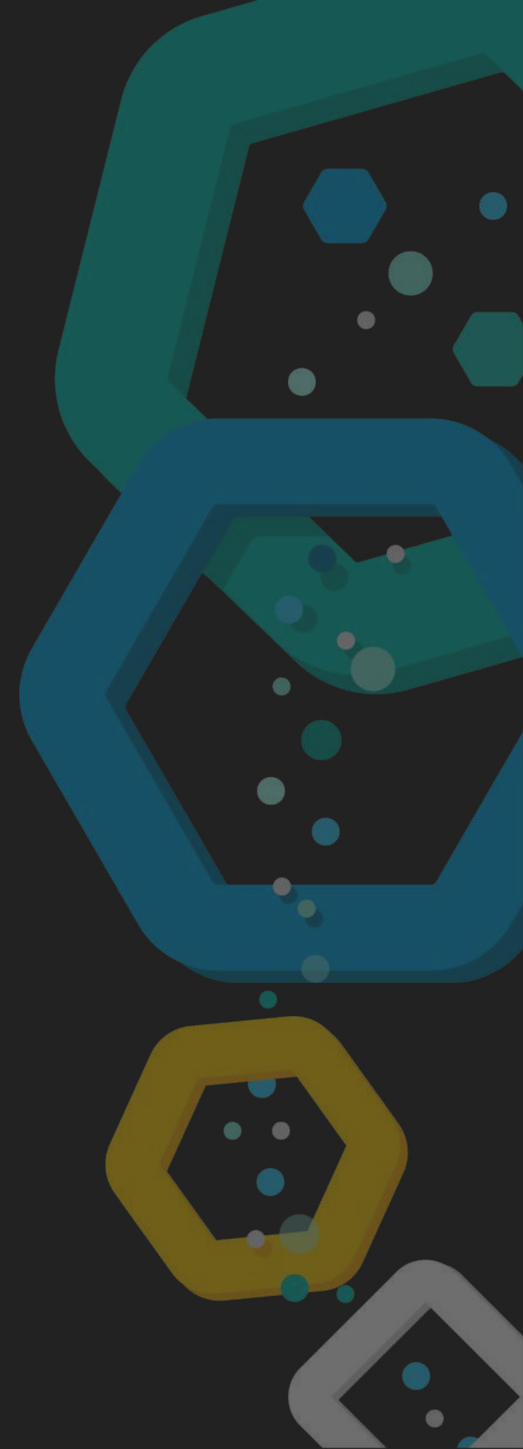
App Search



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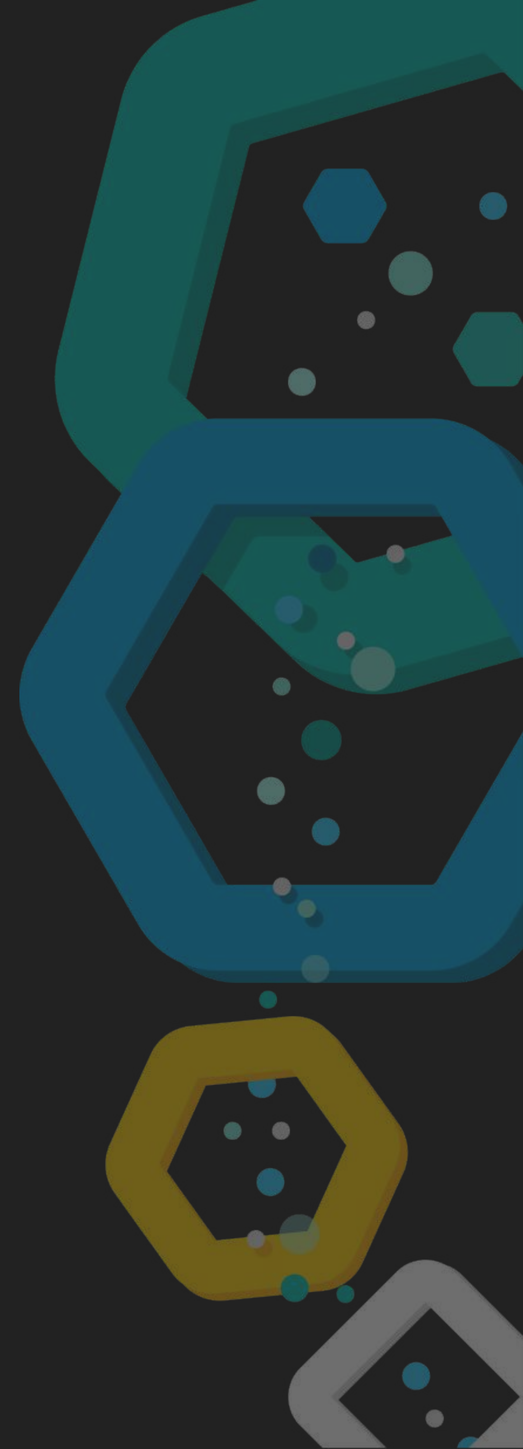
Use-Cases



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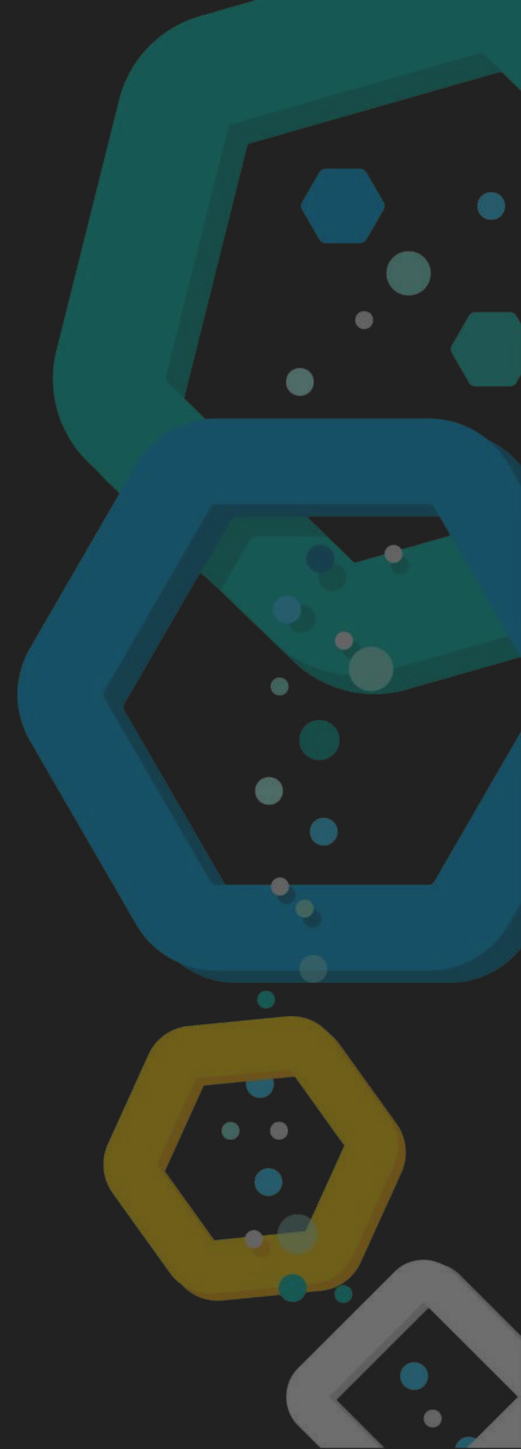
logging



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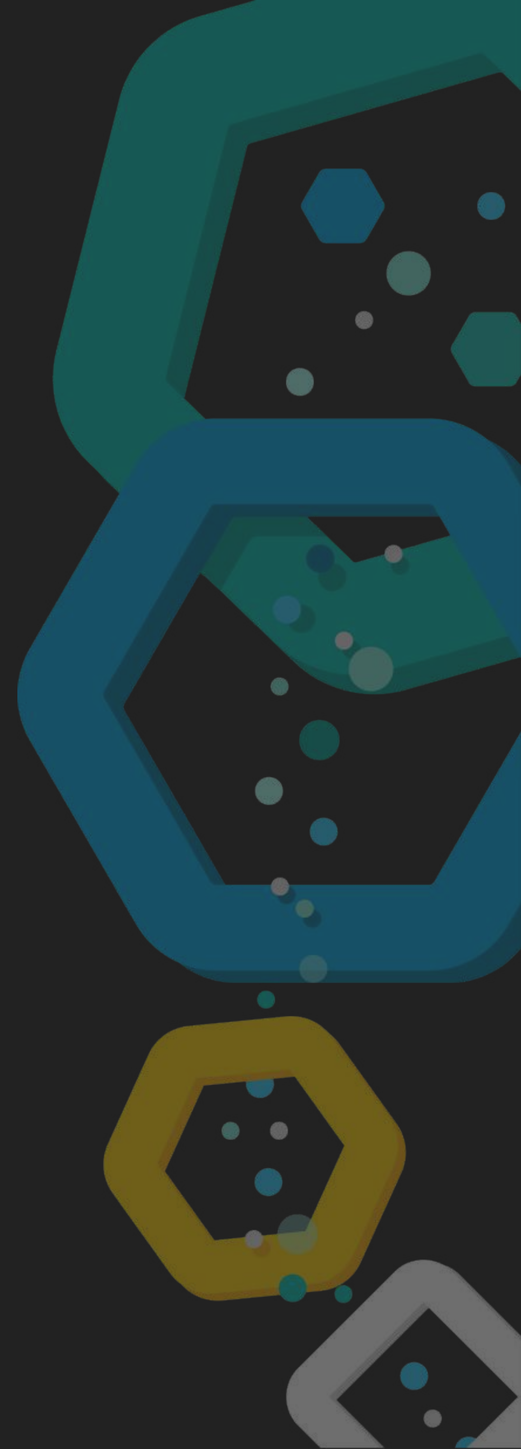
metrics



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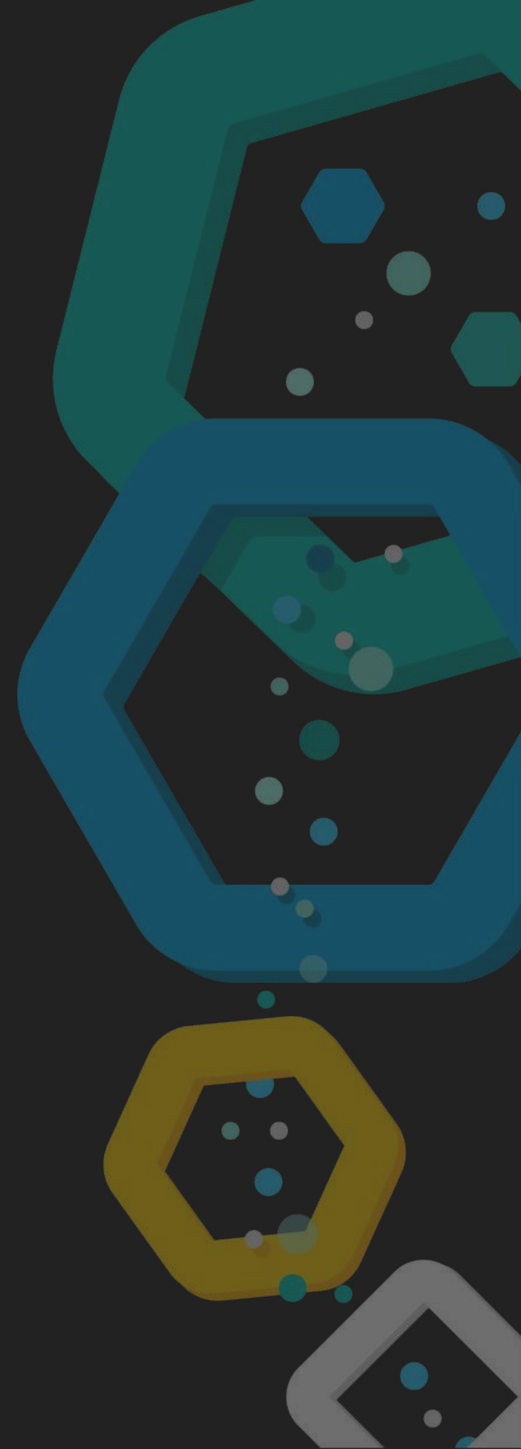
APM



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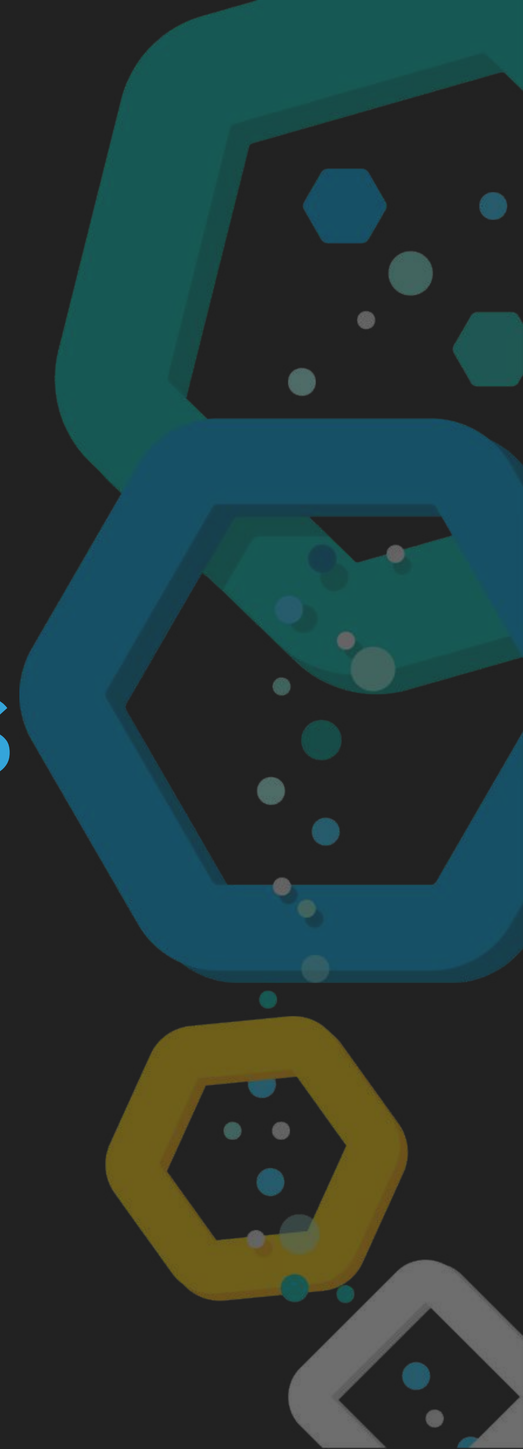
operational analytics



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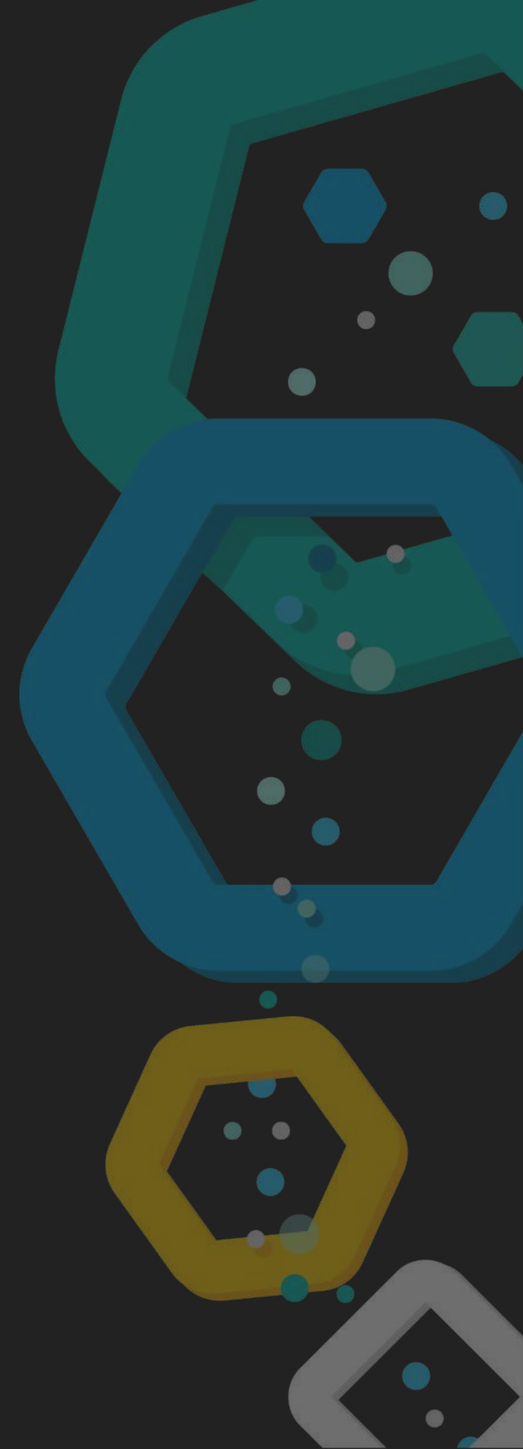
security analytics



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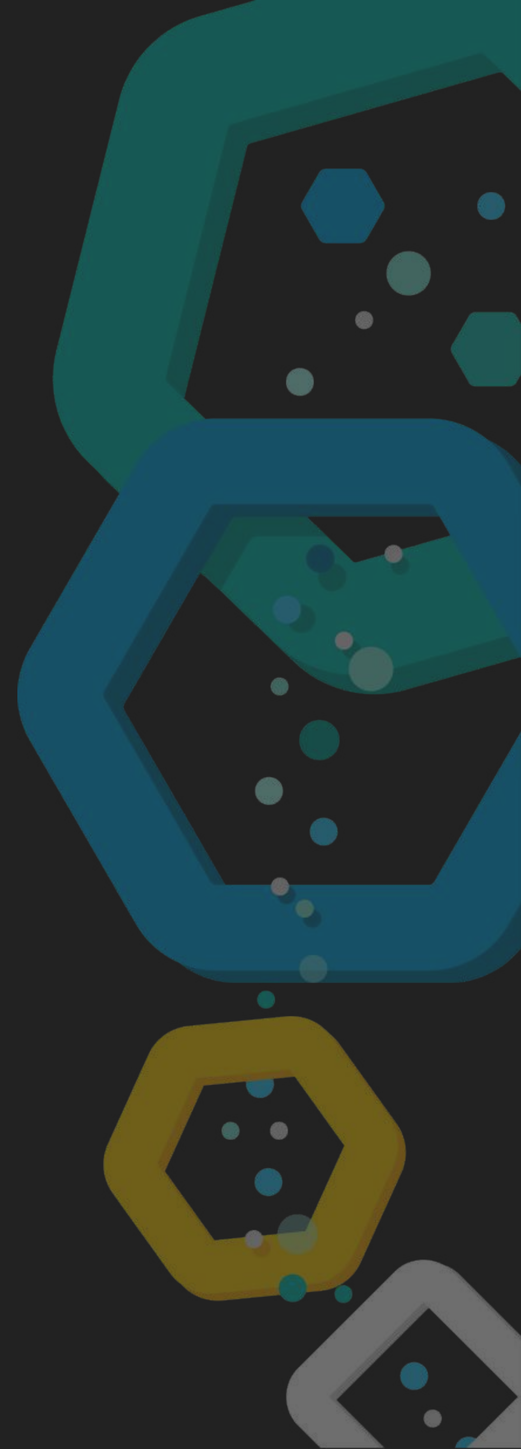
business analytics



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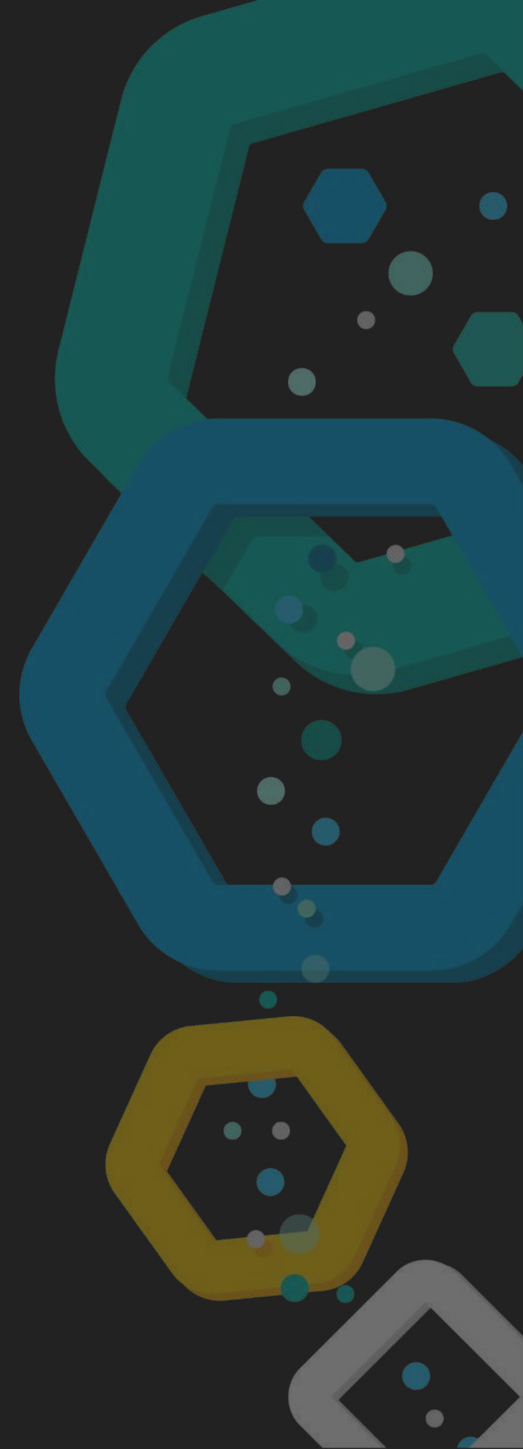
full text search



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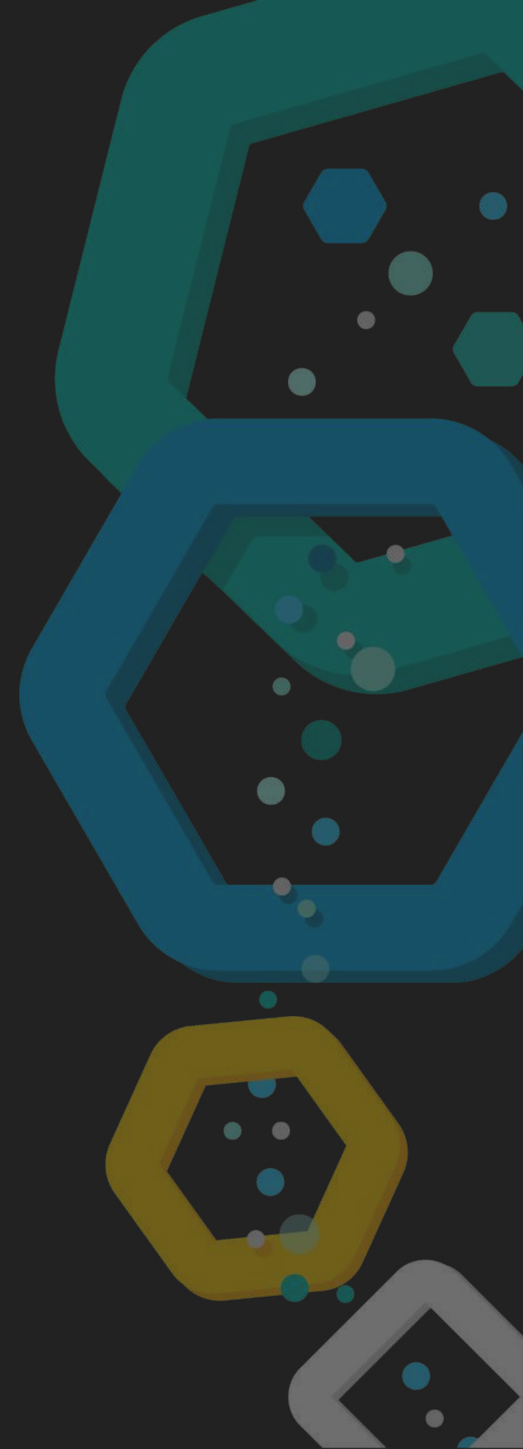
enterprise search



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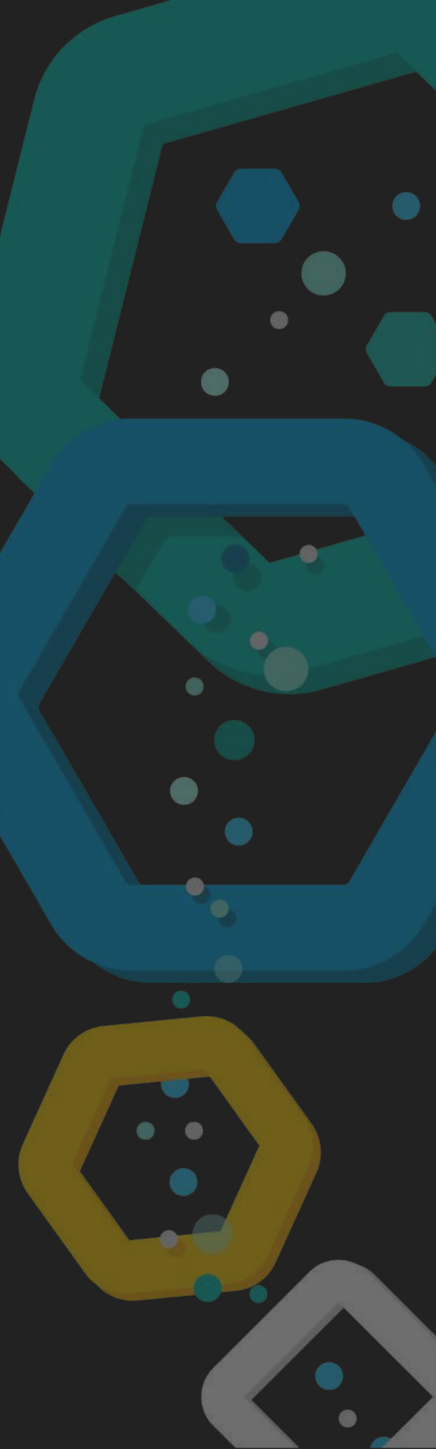
Open Source

The hard facts

What is Open Source?

https://opensource.org/licenses



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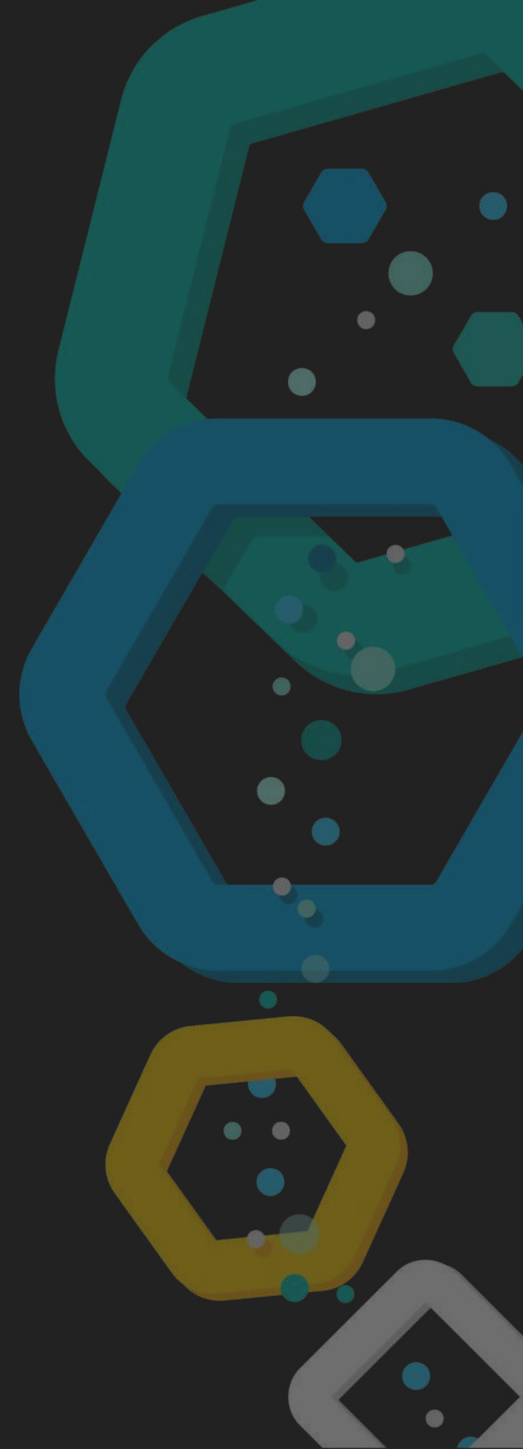
Are you …



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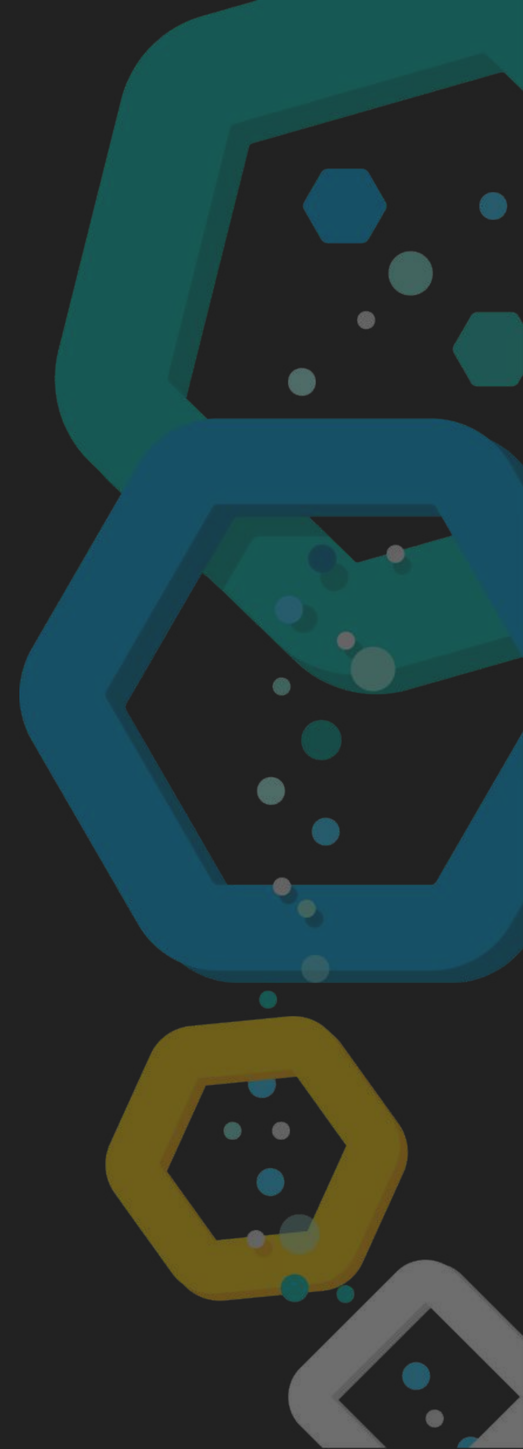
… using Open Source?

elastic

… opening issues?

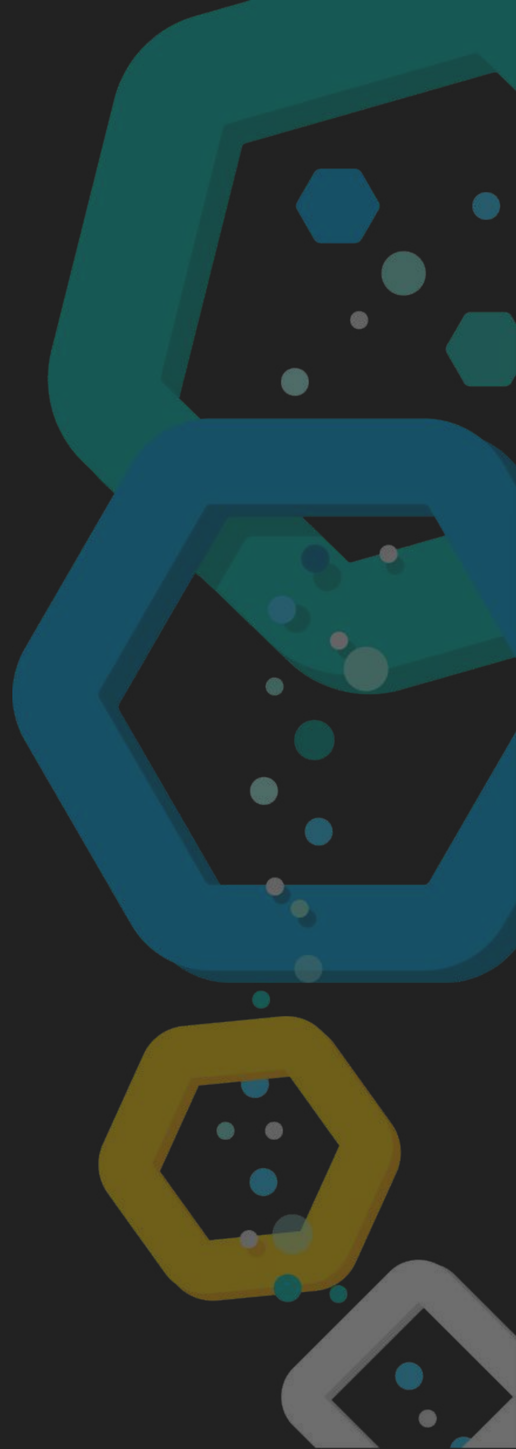


elastic

… contributing back?

elastic

tco



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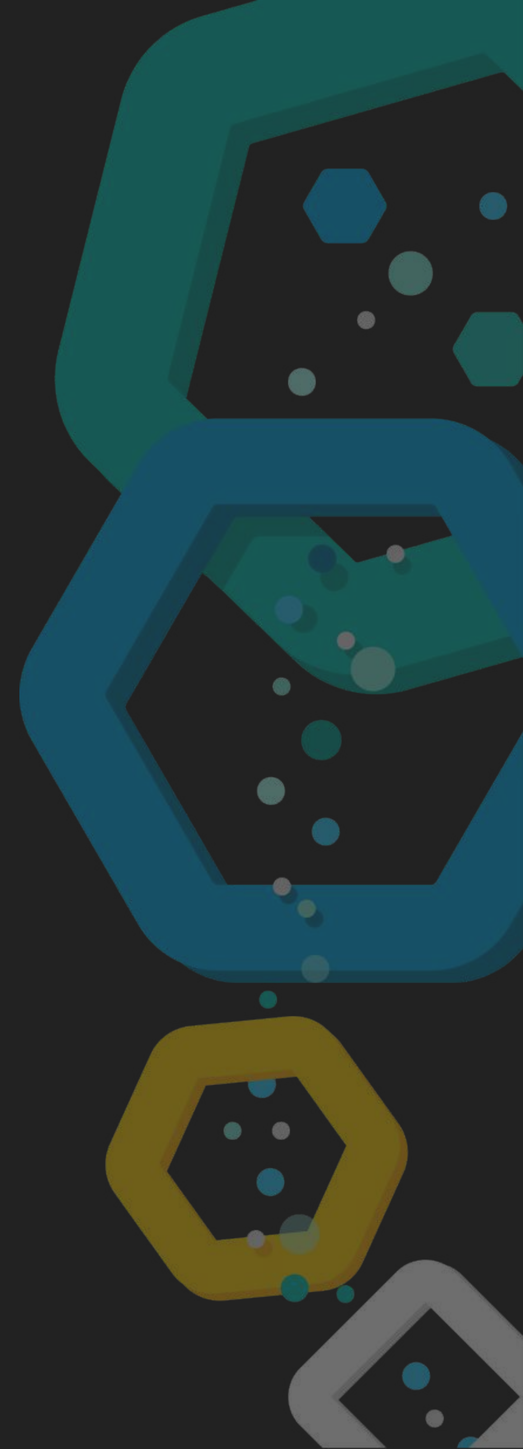
transparency



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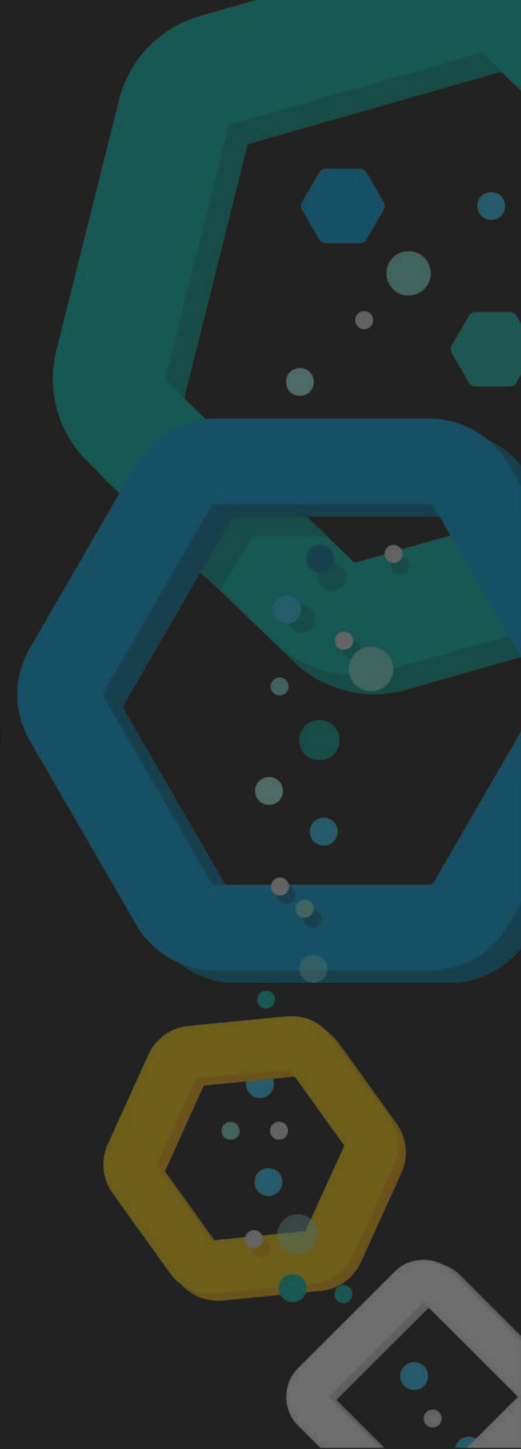
enthusiasts available



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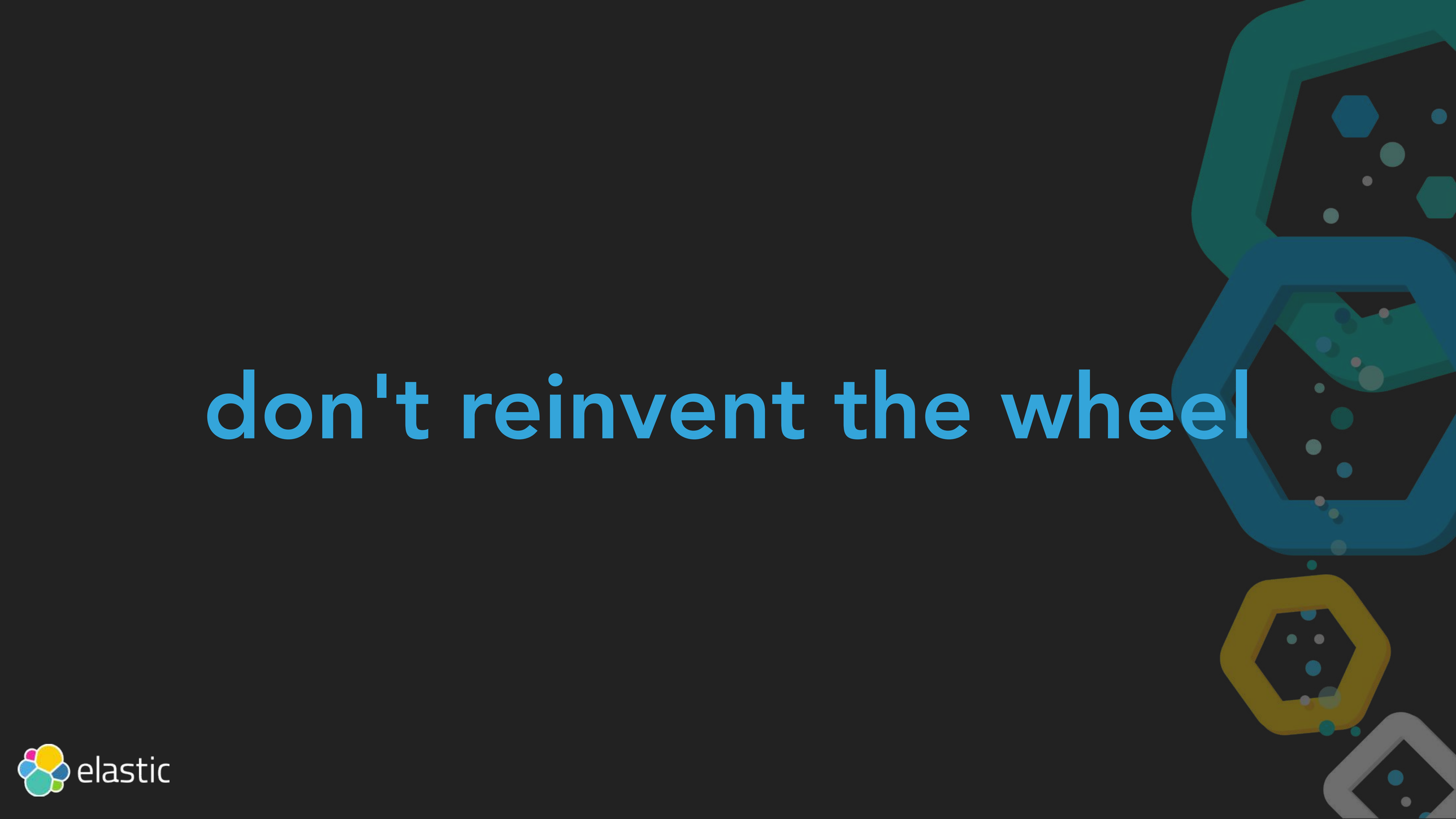
don't reinvent the wheel



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obligation to contribute back

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give away software for free

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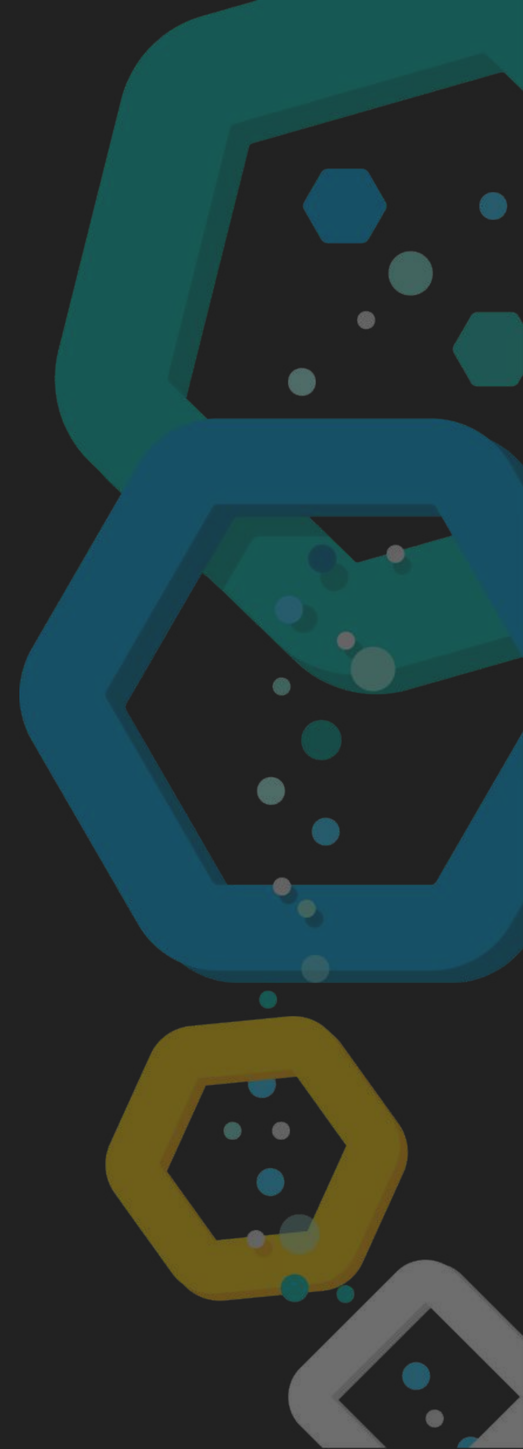
development model



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Open Source as a business model

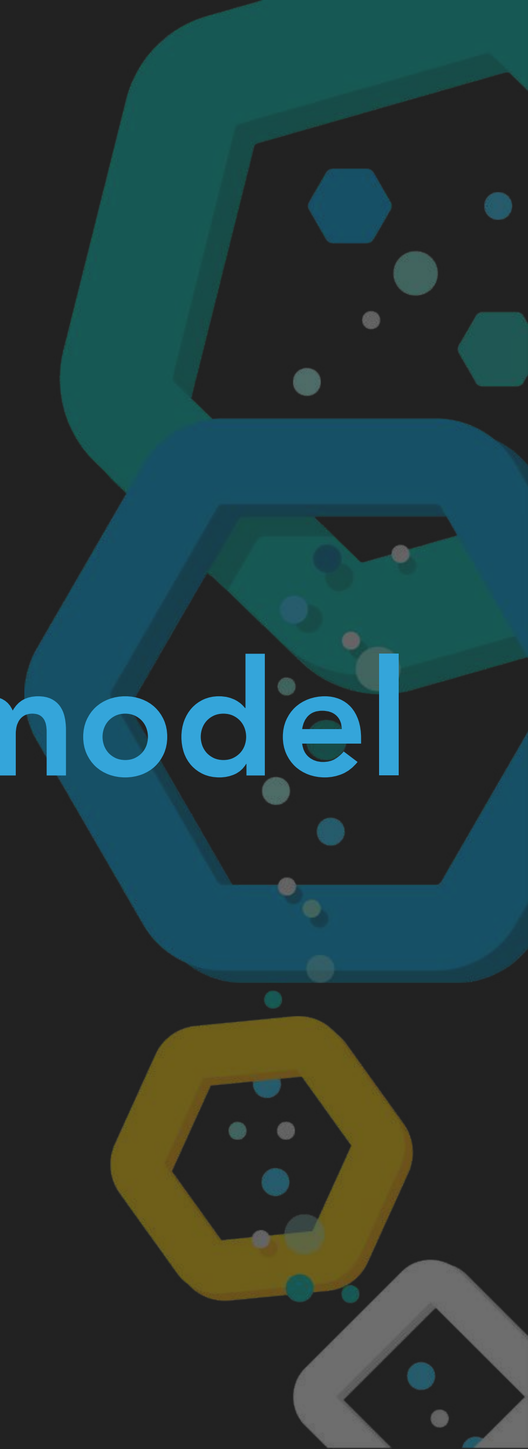
There is no such thing!

https://www.geekwire.com/2018/might-time-big-cloud-share-wealth-open-source-startups/

98.5% OF THE CODE EVER PUT INTO THE CORE OF PUPPET WAS PUT IN THERE BY SOMEBODY I PAID.

Luke Kaines, founder of Puppet

Open Source ≠ business model



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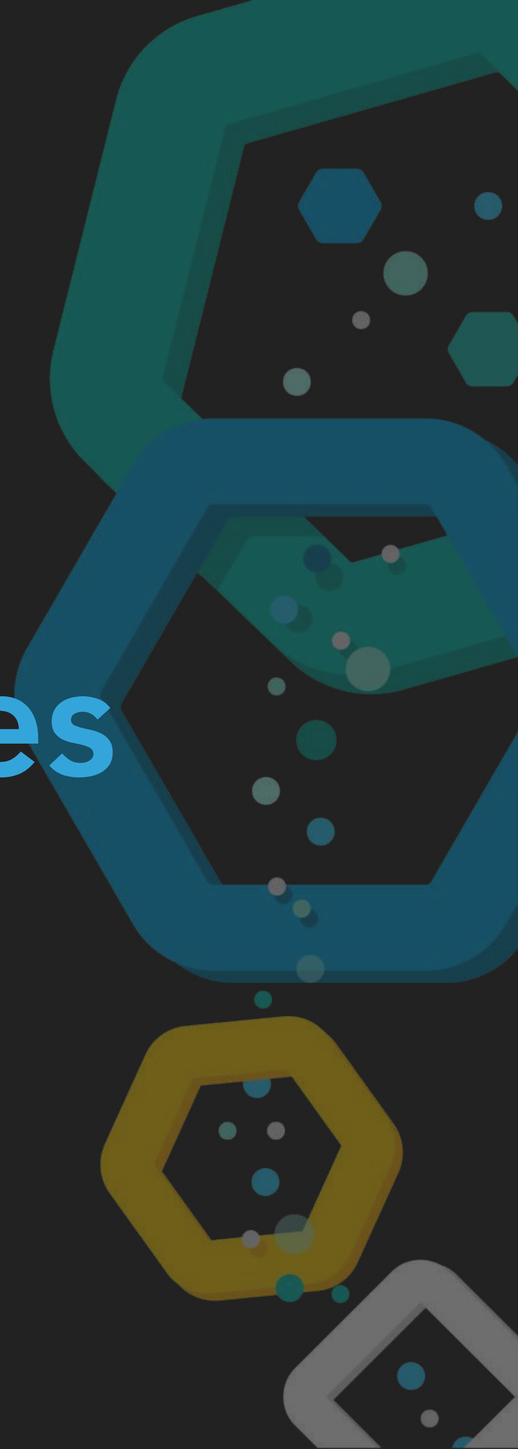
open source companies



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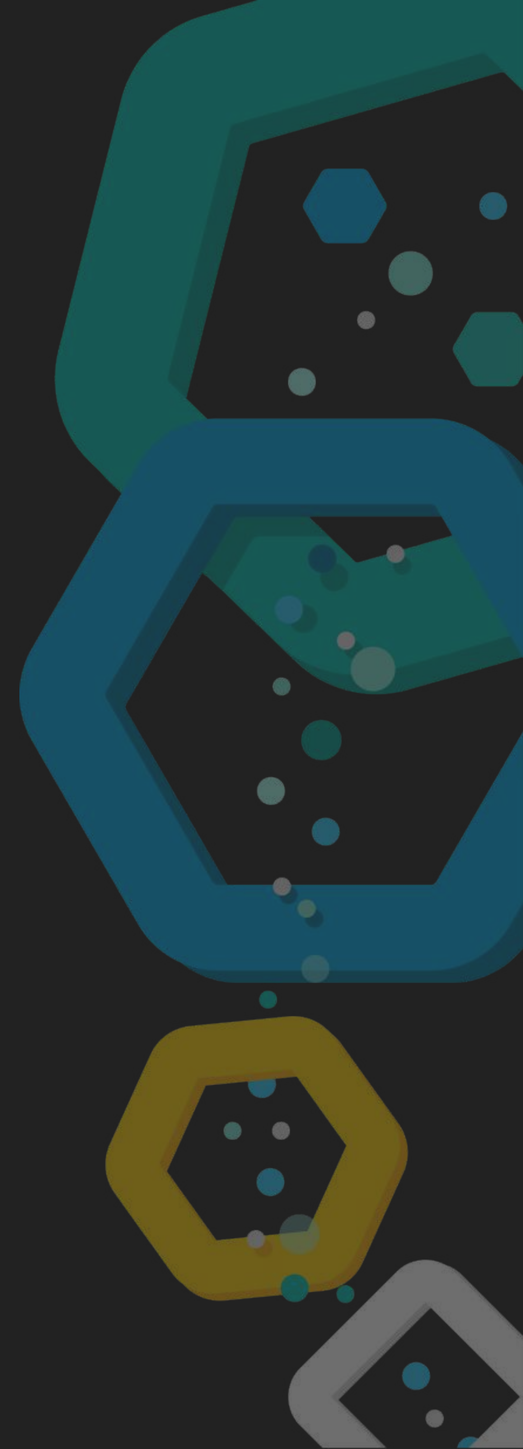
OPEN SOURCE IS NOT A BUSINESS MODEL – IT'S A DISTRIBUTION MODEL

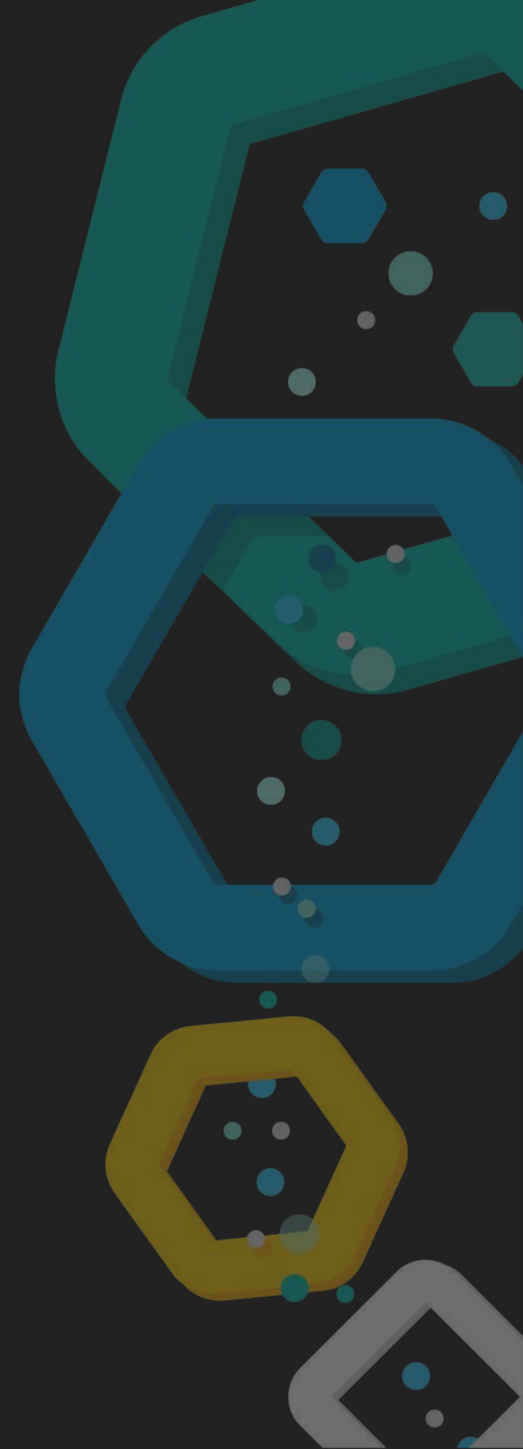
Shay Banon, CEO & Founder Elastic

adoption



elastic

top down



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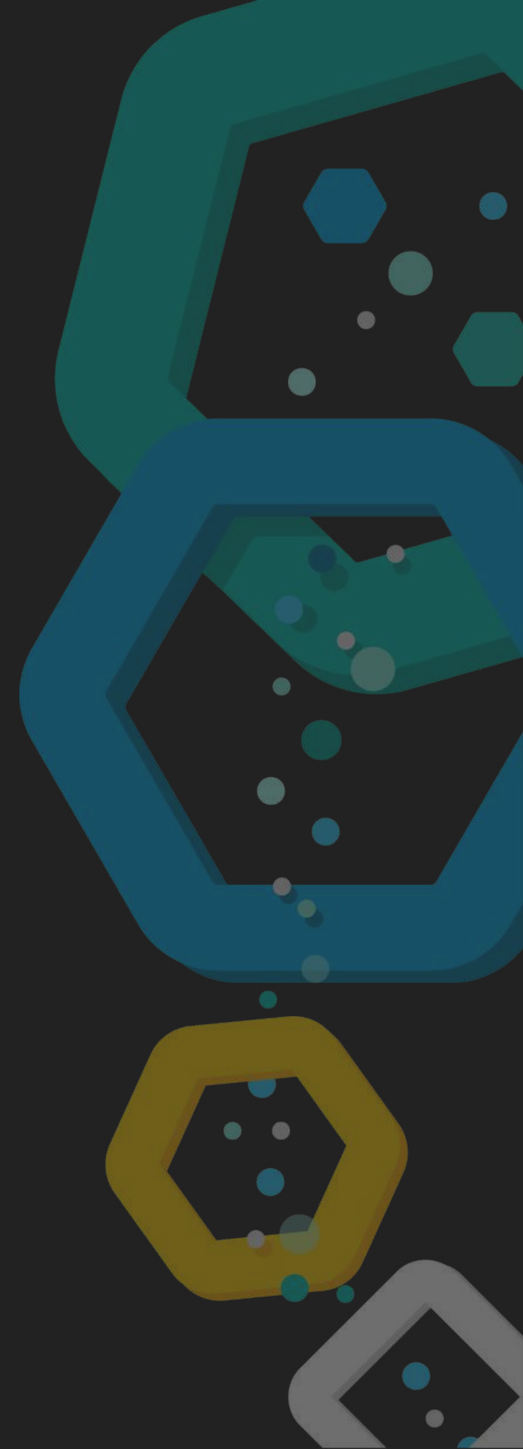
bottom up



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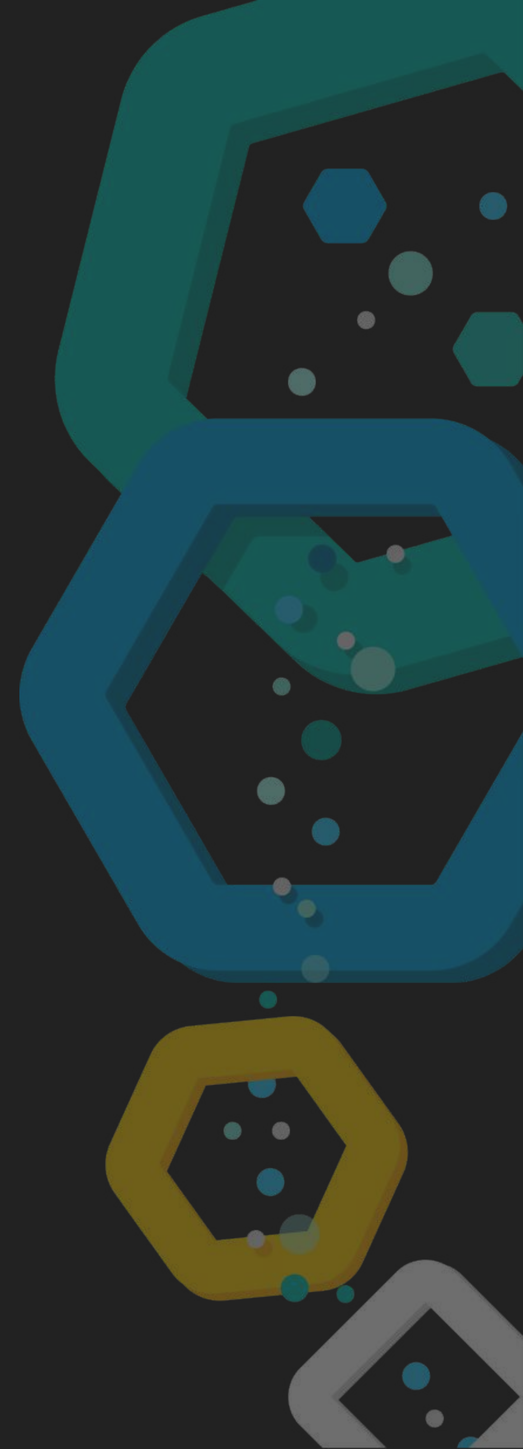
training



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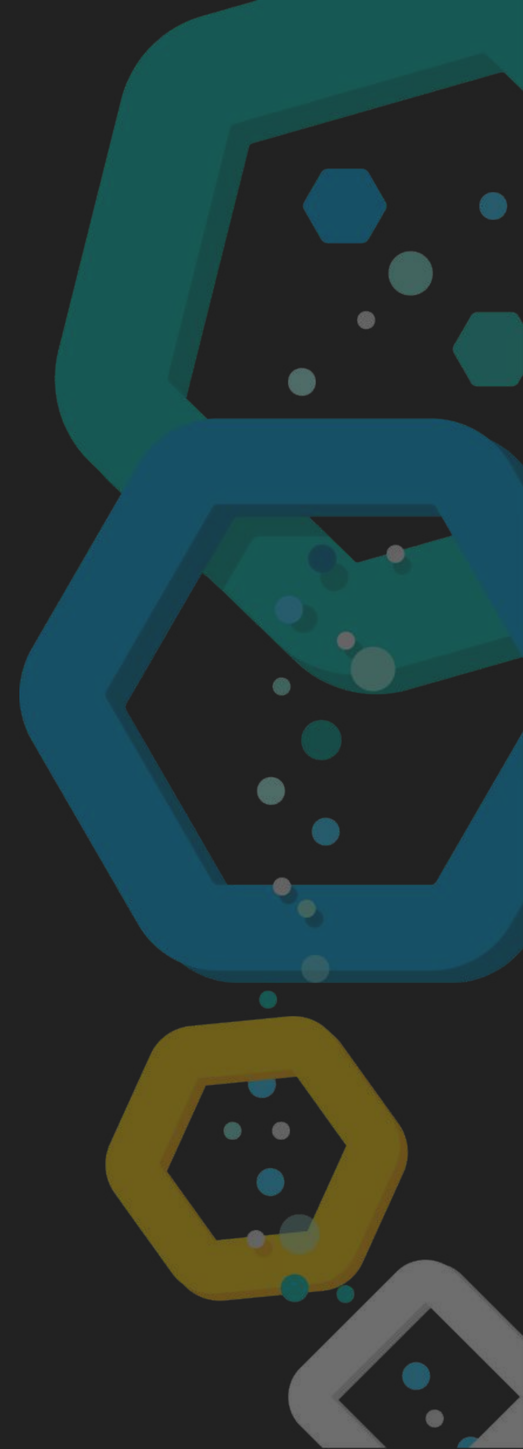
support



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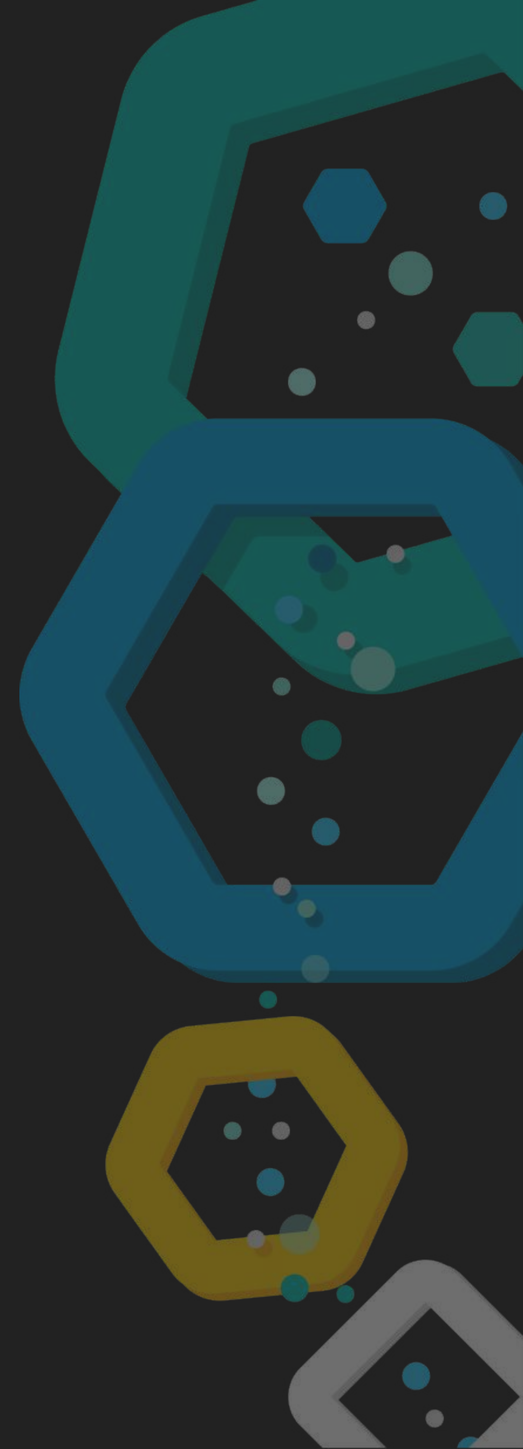
certification



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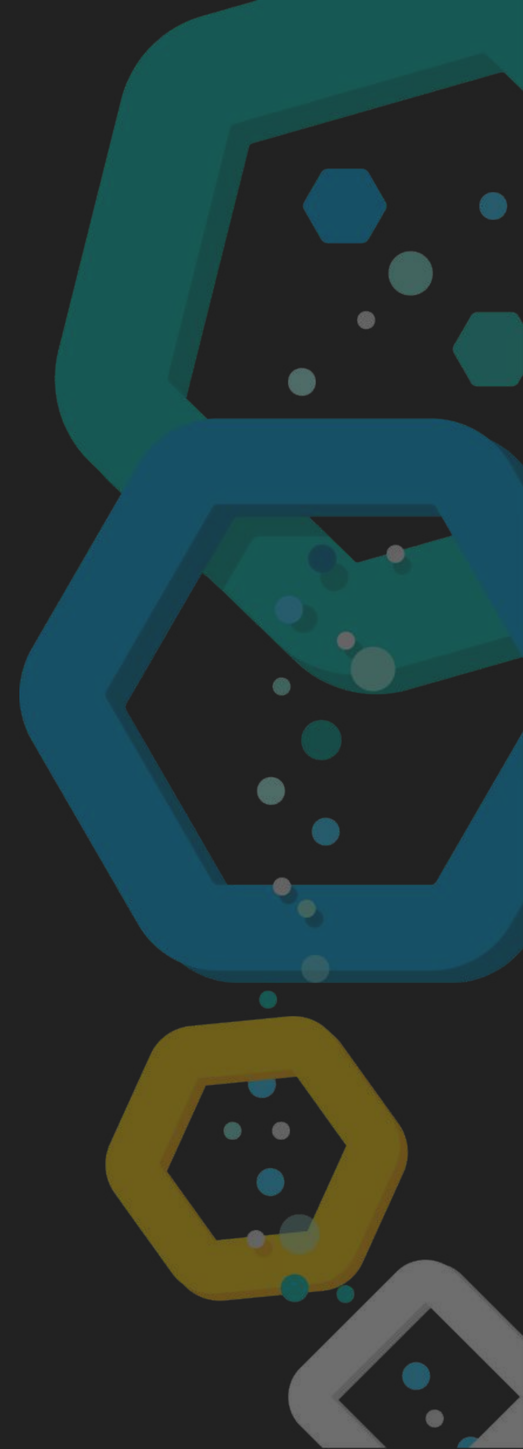
consulting



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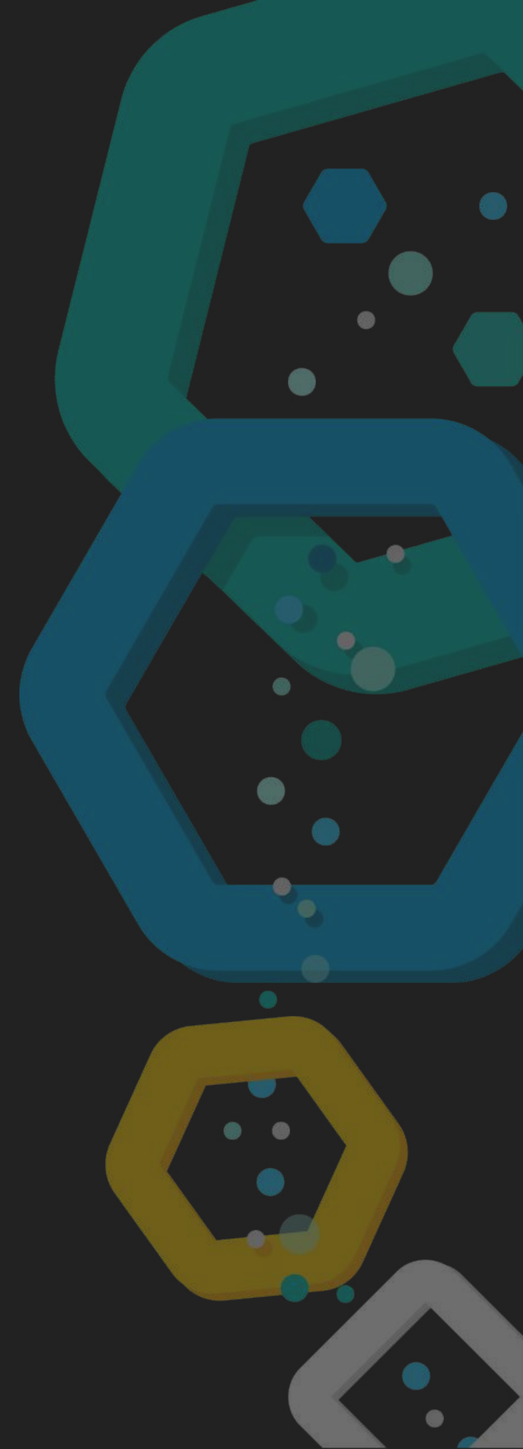
SaaS



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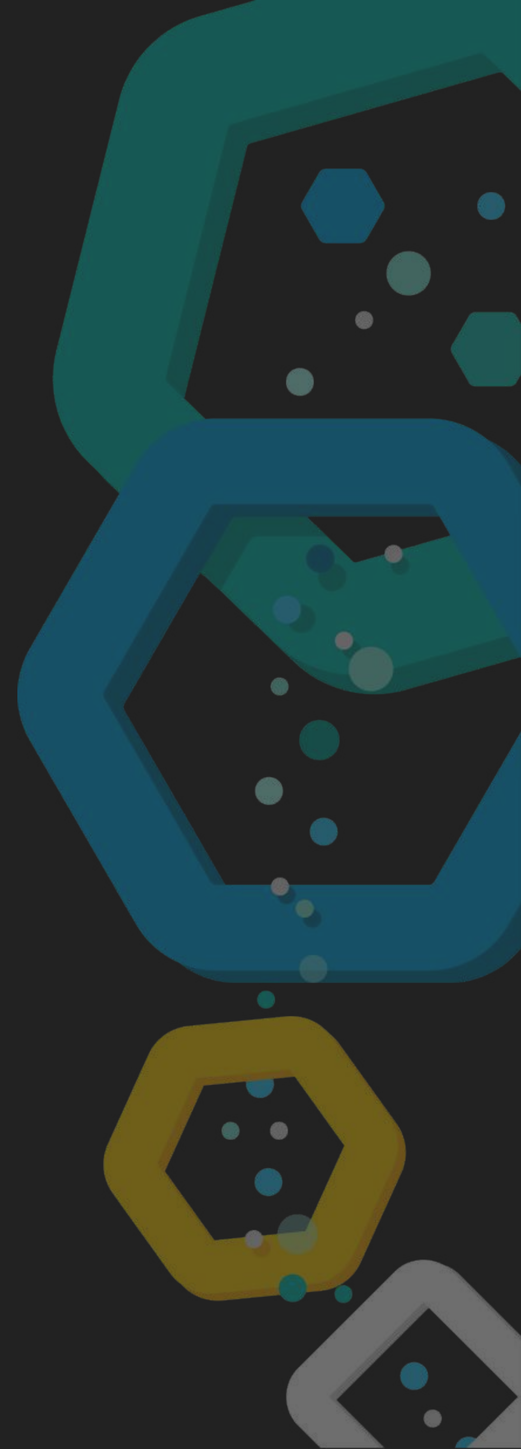
commercial add-ons



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orchestration & management

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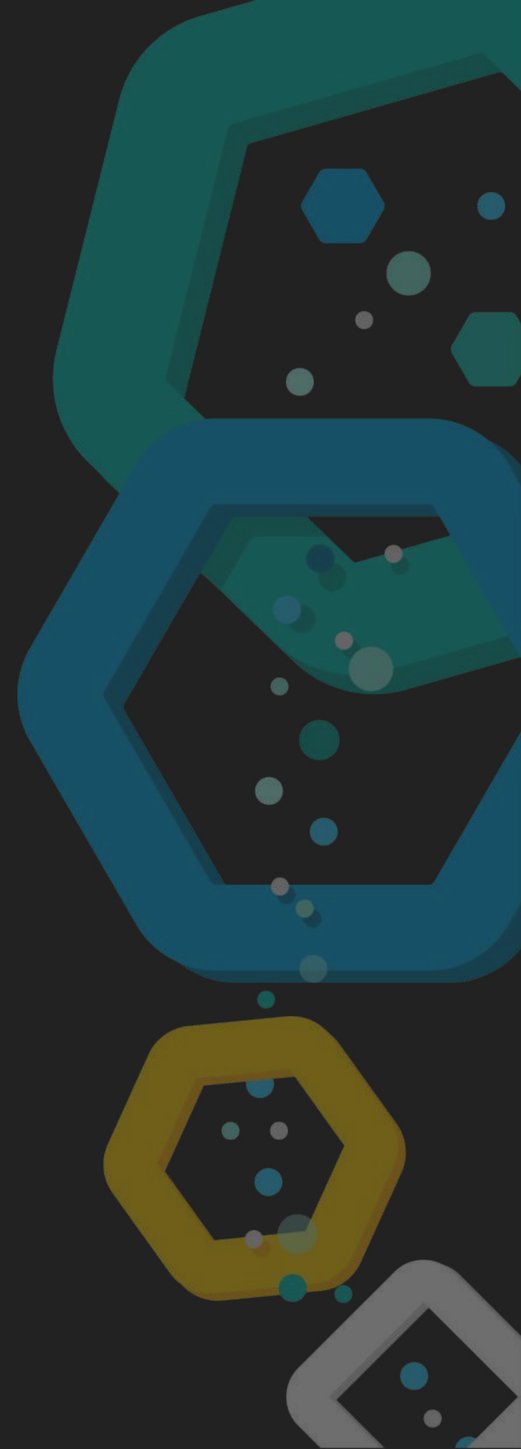
Risks



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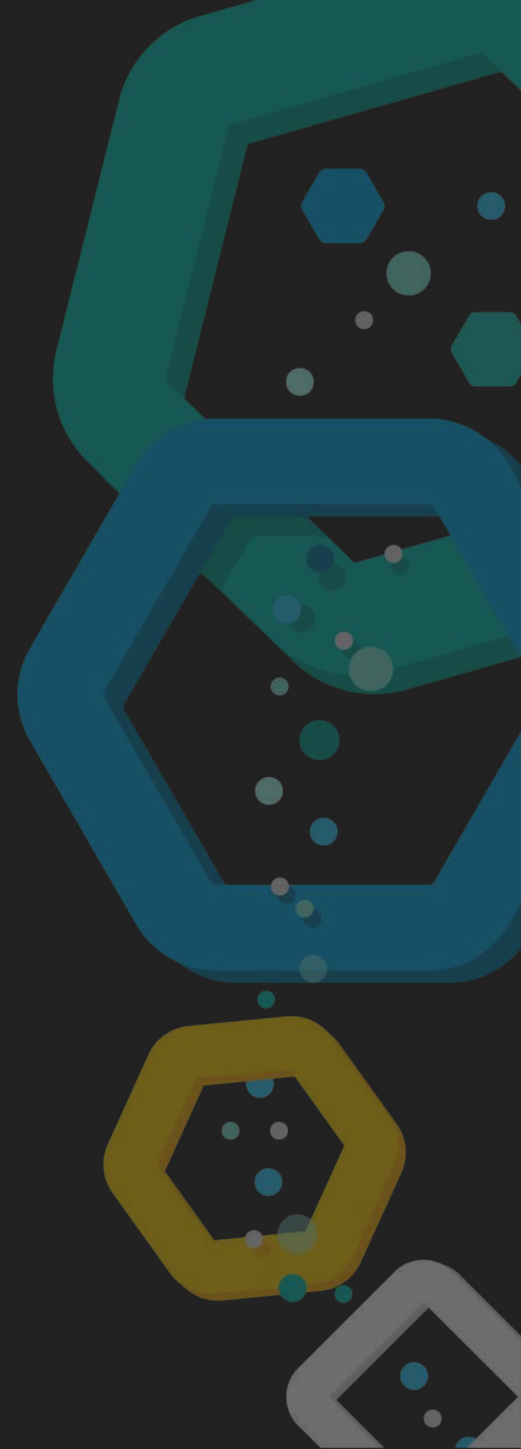
sustainable income



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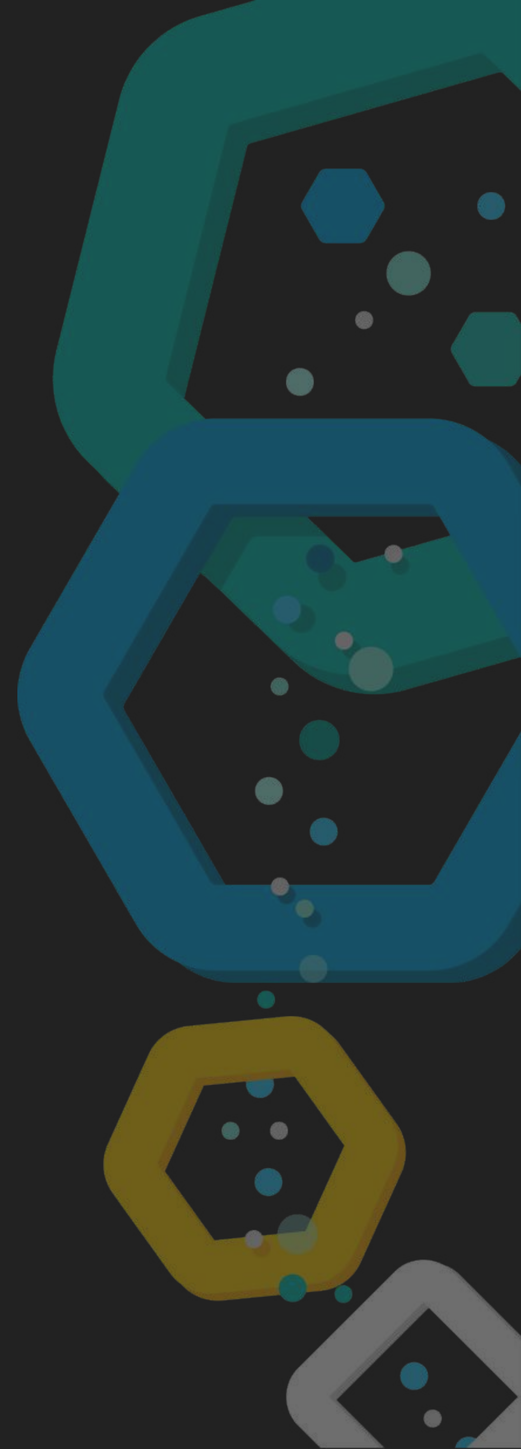
renewal rates



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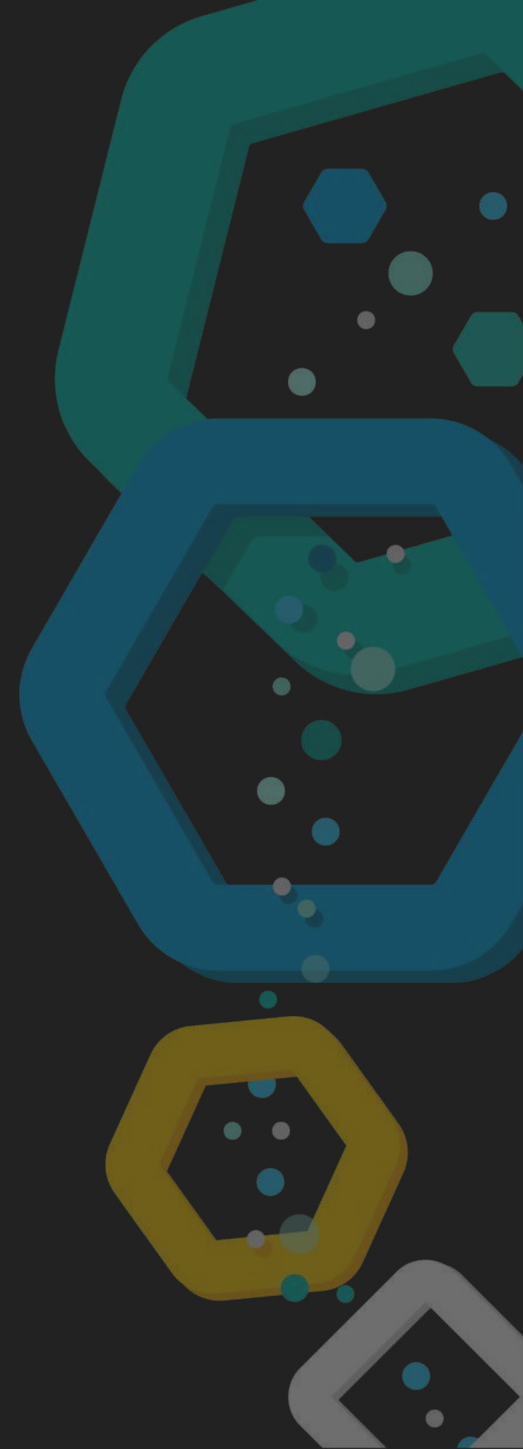
ease of use



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consulting & trainings

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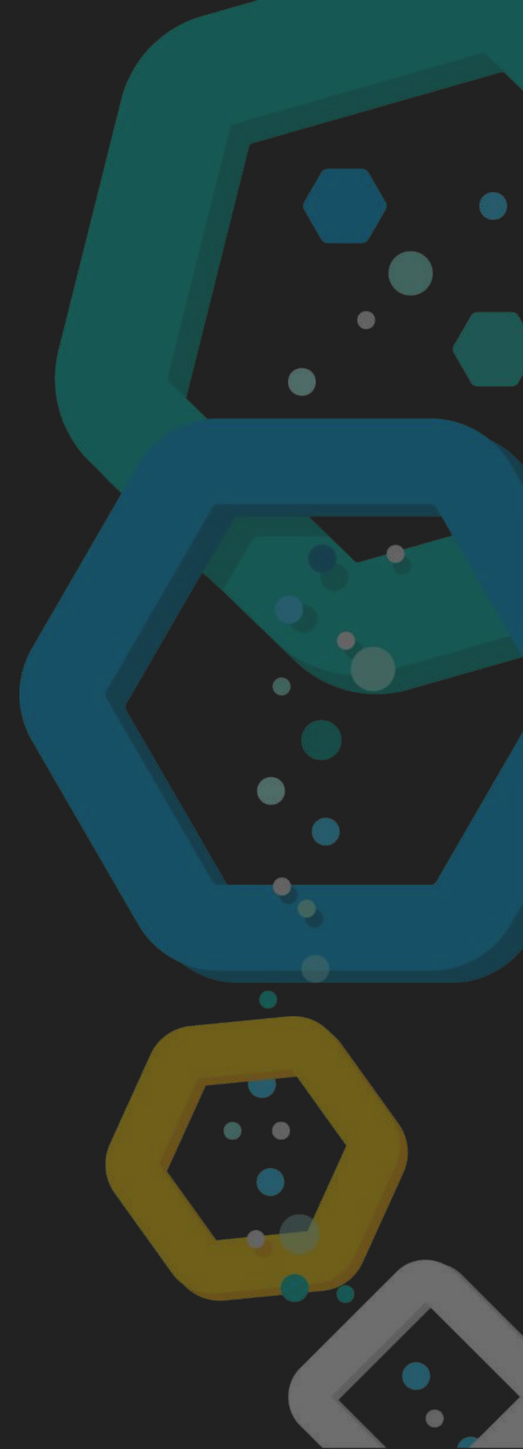
competing products



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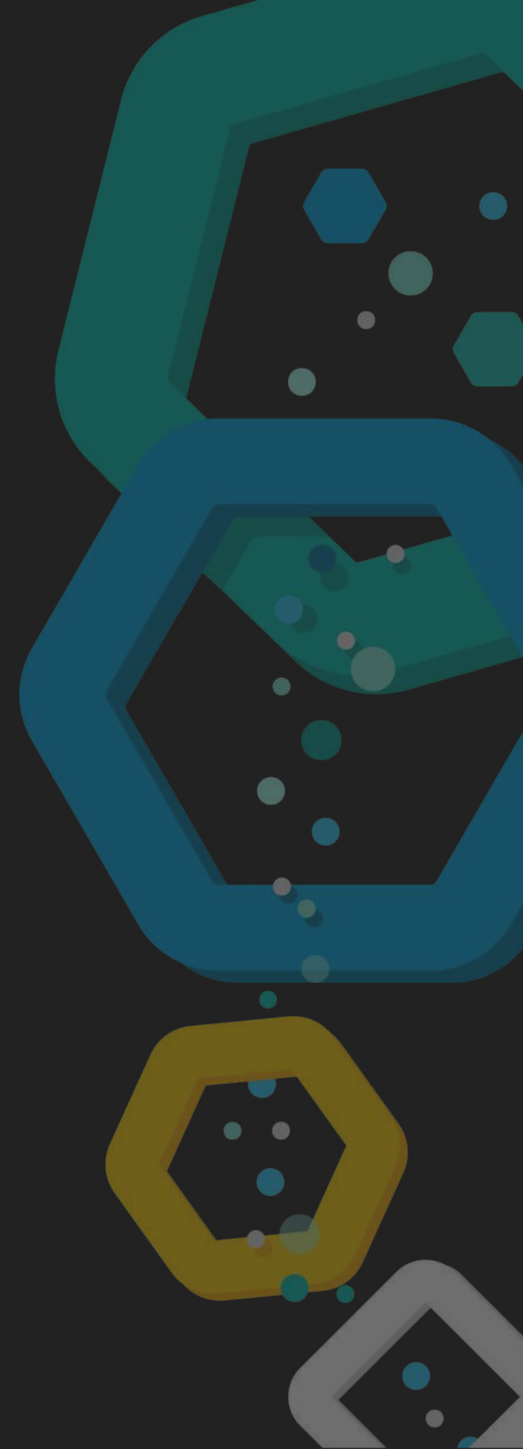
cloud providers



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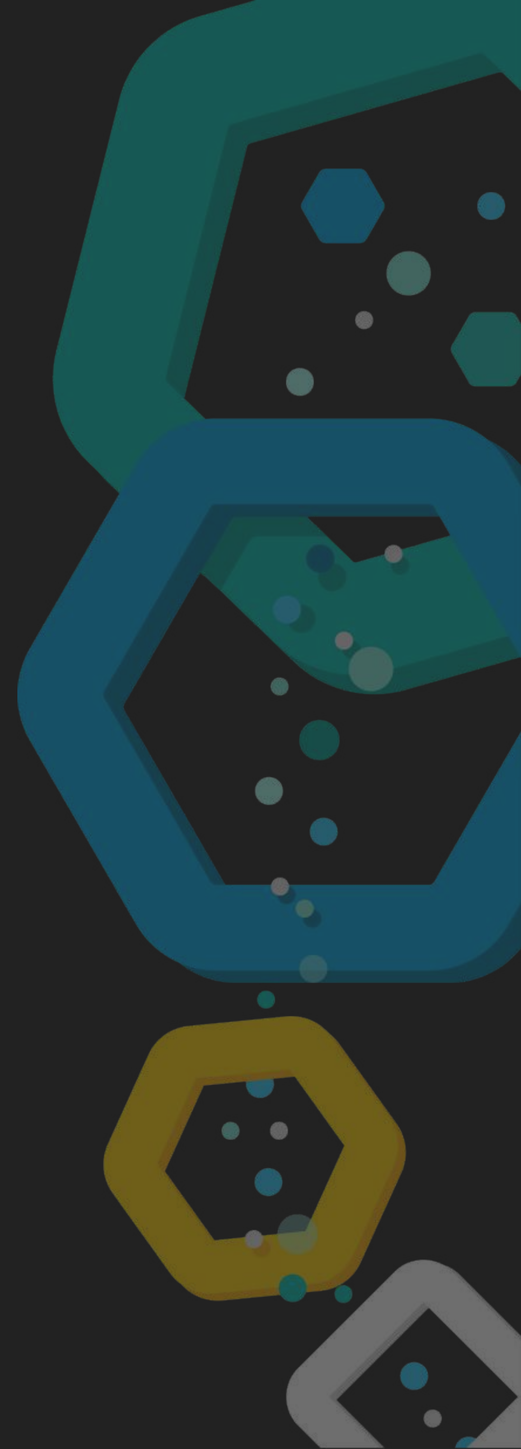
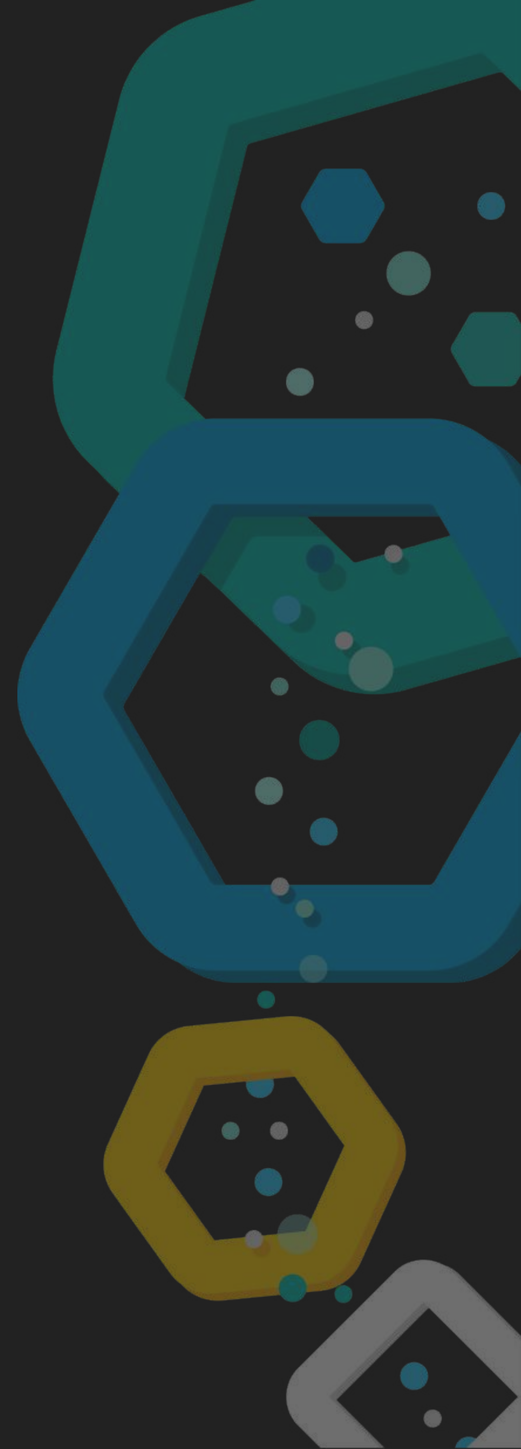
lock-in



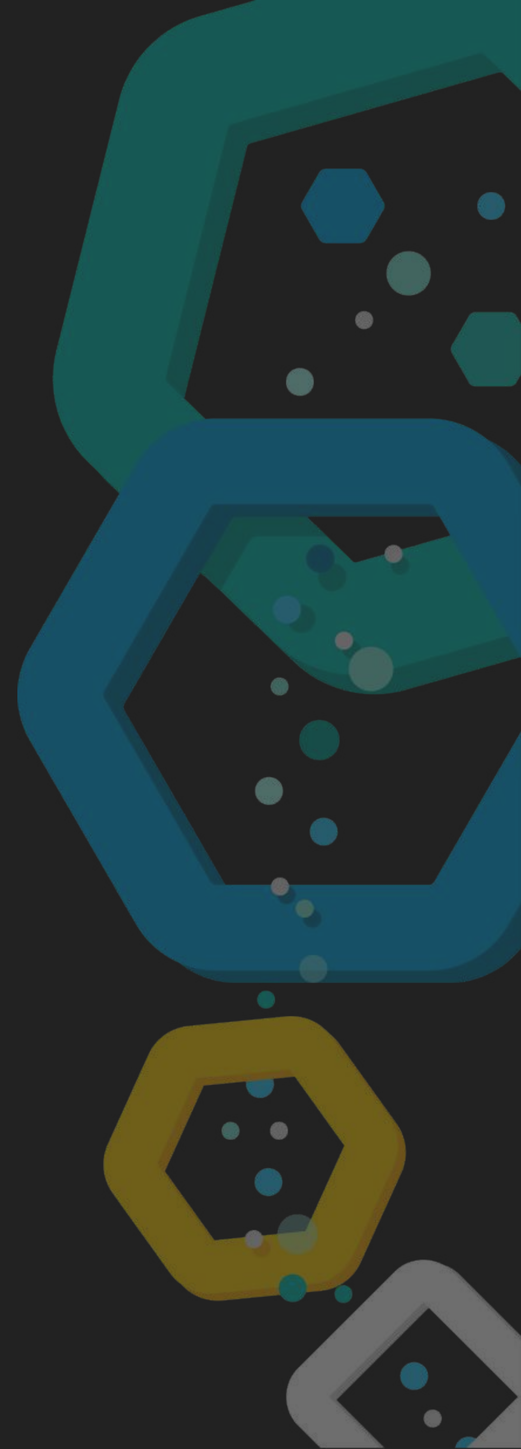
elastic

common goals



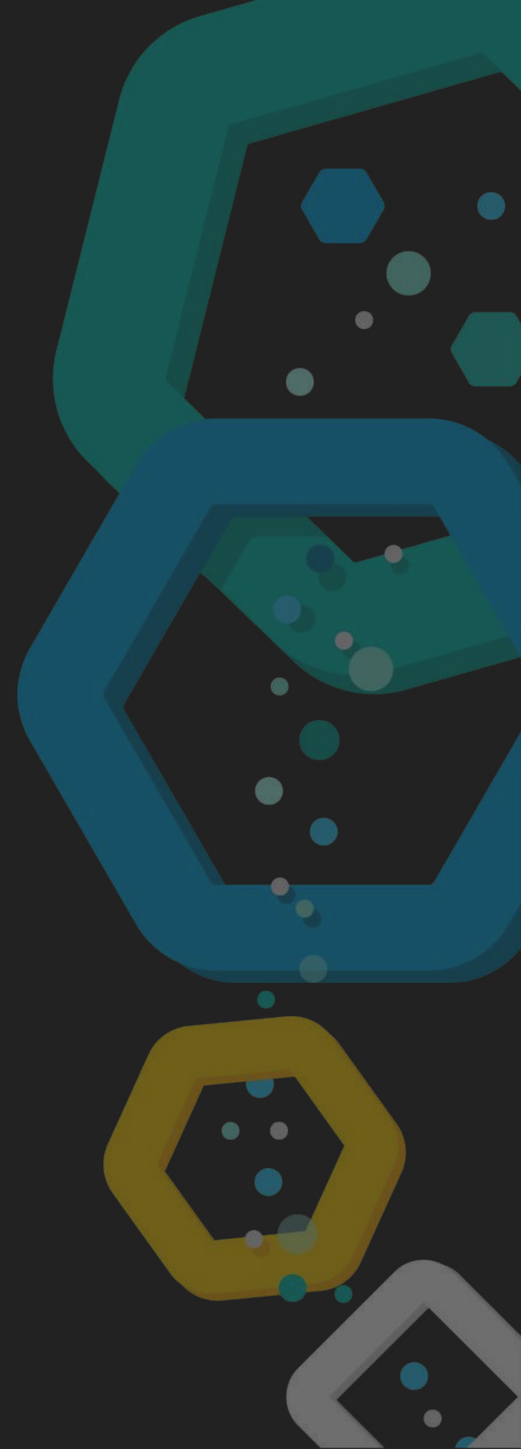
elastic

hidden agendas



elastic

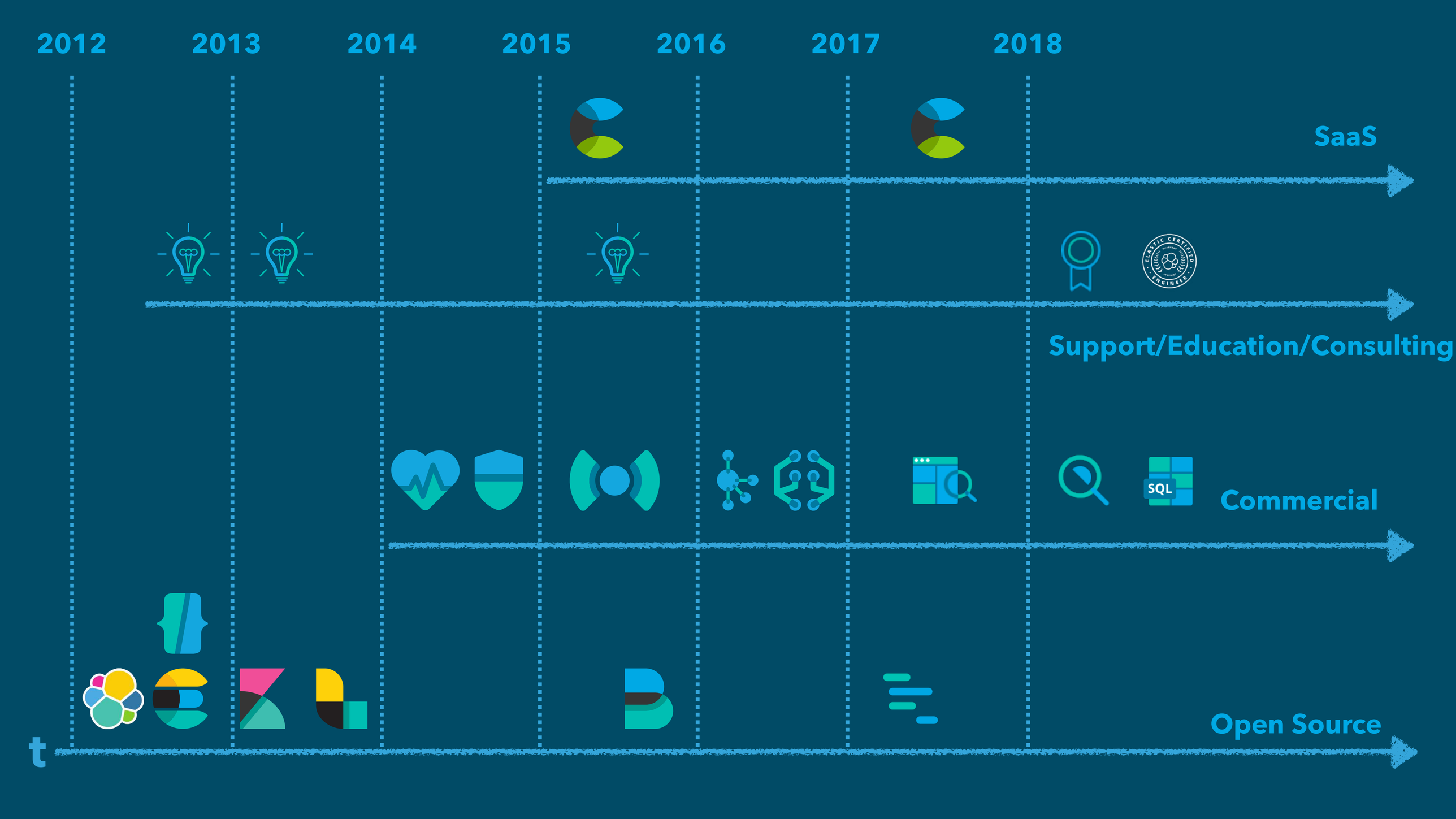
dependencies



elastic

Open Source as a business model

Elastic edition

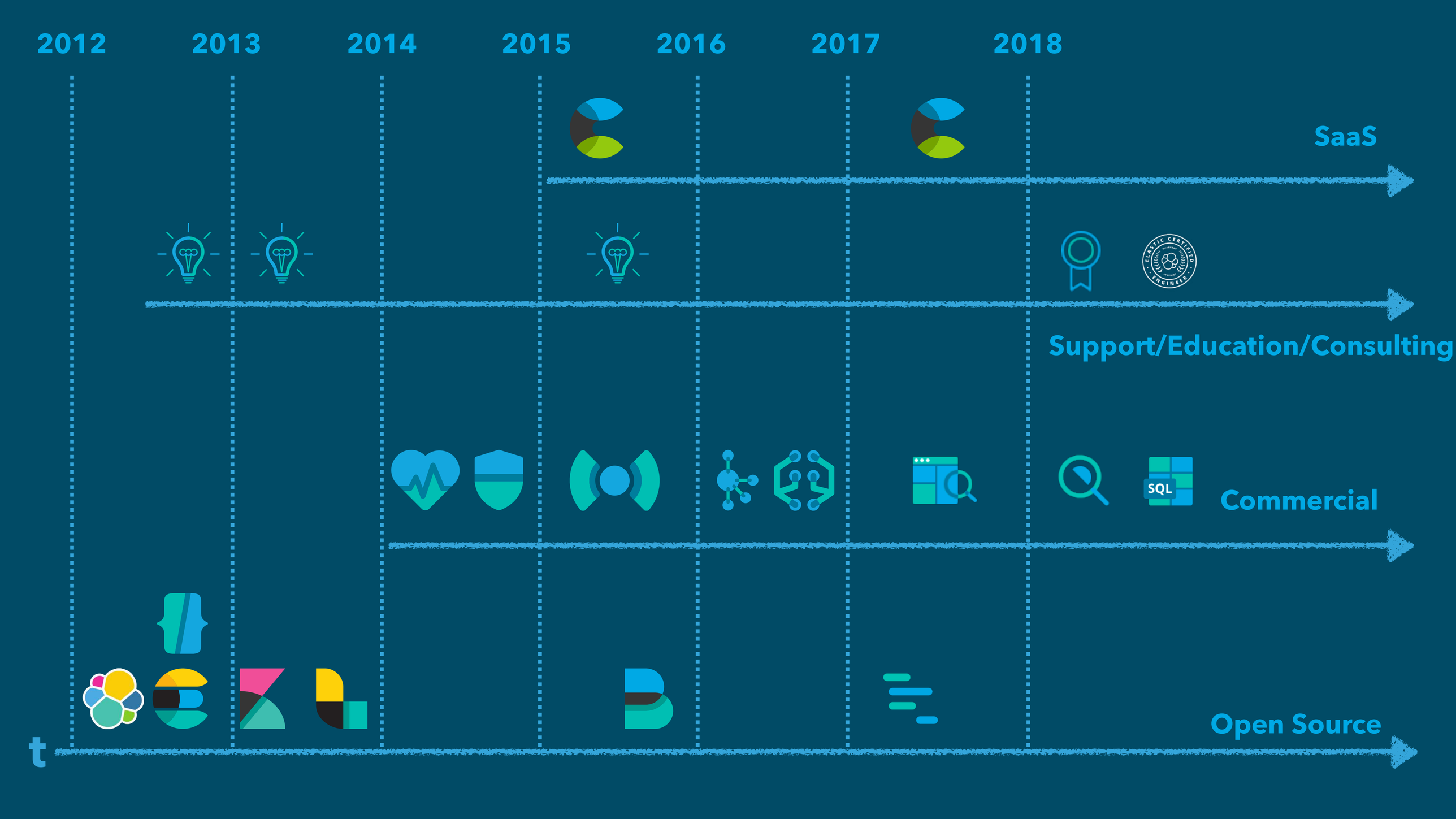

2012
2013
2014
2015
2016
2017
2018
SaaS
Support/Education/Consulting
Commercial
Open Source
SQL

2012 2013 2014 2015 2016 2017 2018

Open Source

language clients

APM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SaaS
Support/Education/Consulting
Commercial
Open Source
SQL

2012 2013 2014 2015 2016 2017 2018

Commercial

Monitoring

Security

Alerting

Graph

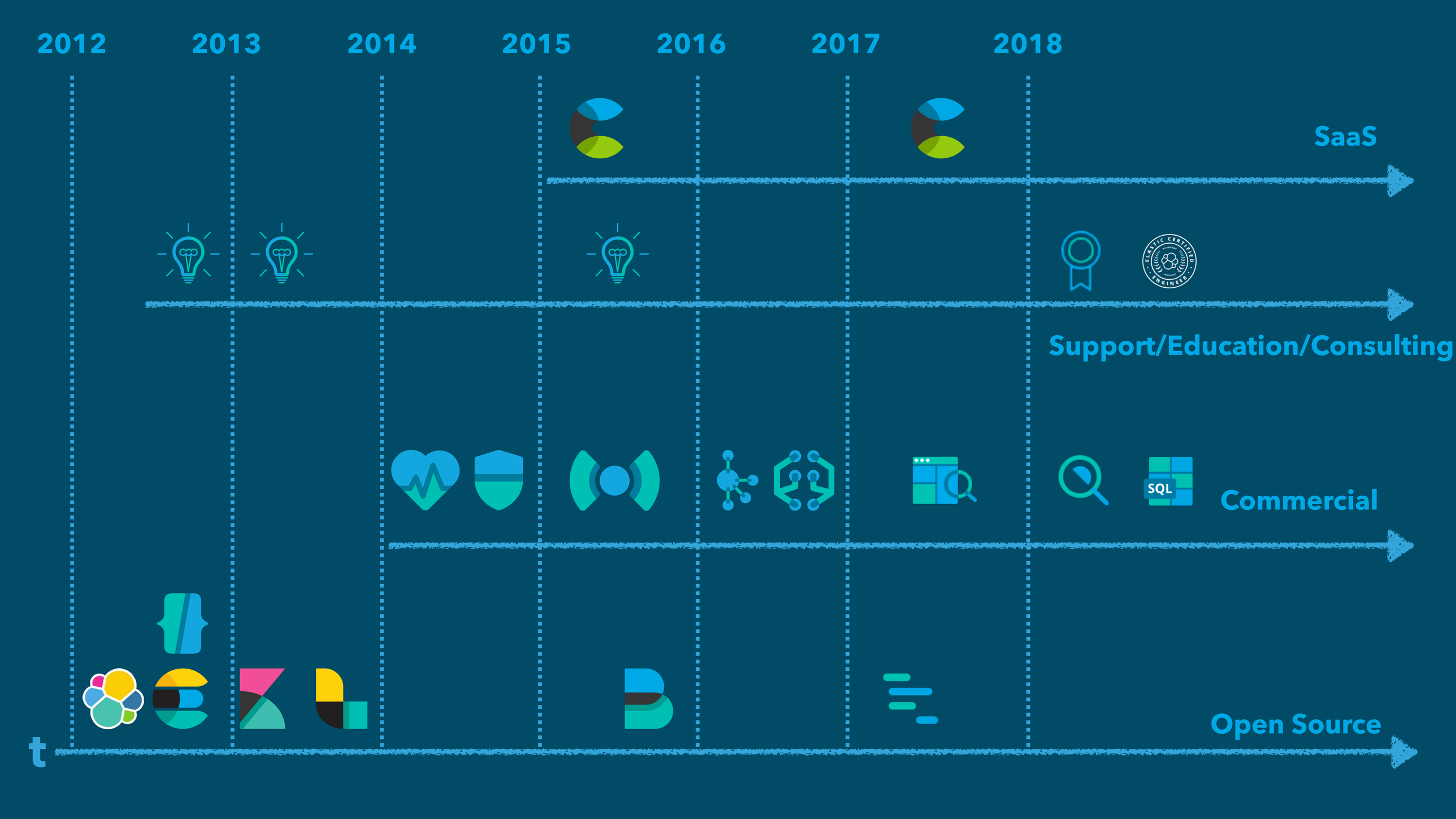
Machine Learning

App Search

Site Search

SQL

t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2018
SaaS
Support/Education/Consulting
Commercial
Open Source
SQL

2012 2013 2014 2015 2016 2017 2018

Support

Training

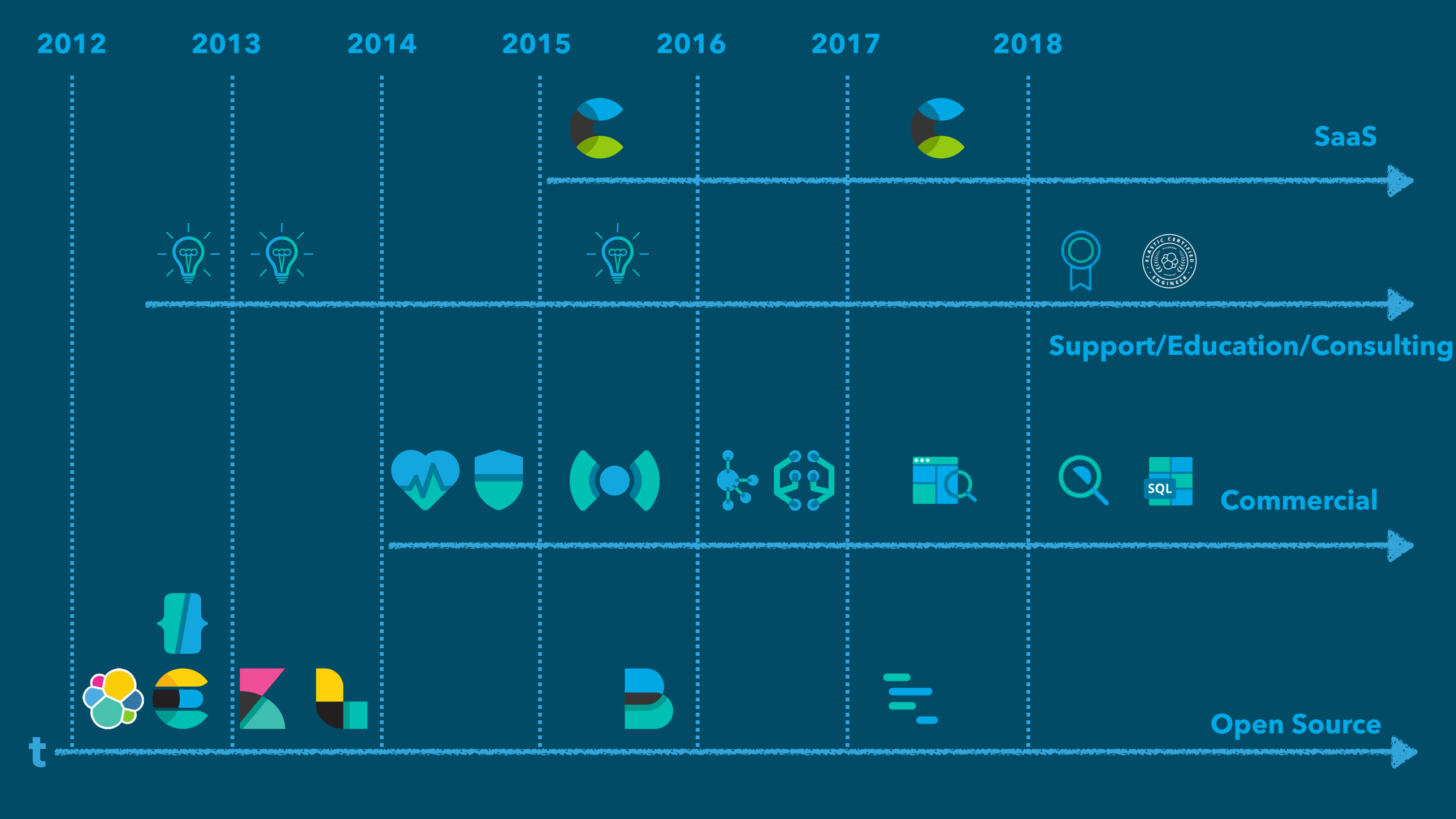
Consulting

Support/Education/Consulting

Specialization

Certification

t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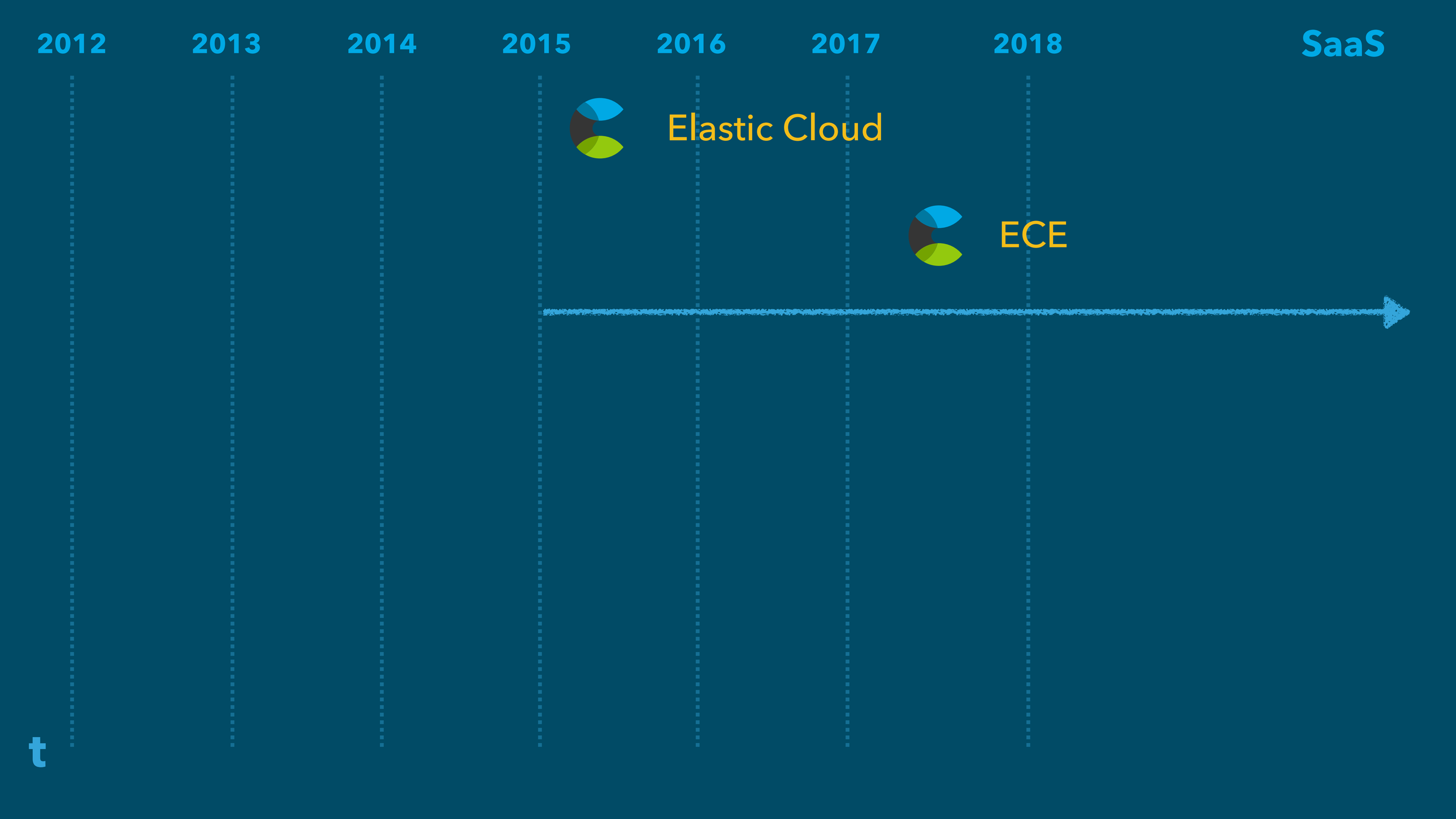
Support/Education/Consulting
Commercial
Open Source
SQL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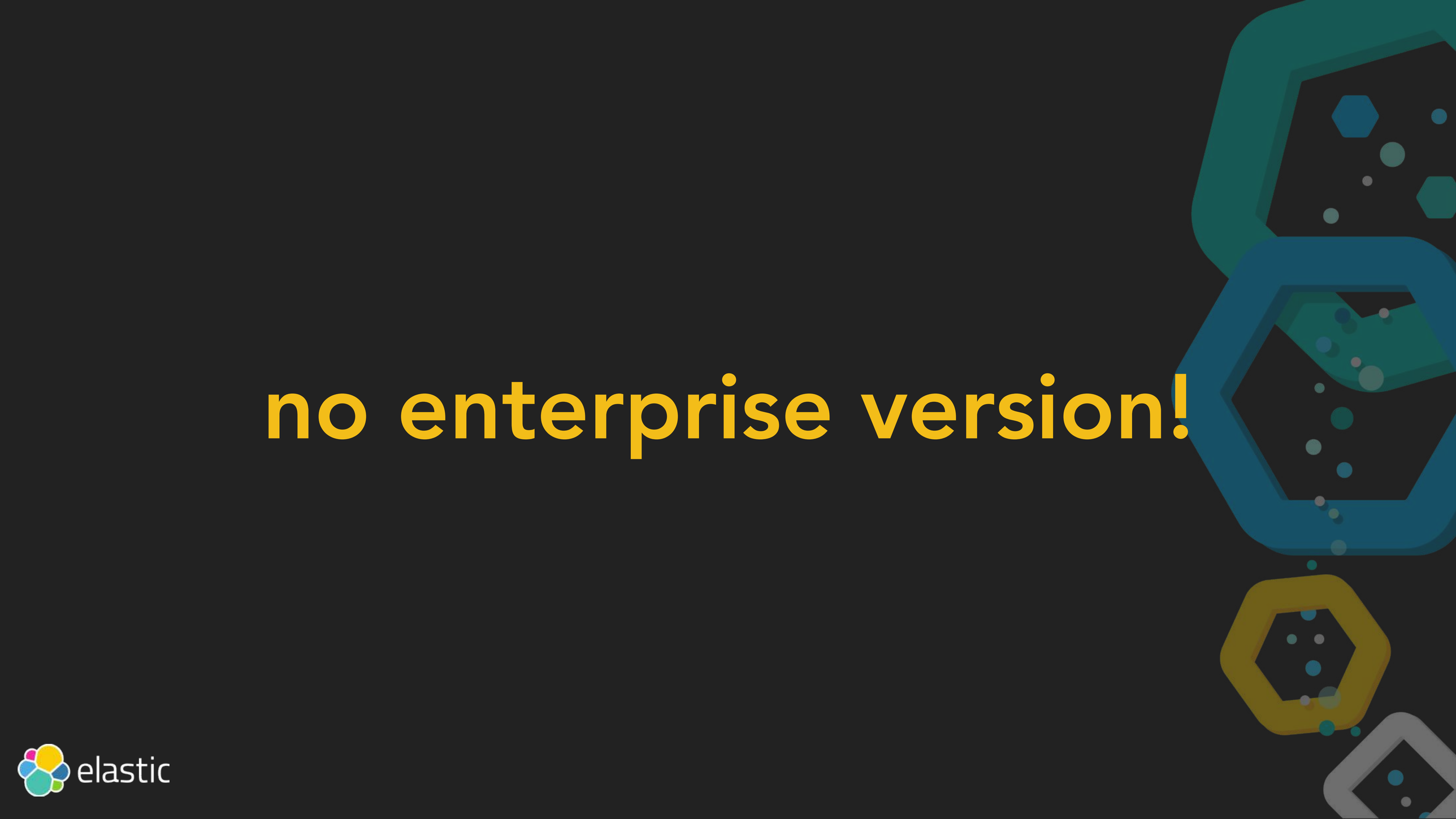
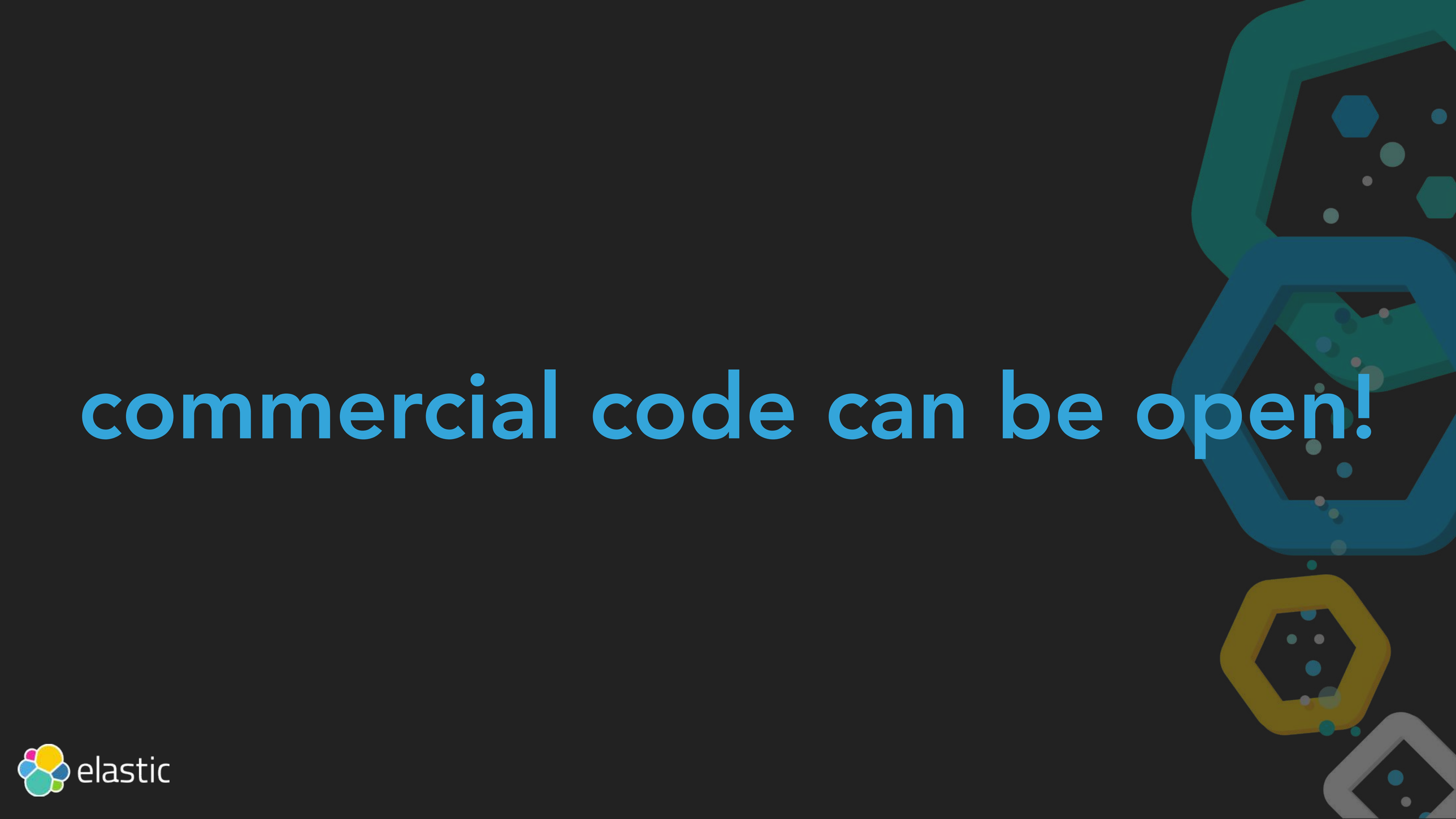
2017
2018
SaaS
Elastic Cloud
ECE

no enterprise version!



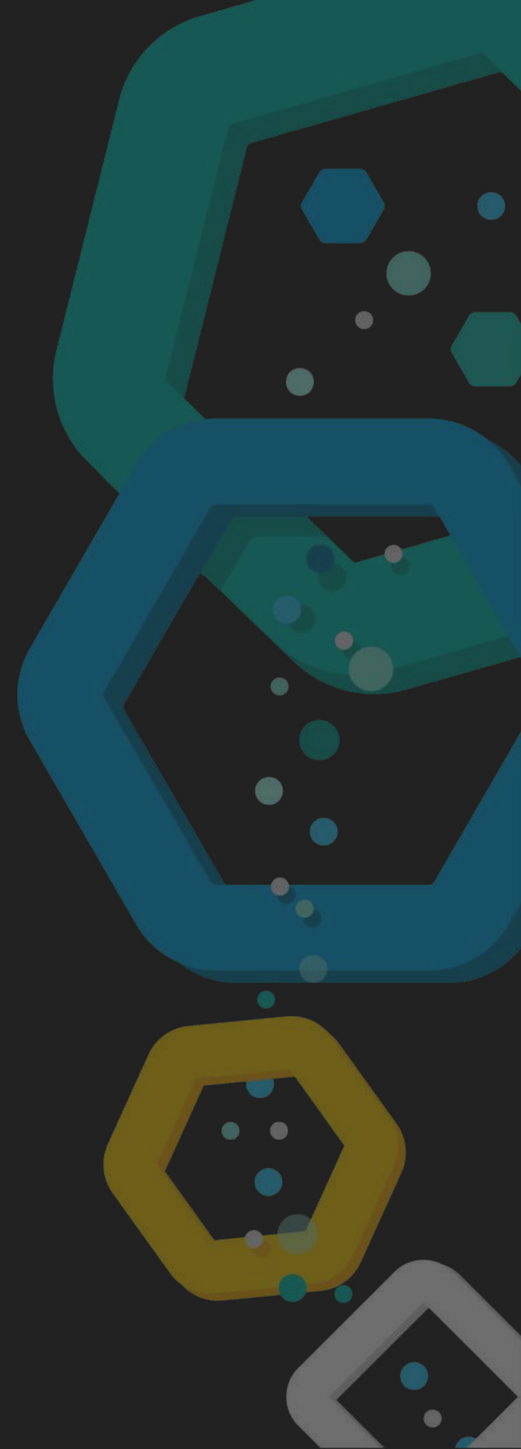
elastic

commercial code can be open!



elastic

community

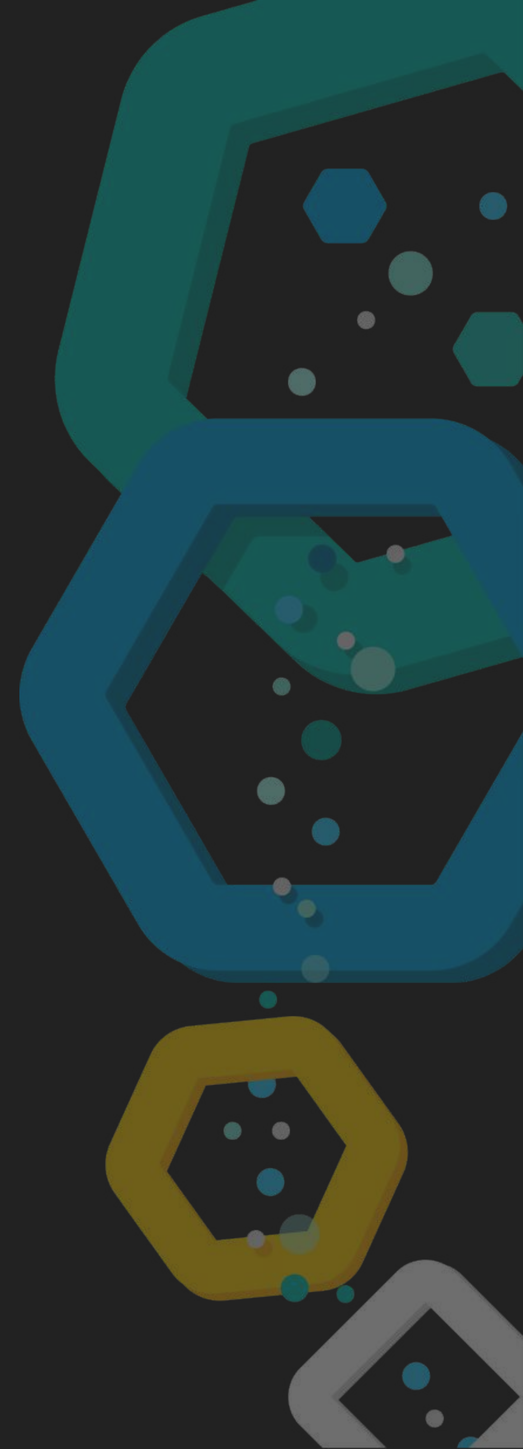


elastic

Open Source

… as a modern company culture

distributed



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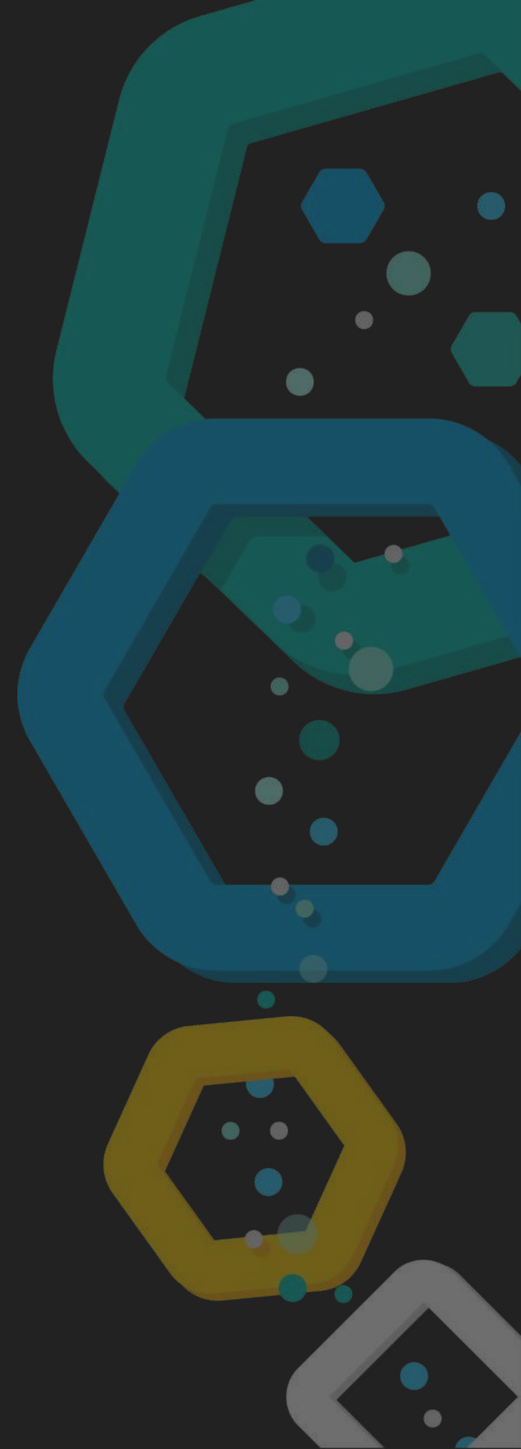
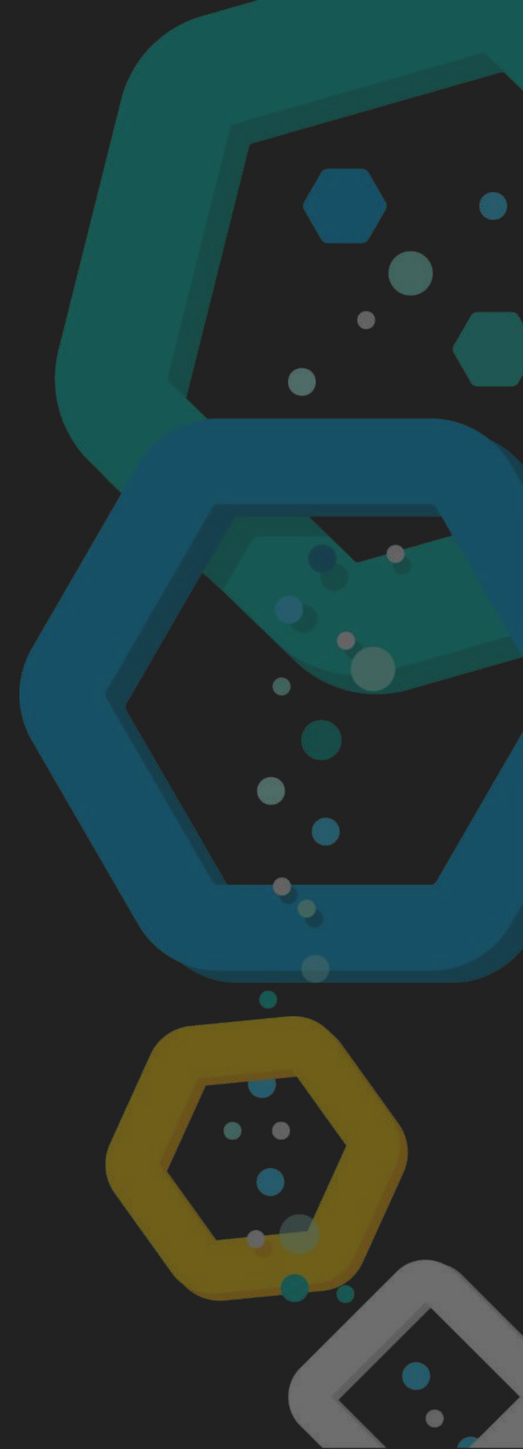
asynchronous



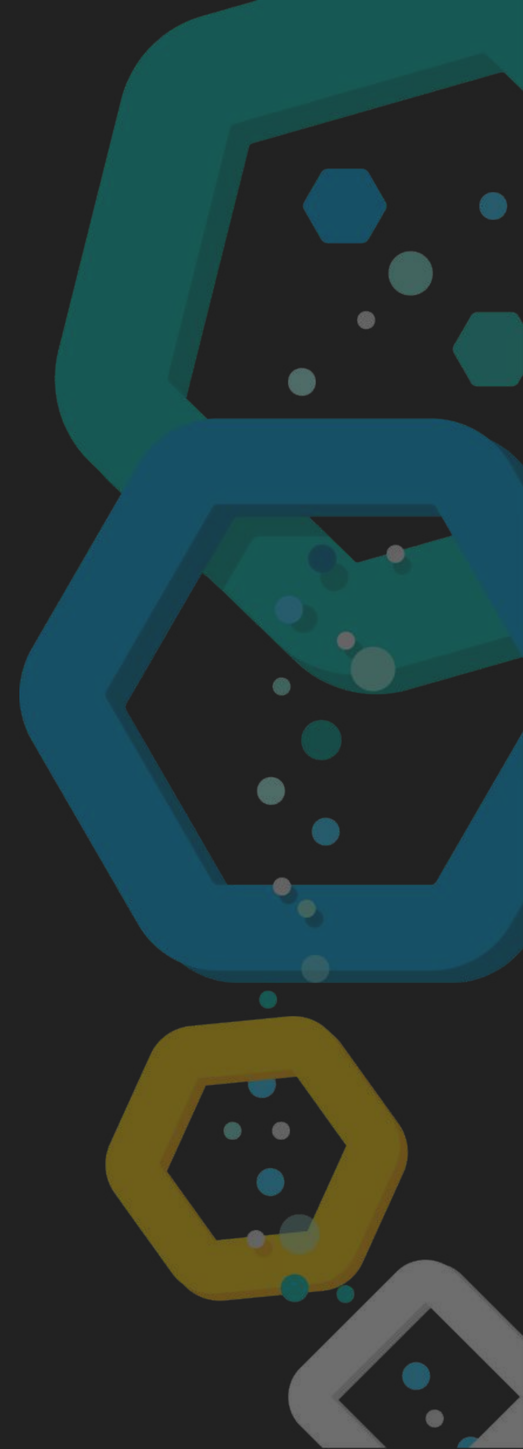
elastic

intrinsic



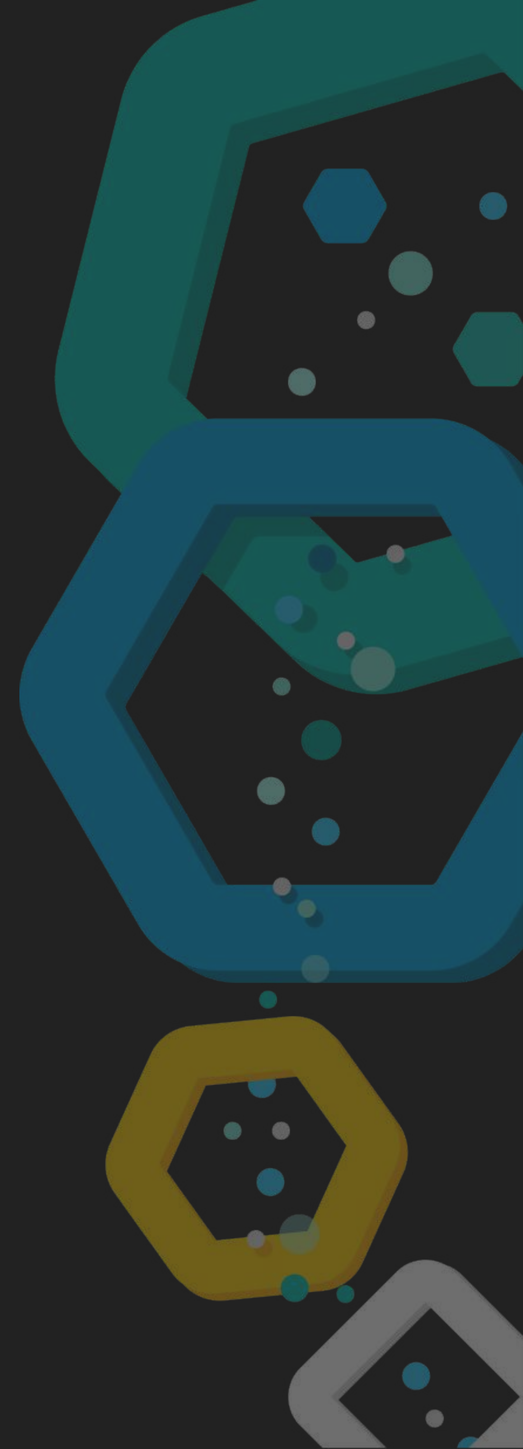
elastic

transparent



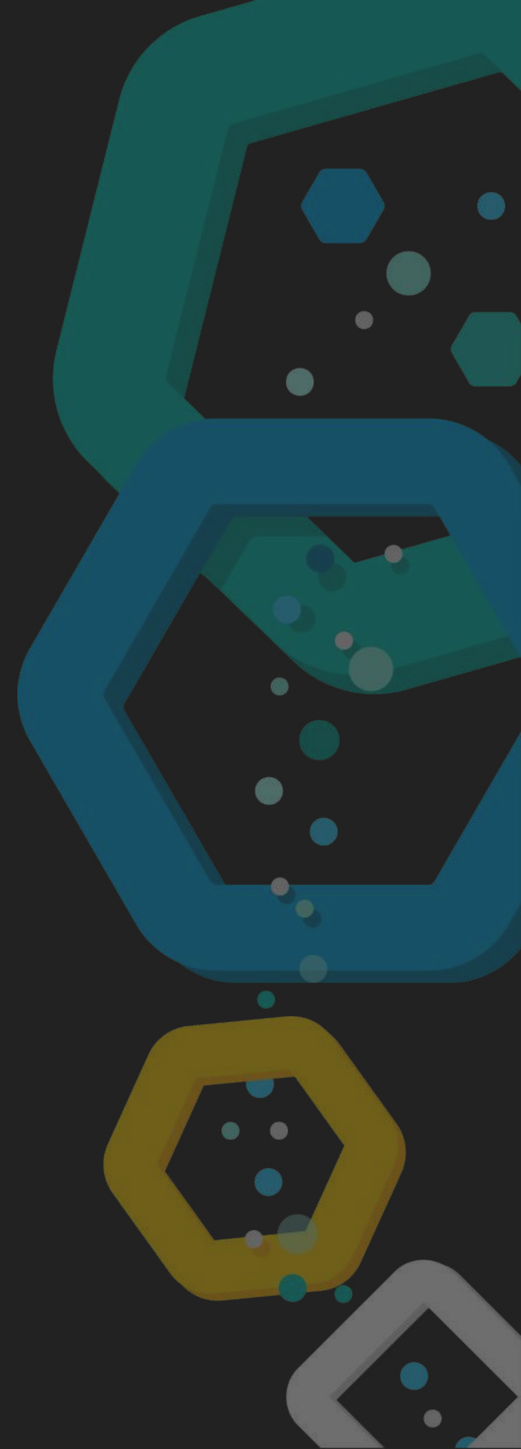
elastic

communication



elastic

burnout



elastic

technology as enabler

elastic

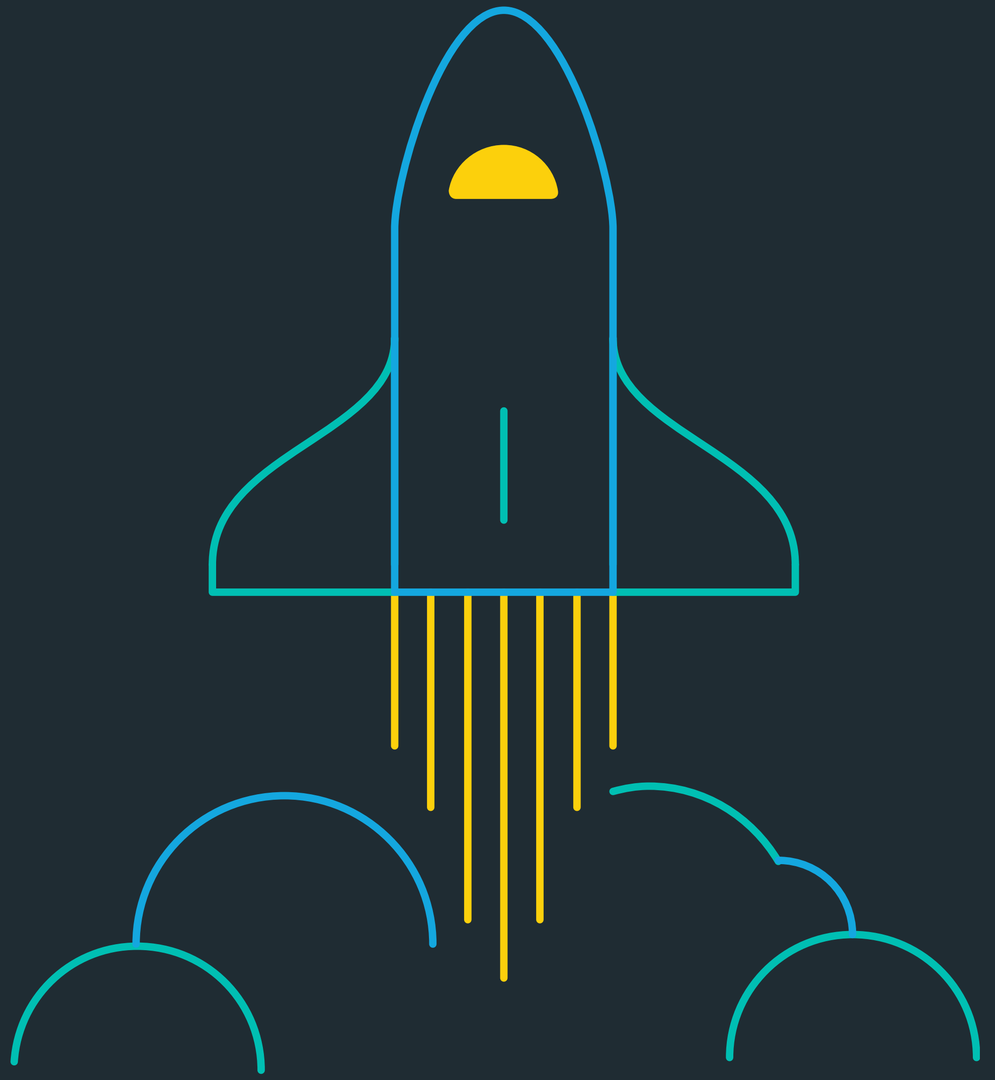
Open Source

- ... is more than just code!
- ... ≠ business model
- ... ≠ chaos
- ... can be in the DNA of a company

Discussion

… ask all the things!

have fun at Oktoberfest!



Links

- https://www.elastic.co/about/why-open-source
- https://www.elastic.co/blog/doubling-down-on-open
- https://www.influxdata.com/blog/its-time-for-the-open-source-community-to-get-real/
- https://twitter.com/mattklein123/status/1032115153335017473
- https://github.com/nayafia/lemonade-stand
- https://en.wikipedia.org/wiki/FoundationDB
- https://rethinkdb.com/blog/rethinkdb-shutdown/