Agenda

1. Why do we use Open Source?
2. How do we Support Open Source?
3. How do we do Open Source?
Twitter’s Core Values

**PROGRESS**

How we approach the world:
- Reach every person on the planet.
- Grow our business in a way that makes us proud.
- Defend and respect the user’s voice.

**OPENNESS**

How we treat each other:
- Communicate fearlessly to build trust.
- Recognize that passion and personality matter.
- Seek diverse perspectives.

**IMPACT**

How we do our work:
- Innovate through experimentation.
- Ship it.
- Be rigorous. Get it right.
- Simplify.
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Twitter’s User Community

328M Monthly Active Users
79% Outside the USA
82% Mobile Users

http://about.twitter.com
Twitter’s Engineering Community

3.6K Employees World-wide
1.9K Employees in SF HQ
40% Technical Roles

http://about.twitter.com
Why Do People Use Open Source?

1. As a consumer/customer?
2. As a contributor?
3. As a Project Leader?
4. As a business?
Open sourcing improves quality. If the libraries gain traction, you will get free testing and bug fixing. And even without that, when engineers know that their code is open to public commentary, they do a better coding job. And they may actually add documentation and comments.

Open sourcing speeds up evolution. Sooner or later someone will suggest or implement an improvement which you otherwise may not have thought of.

Open sourcing may set a standard. If the libraries gain traction, YOUR standard has a chance of winning over some other standard.

Open sourcing is motivational. The developers in your company will be more motivated when their software is opened up and offered to others.

Open sourcing attracts talent. You may be able to hire talented developers who are drawn to your company exactly because you open sourced some software libraries.

Open sourcing generates favorable publicity. You may gain additional exposure in open source circles, interest to their products and services via inexpensive marketing channels.
Software has a marginal reproduction cost that approaches zero
Source code can be optimized for specific needs
Large network of peer reviewers (“Many Eyes Make Any Bug Shallow” v.s. “Security through obscurity”)
Shared development with contributions from corporations, government, academia and community
Low cost tools for software development and distribution are widely available
Influence activity in projects that are important (Pants? Scala? Mesos?)
Minimize development costs (Carrying technical debt*)
Decrease time-to-market for products
Generate favorable publicity and mindshare
Attract the best talent to Twitter by showcasing our engineering prowess

http://go/oss
How do we Support Open Source?
#CompaniesUseAndContributeToTwitterOSS

Square
LinkedIn
GitHub
Nodeable
Groupon
Ooyala
Airbnb
Foursquare
Tumblr
QuickLizard
Alibaba.com
FullContact
Idexx Laboratories
Ebay
Etsy
Gatling
and so on...
How Do We Inbound Open Source?

1. Licensing Guidelines
2. 3rd Party Dependency Policy
3. 3rd Party Dependency Distribution
How Do We Outbound Open Source?

1. Make The Case
2. Engineering Management and Community
3. Trademarks and Branding
4. Legal and Intellectual Property
5. Security Review
6. Community Architecture and Infrastructure
7. Communications and Publication
8. Feedback
Questions?

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