

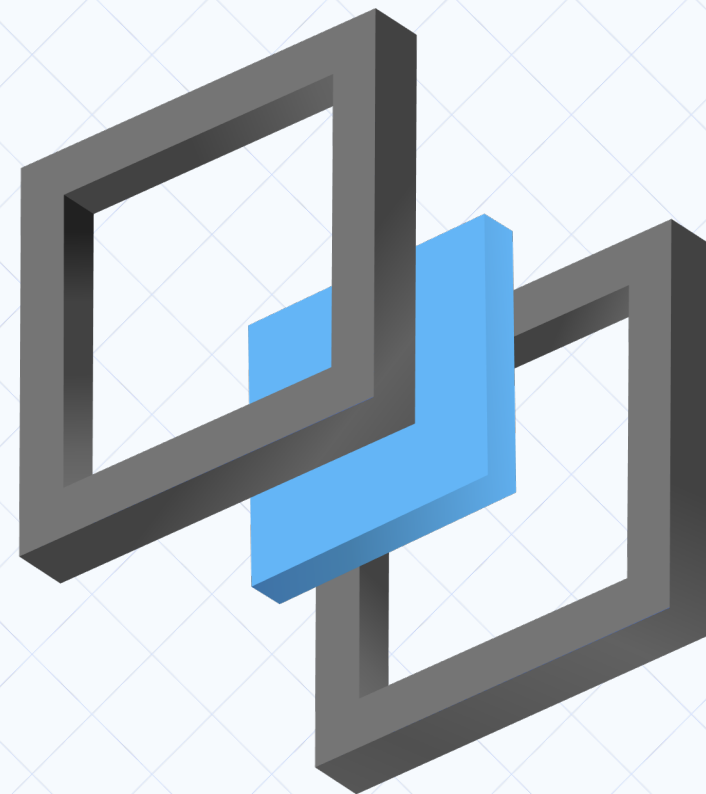


From Closed Source to Open Source

The Journey of Glue42



Petyo Ivanov
Product Manager, Glue42



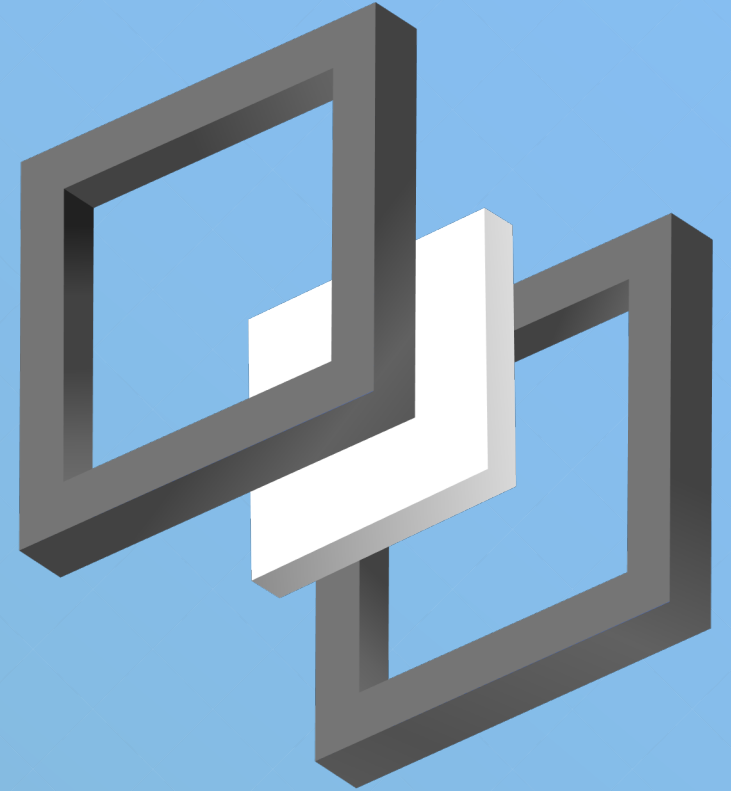
Meet Glue42



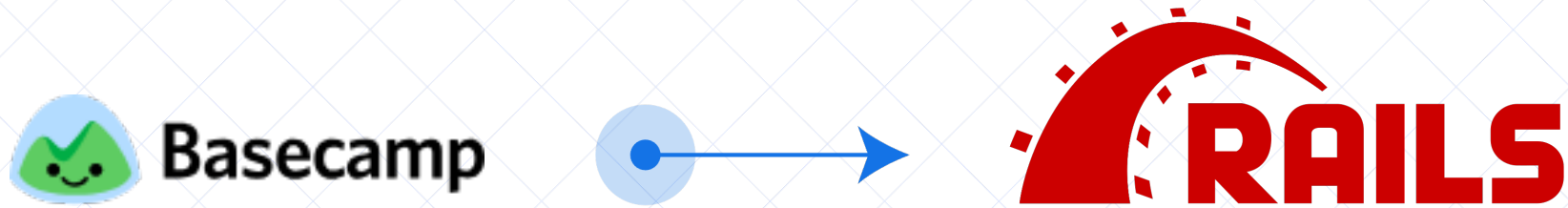


GLUE42

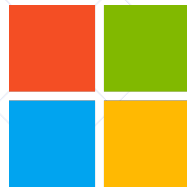
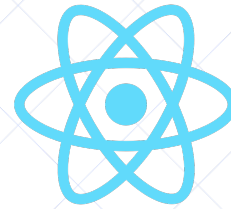
Four Open Source Strategies and Incentives



1. By-product of your main one



2. A talent attractor and an influence, reputation builder

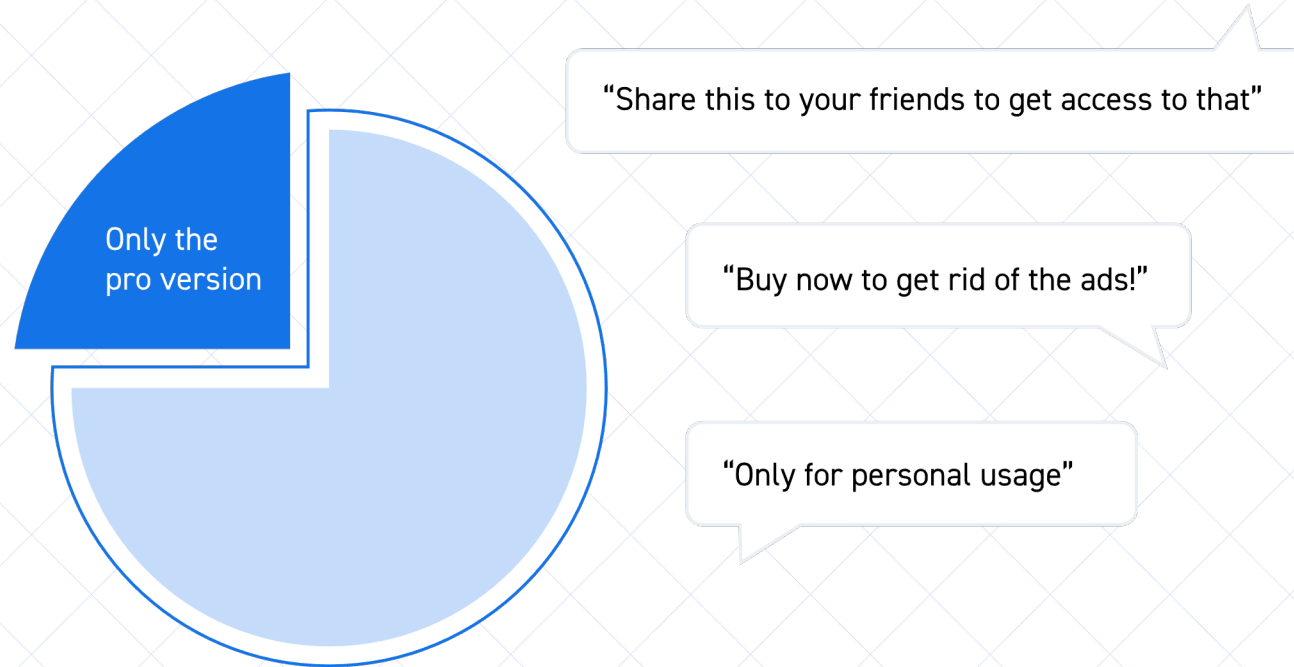


Microsoft



TypeScript

3. Lite, Community, Personal, etc.



4. The Red Hat Model





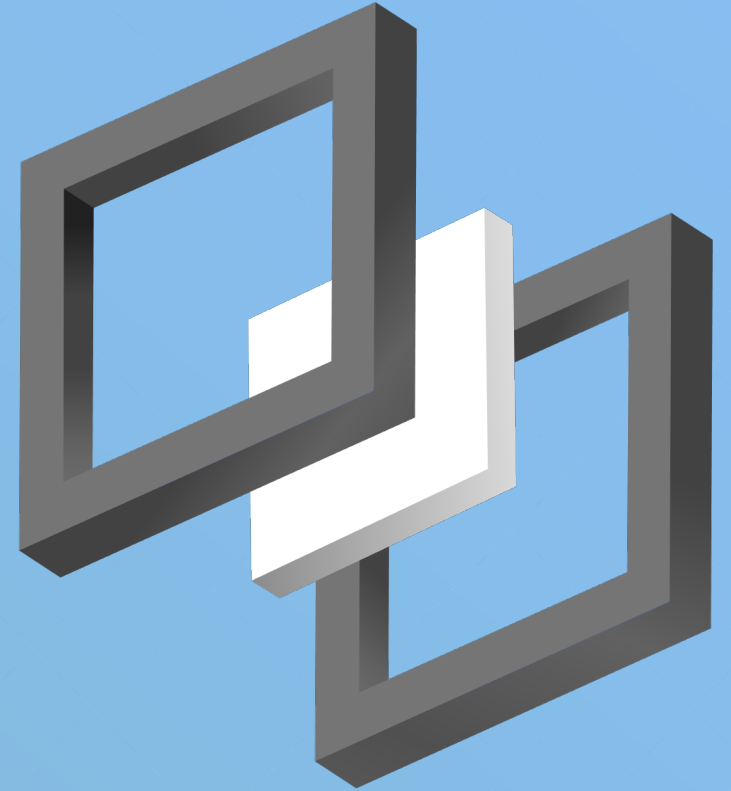




GLUE42

8 Benefits and Challenges

A technical / product / org
perspective



Challenge

1. Competitors Will Use our Code!

Code is not your greatest asset, but the people who produced it

Challenge

Benefit

2. No Security through Obscurity

The ultimate proof that your product really passes those checks

Benefit

3. The toolchain

The more you give, the more you will receive

Benefit

Challenge

4. Dev to Dev Communication Channel

Benefit

Challenge

5. Engineers on the frontline

Benefit

6. Attract Talent

Benefit

7. Remote and global by default

Challenge

8. Sales and Marketing!

Where are my MQLs, Petyo?!!!

Summary: Benefits and Challenges



GLUE42 CORE

glue42.com/core



github.com/glue42/core