

Jeffrey A. McGuire
@HornCologne

Mathias Bolt Lesniak
@ProvenPudding



open
strategy
partners

@open_strategy

FOSS in 2024:
Time to remind
the world what
we are about.

Boye & Co. Conference Call
January 2024

Jeffrey A. “jam” McGuire

From many places

Lives and works in Cologne, Germany

Open Source since 2005

Friend and helper to many FOSS projects

18th employee at Acquia

Co-Founder and Partner at OSP

@horncologne

@horncologne@fosstodon.org

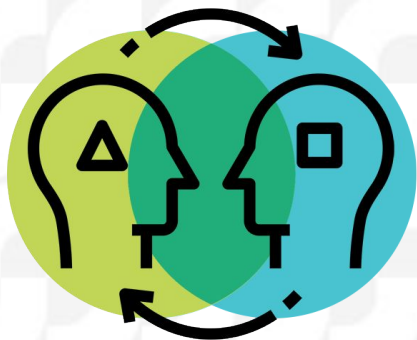
@horncologne@.bsky.social

jam@openstrategypartners.com



A B2B content marketing agency for tech product and service companies.

Your tech is complex. Your message shouldn't be.



Empathy



Clarity



Trust



OSP

MATHIAS BOLT LESNIAK

From outside Oslo, Norway

Wife and two kids

TYPO3 since 2003

TYPO3 Association Board

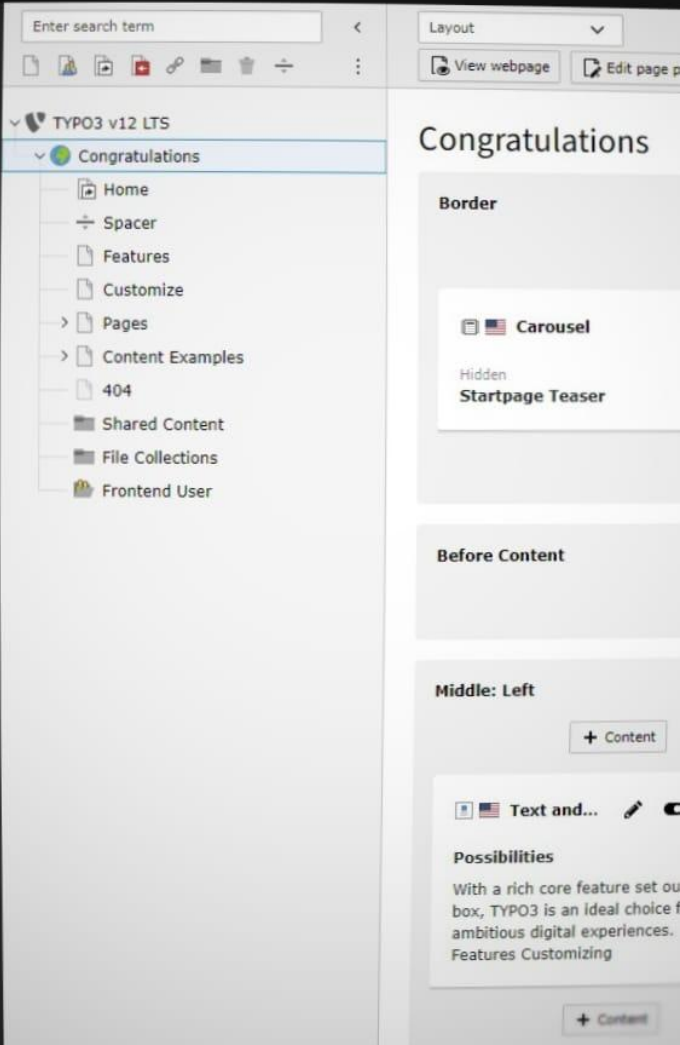
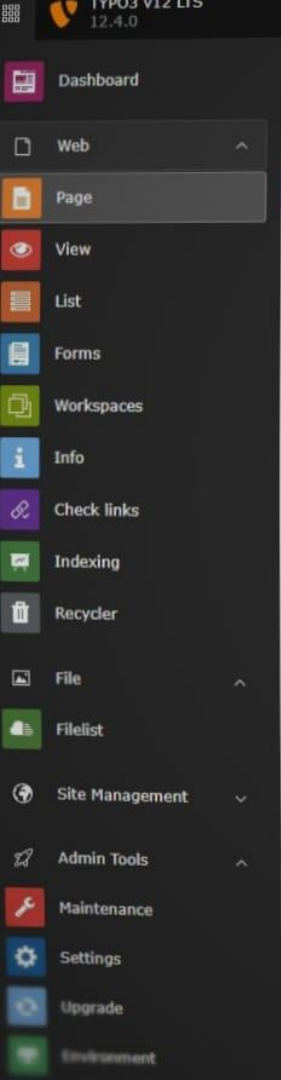
Open Source Evangelist at toujou

Communication Consultant at OSP



 @ProvenPudding@fosstodon.org

 mathias.bolt.lesniak@typo3.org



WHAT IS TYPO3?

A PHP-based CMS
Free and open source
Community-driven
Backed by an Association
Long history

Outline

1. Open source is Freedom
2. Business and the FOSS Value Proposition
3. Open Source Changes the World
4. What next?

31 Jan 2023

(We thought
FOSS won.
Oops.)

Govt shunned own CMS for Adobe myGov features left idle



Justin Hendry

Editor

31 January 2023

Share ↘

The federal government shunned its own website content management system in favour of Adobe when myGov was redeveloped due to its “limited functionality”, only to leave Adobe’s content personalisation features unused, according to the review of the services platform.

But work underway to improve the capabilities of the open source, Drupal-based GovCMS system through the integration of one or more digital experience platforms (DXP) could spell the end of Adobe’s reign.

The myGov user audit, published on Tuesday, is the culmination of three months’ work by a panel of experts led by business leader and former CSIRO chair David Thodey to identify reliability and usability improvements for users.

The panel has urged the government to [commit long-term ongoing funding of more than \\$100 million a year to myGov](#), arguing that improvements over the last three years “fall well short of the longer-expressed vision of providing a primary digital front door”.





Content management and web hosting for government

All the tools you need to create and host websites that are secure, modern and accessible to the public.



The GovCMS difference

We do it

GovCMS SaaS (Software as a Service)

We do the hard work, so you don't have to.

You do it

GovCMS PaaS (Platform as a Service)

If your organisation needs a flexible, custom-built website this may be the plan for you. There's a

They do it

Drupal Services Panel

Do you need help re-designing or building a new website? Maybe you require technical support? Access the Drupal Services Panel to simplify the content

Learn how to do it

Up-skill with GovCMS training

Do you have a technical role in your team or maybe you're responsible for content? We have

WHAT IS OPEN SOURCE? (1)

1. Open Source is Freedom



Beer





Speech



Choice

A close-up photograph of several gingerbread cookies on a piece of parchment paper. One cookie in the foreground is decorated with white icing to resemble a person with a wide, open-mouthed smile and a wavy, decorative border around its body. Other cookies are visible in the background, some with different icing designs like swirls and dots.

Everybody

Puppy

OPEN SOURCE IS RESPONSIBILITY

2. Business and the FOSS Value Proposition



What is Open Source (2)?

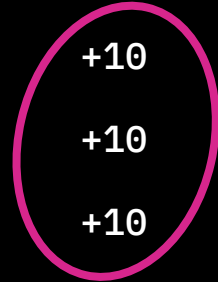
The Four Freedoms

1. **Use it:** for anything, anywhere, forever
2. **Study it:** understand what you are using
3. **Modify it:** fix it, extend it, make it better
4. **Share it:** pass on, sell, share, give back

The FOSS Value Proposition

“Better, not cheaper” 1

(Budget == 100)	Proprietary	FOSS	Reallocation
License fees	30	0	-30
SLA support	10	10	0
Infrastructure	10	10	0
Strategy, design, UX	20	30	+10
Implementation	20	30	+10
Testing, QA	10	20	+10



The FOSS Value Proposition

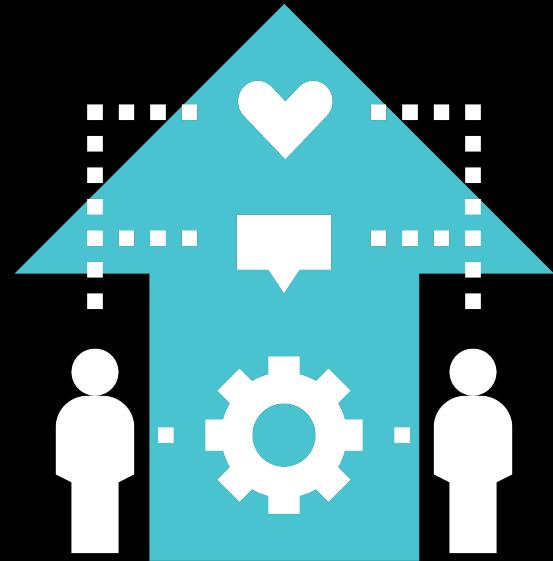
“Better, not cheaper” 2

Proprietary	Open Source
IT, Infra, Bandwidth, Hosting, UX, Design	IT, Infra, Bandwidth, Hosting, UX, Design
License fees (recurring, per seat) \$\$\$	License fees \$0, use the savings: <ul style="list-style-type: none">- Invest in team and training- Only invest in features you need
Vendor lock-in	1000s of vendors (+ local)
Data lock-in	You own your data
Roadmap lock-in	Your roadmap (aka “scratch your own itch”)
Vendor release cycle	When you need it

The FOSS Value Proposition

“You gotta own the bricks.”

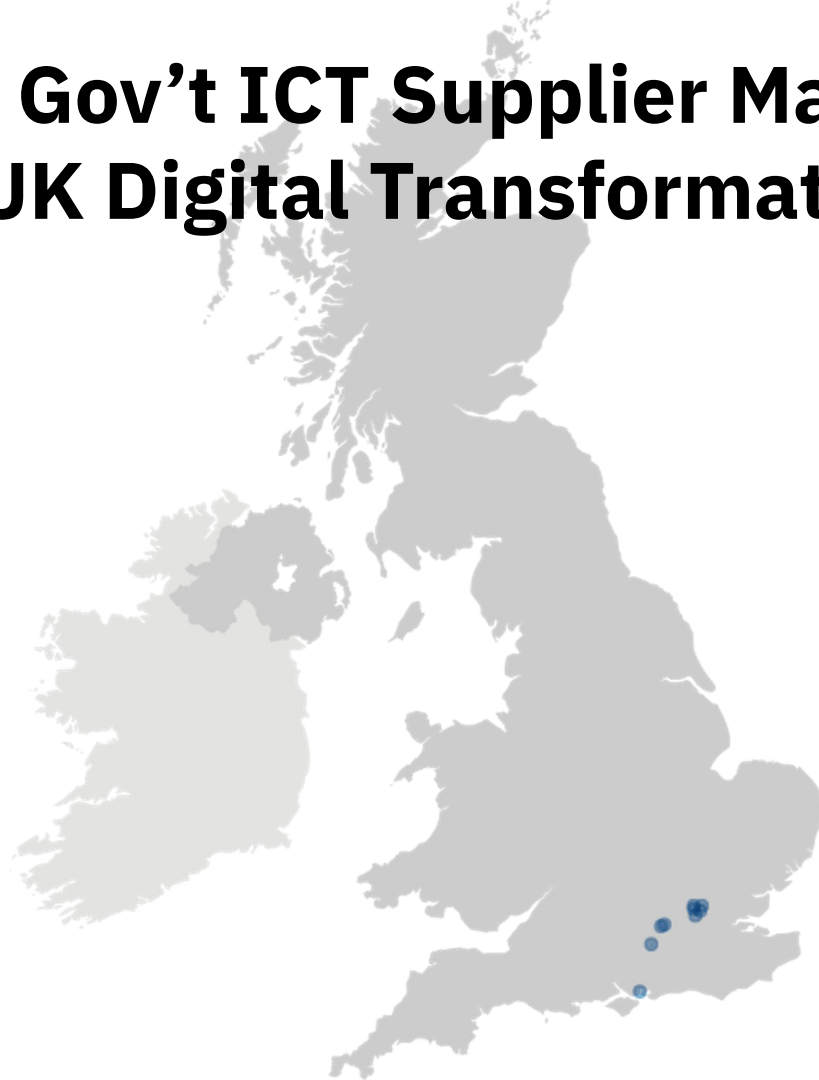
3. Open Source Changes the World







UK Gov't ICT Supplier Map (pre UK Digital Transformation)



UK Gov't ICT Supplier Map (post UK Digital Transformation)





**An established business opens a local office
and export their earnings.**

**An established business opens a local office
and export their earnings.**

**Closed solutions with vendor lock-in
create financial dependence.**

An established business opens a local office
and export their earnings.

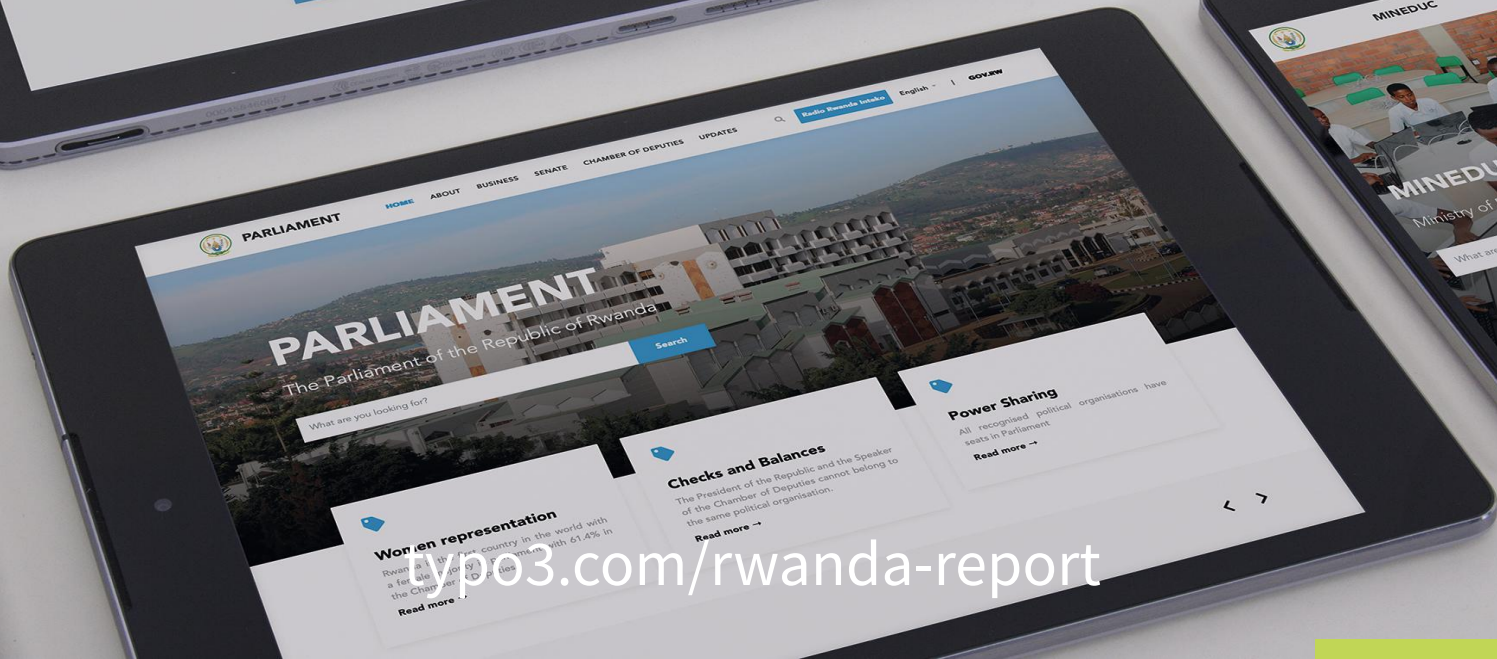
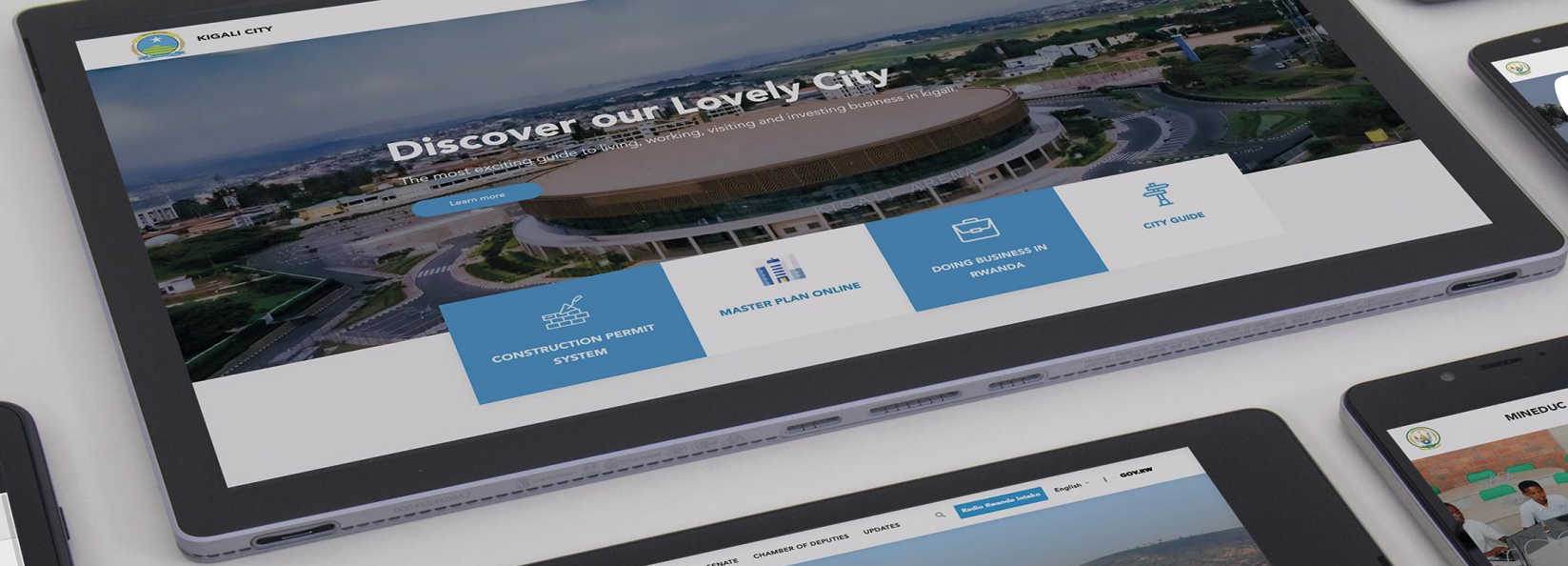
Closed solutions with vendor lock-in
create financial dependence.

**THIS IS COLONIALIST
AND EXPLOITATIVE**

**USE OUR COMMUNITY
TO CREATE INDEPENDENT
LOCAL BUSINESS
AND EXPERTISE**



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**A DEMOCRATIC AND
NOT-FOR-PROFIT
OPEN SOURCE PROJECT
SUPPORTS SUSTAINABLE
AND INDEPENDENT
LOCAL BUSINESS**

LOCALLY-LED
NON-EXPLOITATIVE
ANTI-COLONIAL

COMMUNITY

Recap

- ✓ (Four) Freedoms and the Open Source Value Proposition
 - ✓ Open Source Changes Business
 - ✓ Open Source Changes the World
4. What next?

THE VALUES OF OPEN SOURCE

**THE VALUES OF
OPEN SOURCE
ARE THE VALUES OF A
HEALTHY SOCIETY**

DEMOCRATIC VALUES ARE UNDER ATTACK

**DEMOCRATIC VALUES ARE
UNDER ATTACK**

**OPEN SOURCE STRENGTHENS
CIVIL SOCIETY EVERYWHERE**

**OPEN SOURCE
IMPROVES BUSINESS
EVERYWHERE**

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Thank you!
TYPO3 Association,
FOSS users and
contributors.

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