

openstack®  
CLOUD SOFTWARE

How OpenStack is  
Developed: A new way  
for a new world

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**“Software is eating the world”**

Marc Andreessen, 2011





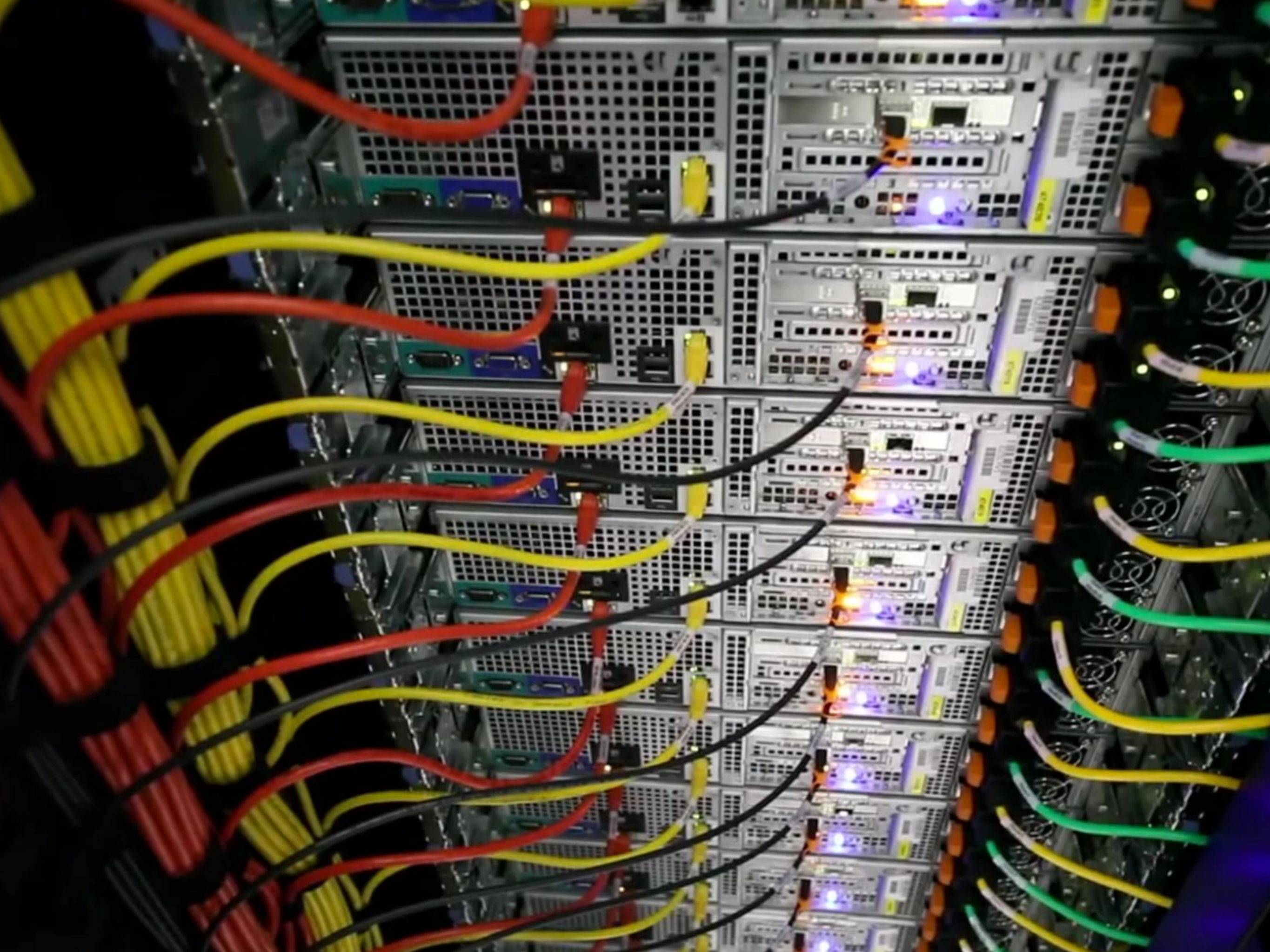














# As Software Eats The World, Non-Tech Corporations Are Eating Startups

“...corporations in **retail, health, agriculture, financial services** and other industries”

“Their main motivation is realizing that software is eating the world, and they have to add **software talent and technologies** to their products,”

Tech Crunch, December 2013



**If software is now strategic**

**To every company on the  
planet**



# This changes everything

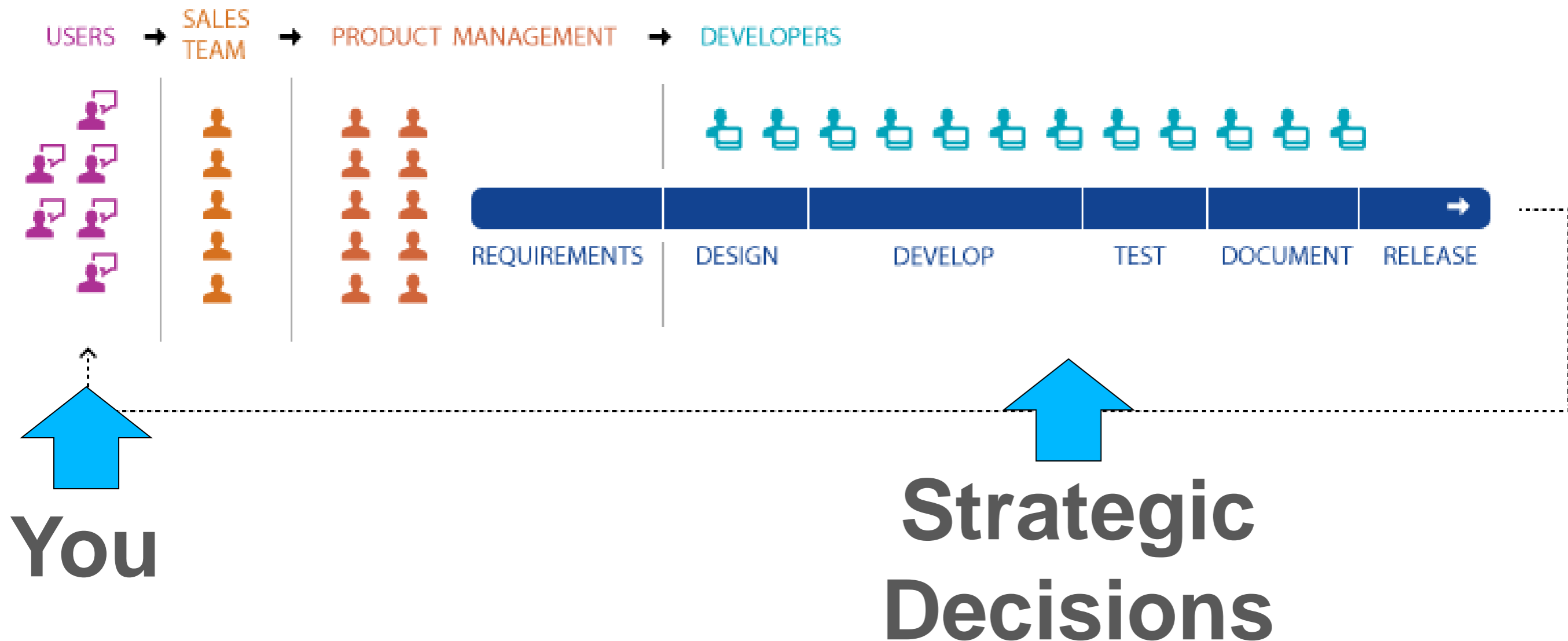
- **How software is produced & consumed**
- **How we view “competitors” and success**
- **Vendor/Customer relationships**
- **The war for technical talent**





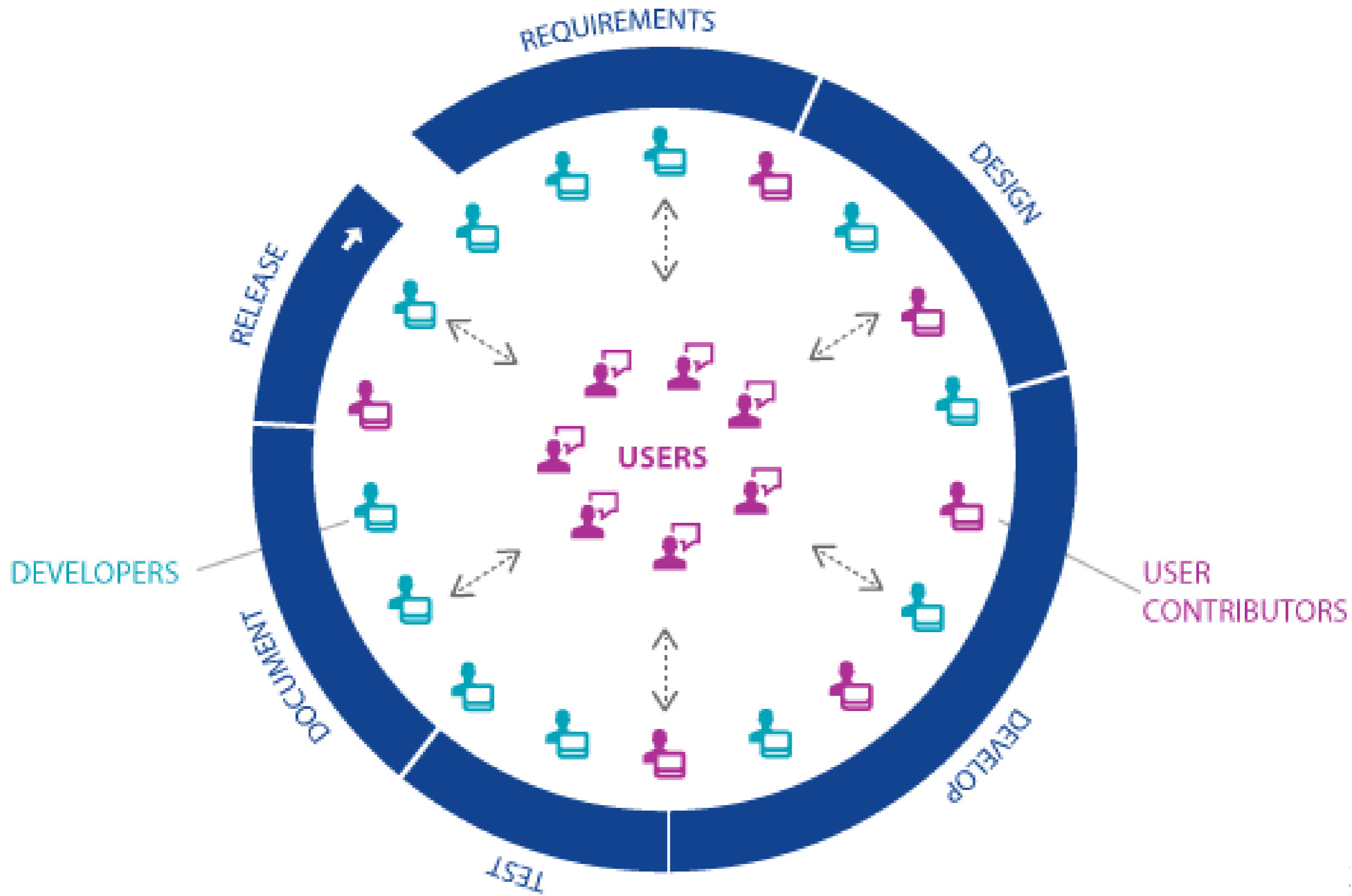


In the old passive consumption model, **some other company controls your destiny.**





# The new, healthier **open design** model: users are **active**



# There are a lot of them





# They're willing to contribute

## Online/Gaming/Media:

- Qihoo360
- [Tencent](#)
- [Ubisoft](#)
- Time Warner Cable
- [Spil Games](#)
- Tata
- [Sina](#)
- Comcast
- [eBay](#)
- Samsung
- The Guardian
- [TaoBao](#)
- [eBay](#)

## Cloud Hosting/Service Provider/Telco:

- Switch
- [InterhostAS](#)
- [iomart](#)
- KIT
- [Softlayer](#)
- [Vexxhost](#)
- [Aptira](#)
- [Bluehost](#)
- Orange
- Deutsche Telekom
- [iWeb](#)
- [internap](#)
- [Cloudwatt](#)
- Blue Box
- AT&T
- NEC
- Yahoo!
- [Dreamhost](#)
- HP
- Rackspace

## Academic / Research / Government:

- University of Toronto
- Southern Illinois University
- University of Minnesota
- University of Wurzburg
- Argonne National Laboratory
- University of Maryland
- Zurich University of Applied Sciences
- San Diego Supercomputer Center
- Portland State University
- NASA
- NSA
- La Honda Research
- MIT CSAIL
- MIT
- [Cybera](#)
- CERN
- Wikimedia Foundation
- University of Melbourne/[NeCTAR](#)
- [Instituto de Telecomunicacoes](#)

# They're connected, they're vocal



# and they're changing their industries





# Active User profile: Tim Bell, CERN

- **Runs thousands of servers**
- **Leads the OpenStack User Committee**
- **Contributes to Survey**
- **Organizes Meetups**
- **Has attended many Summits**
- **Analyses data from this**



**Tim Bell, CERN**



# Active User Profile: Guillaume Aubuchon, Digital Film Tree

- Generates TB a day of video
- Organizes Meetups in LA for the media industry
- Has attended 2 Summits
- Revolutionizing how TV is produced, moving the video production flow to the cloud



A collage of images related to Guillaume Aubuchon and Digital Film Tree. It includes a photo of him speaking at a podium, a slide with his name and title, a slide with the text 'Digital Film Tree' and 'EASE OF MIGRATION - A Files' Journey', and the 'openstack summit' logo.





# Yahoo! Japan Video

<http://www.youtube.com/watch?v=c1kpfKOC8HU>

# Other notable users in Japan

- GREE – Social Gaming Company
- GMO, Hosting provider with a public cloud powered by OpenStack: Conoha
- NII (National Institute of Informatics) R&D cloud



# In OpenStack, we're embracing the Active User movement

# How Active Users drive OpenStack

- User Surveys used for roadmap planning
- Holding Operator Summits
- Authored user guide
- Keynoting OpenStack Summits



How do you get so many  
people to produce one  
platform?

# We have a model that works

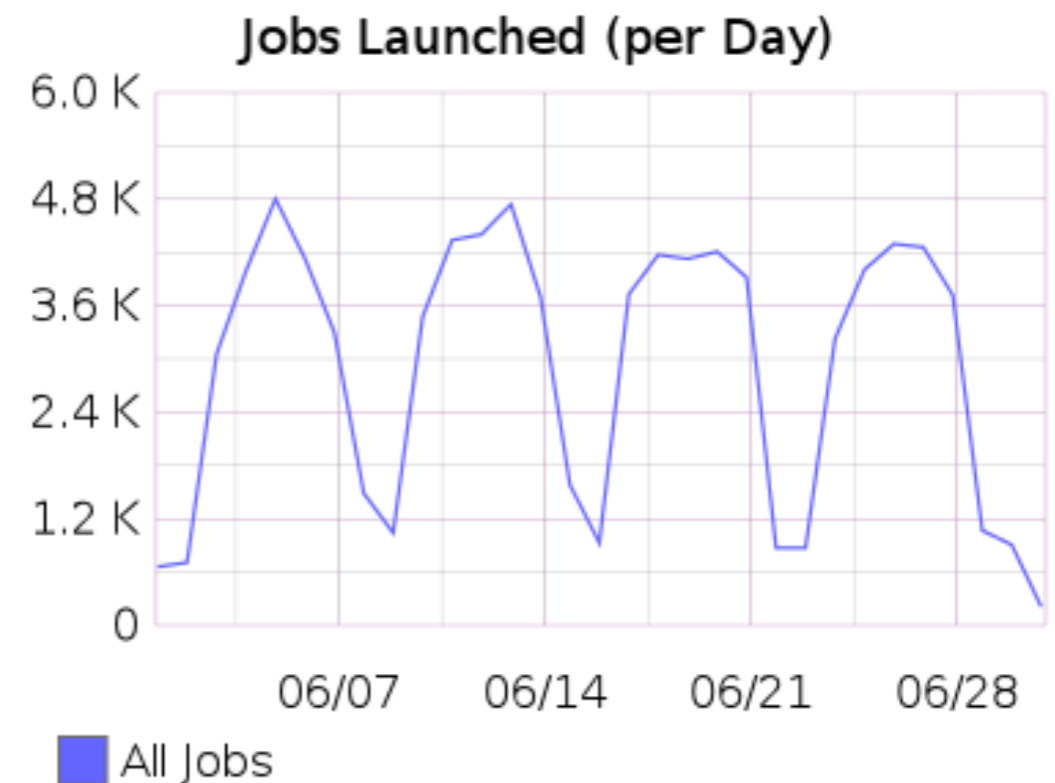
- Elected leaders (PTLs) who make decisions every day
- Frequent releases (6 months)
- Active users
- Automated Testing
  - Ensures code quality
  - Protects developers (start from working code)
  - Protects tree
  - Egalitarian – same process for everyone, transparent & automated



John Griffith,  
Block Storage

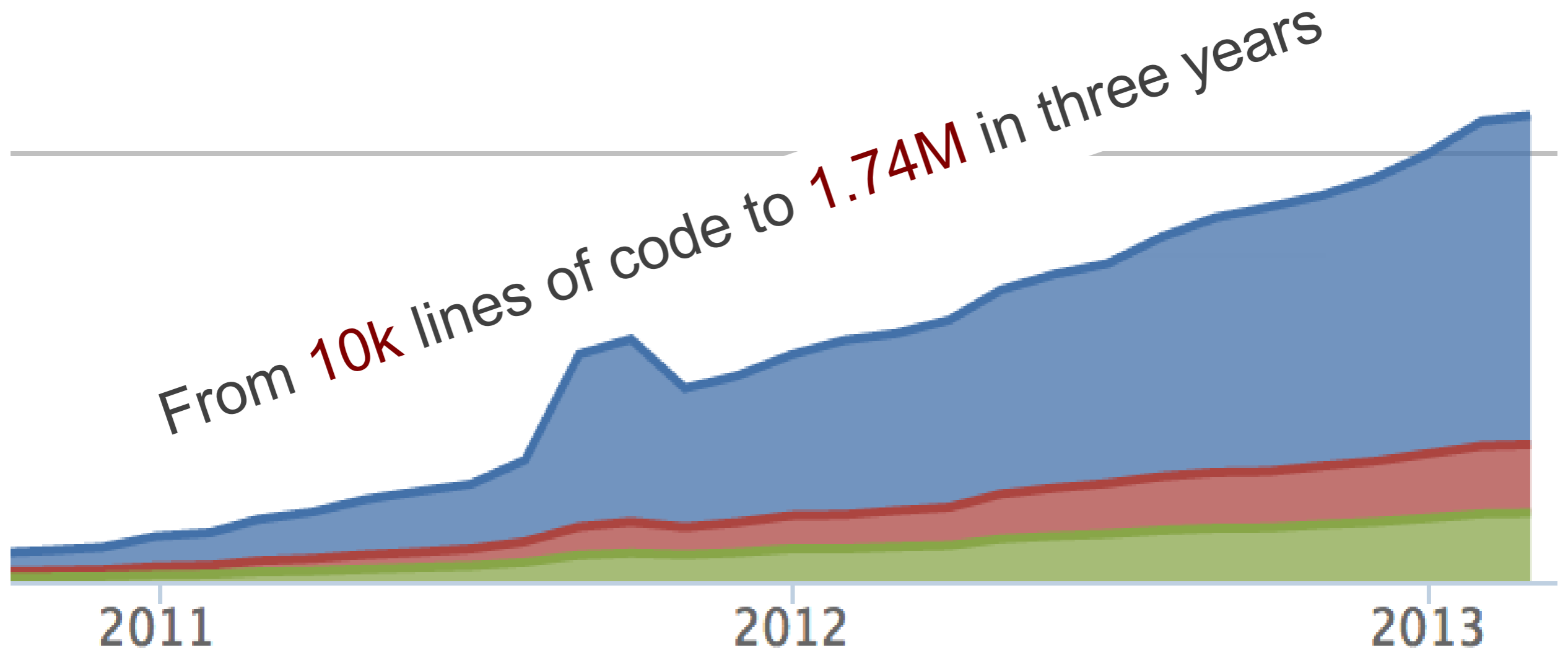


Mark McClain, Russell Bryant,  
Networking Compute





# High Engagement = Rapid Innovation



# Become an active user

**Your  
company's  
future depends  
on it**

# Thank you

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