

# Strategic Approach to Demonstrating the Value of Open Source Efforts

OSSummit NA in Minneapolis 2026

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<https://chaoss.community/practitioner-guide-demonstrating-org-value/>

 <https://chaoss.community/>

 <https://github.com/chaoss>

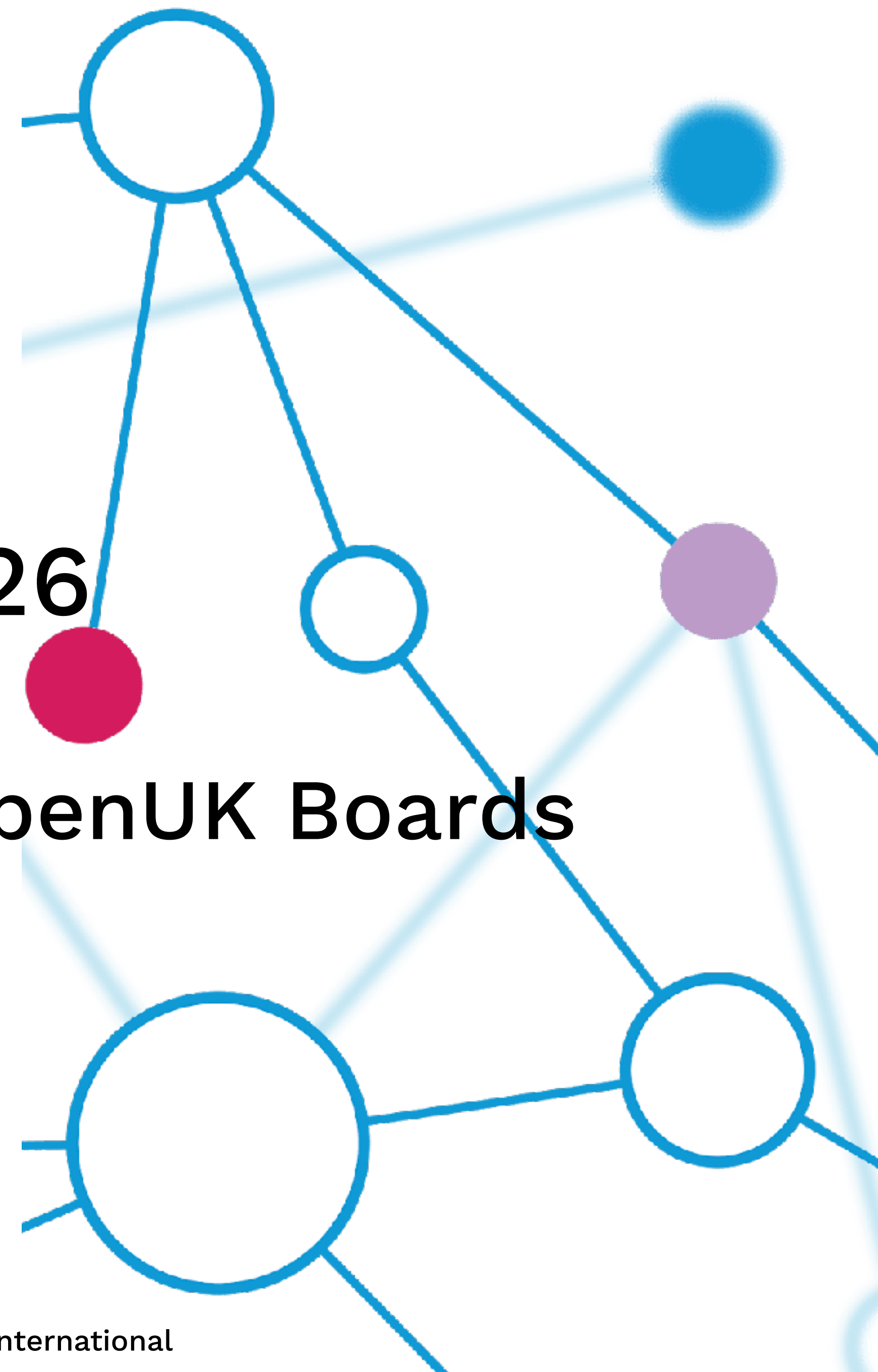
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 <https://fastwonderblog.com/>

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# Whoami



- Geek, traveler, reader
- 30+ yr tech career focused on open source (VMware, Intel, Puppet, ...)
- Open Source Strategy Consultant
- OpenUK Board
- CHAOSS Board and WG lead
- Previous CNCF TAG Co-Chair
- PhD on Linux kernel collaboration

Photos by Mom, the Linux Foundation, and me

# Agenda

- **CHAOSS Overview**
- **Demonstrating organizational value**
- **Goal Alignment**
- **Prioritization, criticality, & health risk**
- **Framing the Value**

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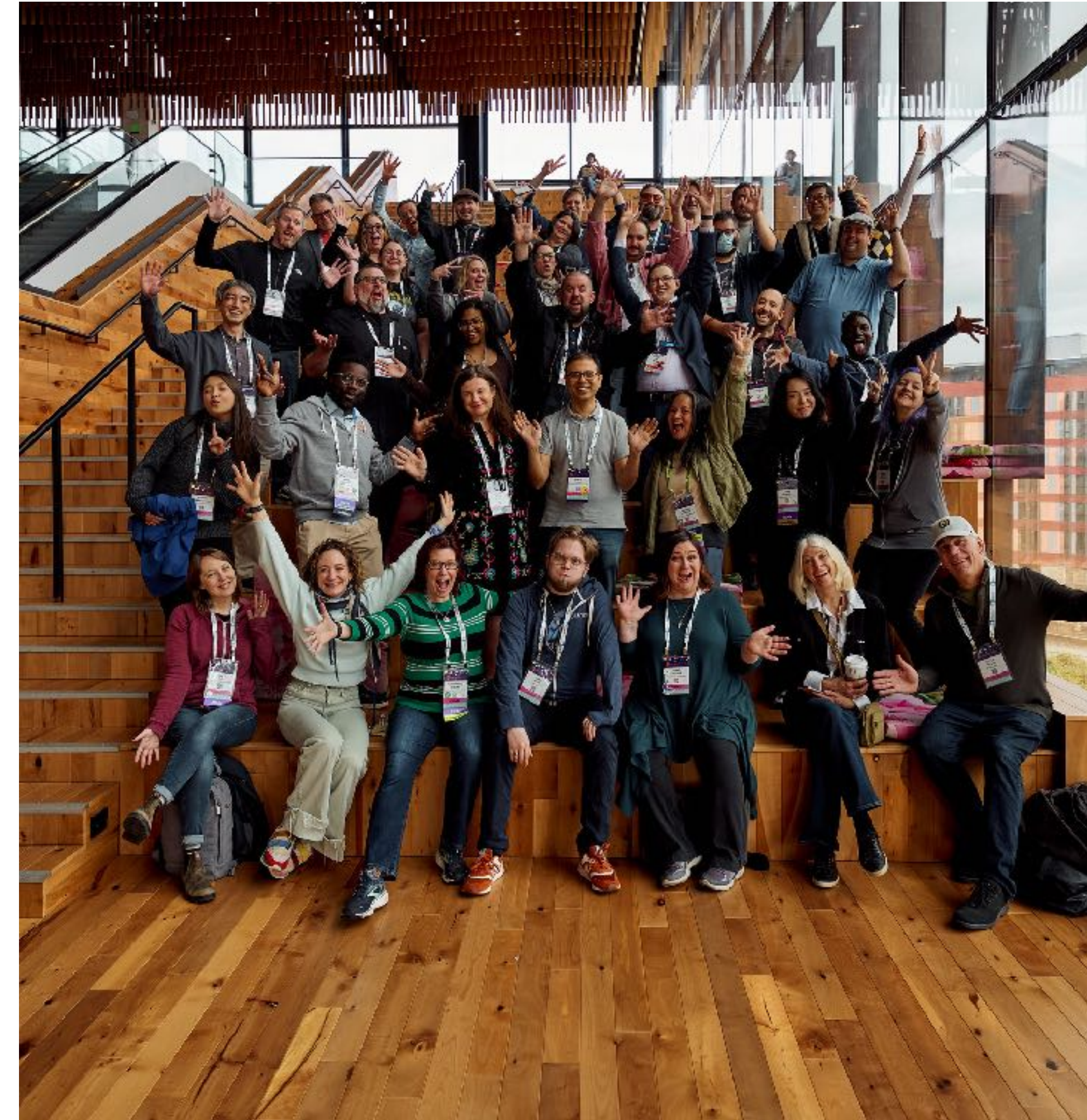
# CHAOSS: Community Health Analytics for Open Source Software

**Open Source, Linux Foundation Project**

**Working Groups:** OSPOs, Science / Research, Data Science, UN SDGs, Funding Impact, AI Alignment, DEI, Education, Package Metadata

**Chapters:** Africa, Asia

**Software:** CollectOSS and GrimoireLab



# Getting More Involved

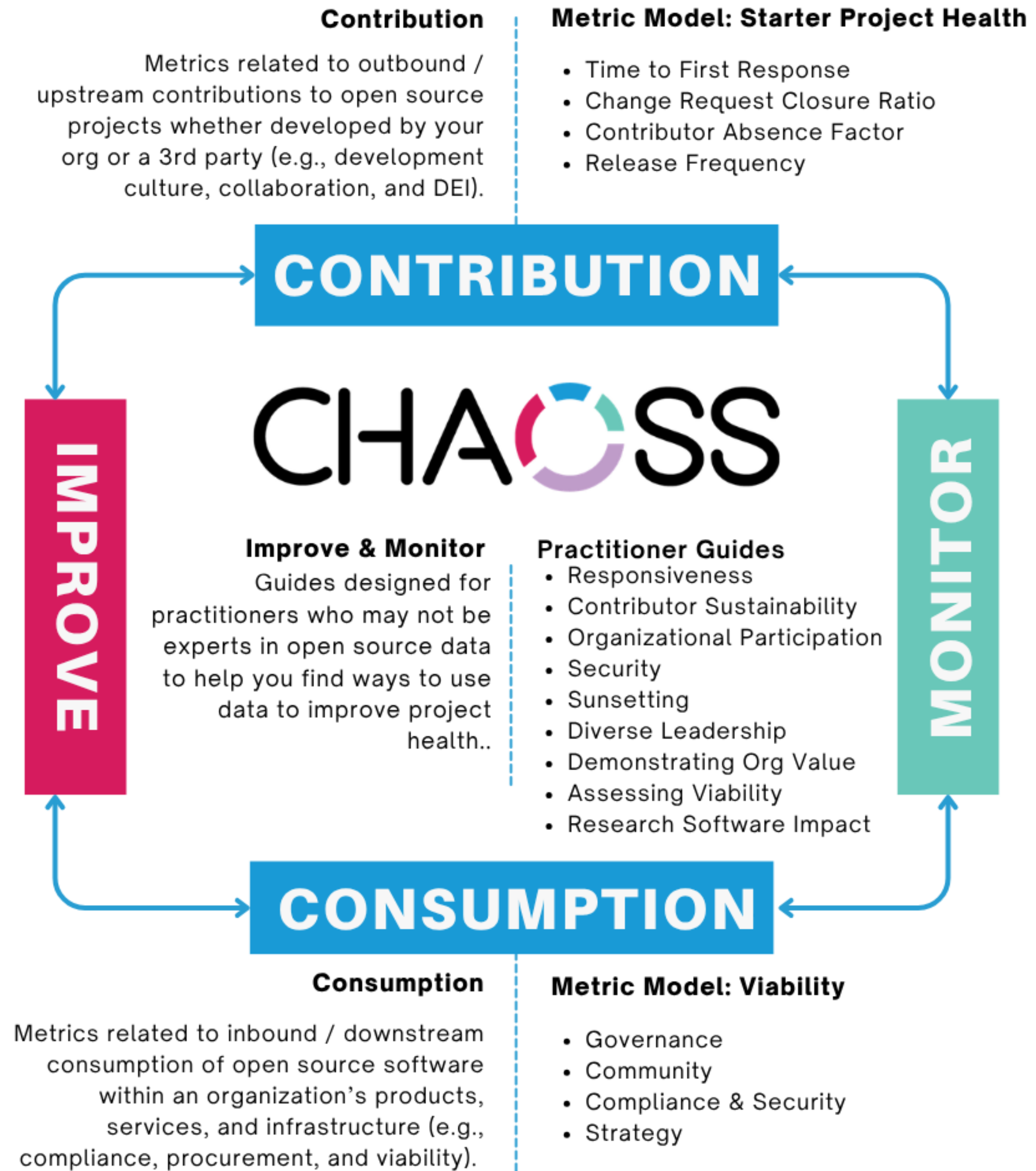
- Newcomer Hangouts
- Join our weekly Community call each Tuesday or any of our WGs
- Education
- Event and Project Badging
- Software



# Practitioner Guides

Practitioner Guides  
to improve your  
work in open source

<https://chaoss.community/about-chaoss-practitioner-guides/>



# Demonstrating Org Value

Organizations need to show the value of their open source engagements to continue them over the long periods of time needed to sustain OSS efforts.



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# Organization: Goal Alignment

**Align with organizational goals  
to demonstrate OSS value  
to your leadership**



# Example: Org Goal Alignment

Aligning Pivotal's  
company / product  
goals with upstream  
Kubernetes  
contributions



Image by the [CNCF](#) CC BY-NC 2.0

@geekygirl dawn

# Funders: Goal Alignment

**OSPO plans may also  
need to align with  
funders' goals**



# Other Goal Alignment

**Stakeholders may also include policy makers, public constituents, and others**



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@geekygirldawn

# Criticality

Note: This has nothing to do with the OpenSSF Criticality Score

Determine which open source projects are the most critical for your organization

**Priority = Criticality X Health Risk**



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# Criticality

Note: This has nothing to do with the OpenSSF Criticality Score

**Criticality is about  
strategic projects**

**Could you easily  
drop in a replacement?**

**Priority = Criticality X Health Risk**



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# Criticality: University

Note: This has nothing to do with the OpenSSF Criticality Score

Research software impact,  
educational outcomes,  
funding opportunities,  
and more



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# Criticality: Public Sector

Note: This has nothing to do with the OpenSSF Criticality Score

Infrastructure and applications  
for public services, support for  
broader initiatives (dig sov),  
compliance, and  
competency center



# Project Health Risk

Assess open source project health risk to understand which projects might need your contributions

**Priority = Criticality X Health Risk**

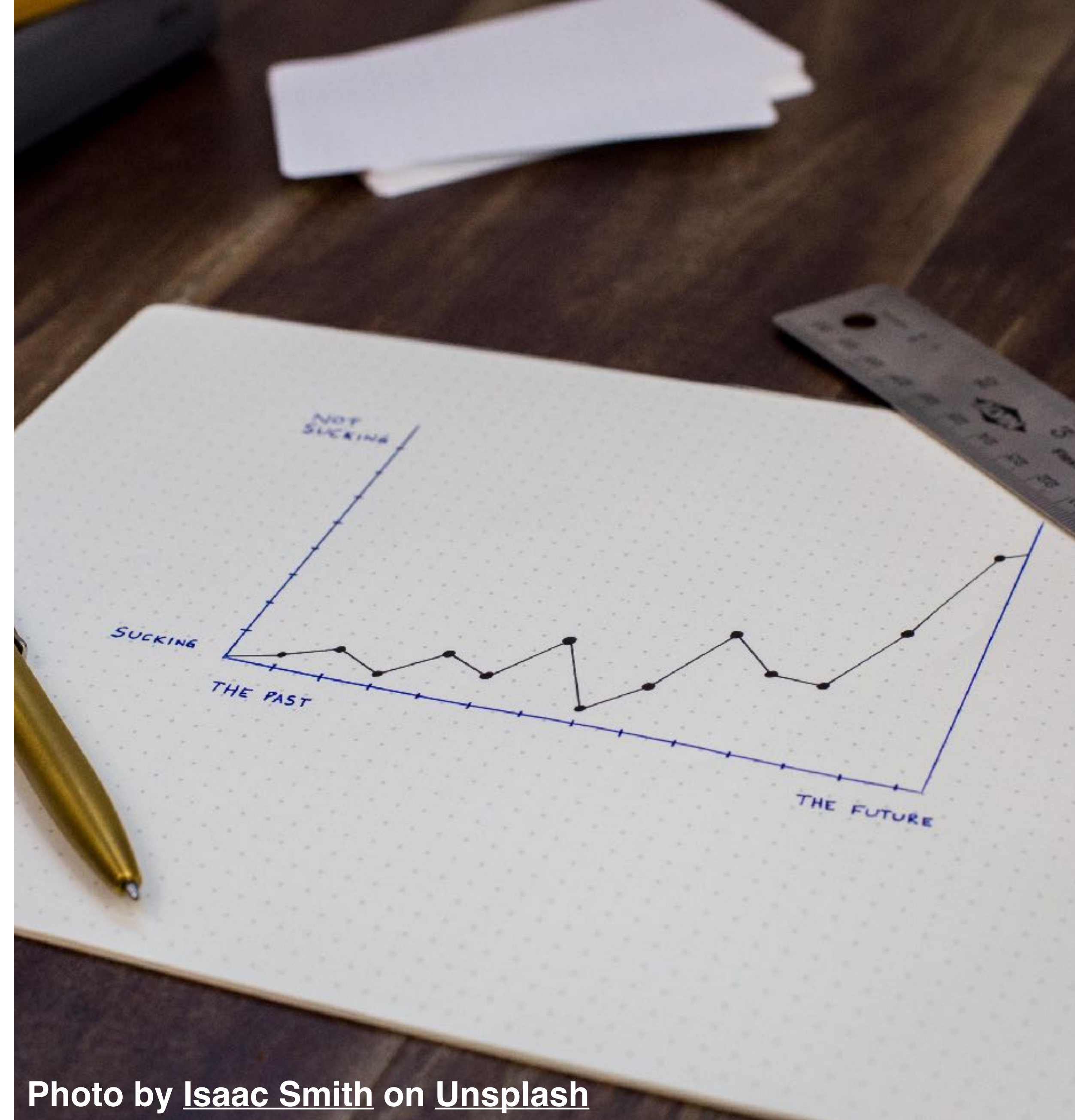
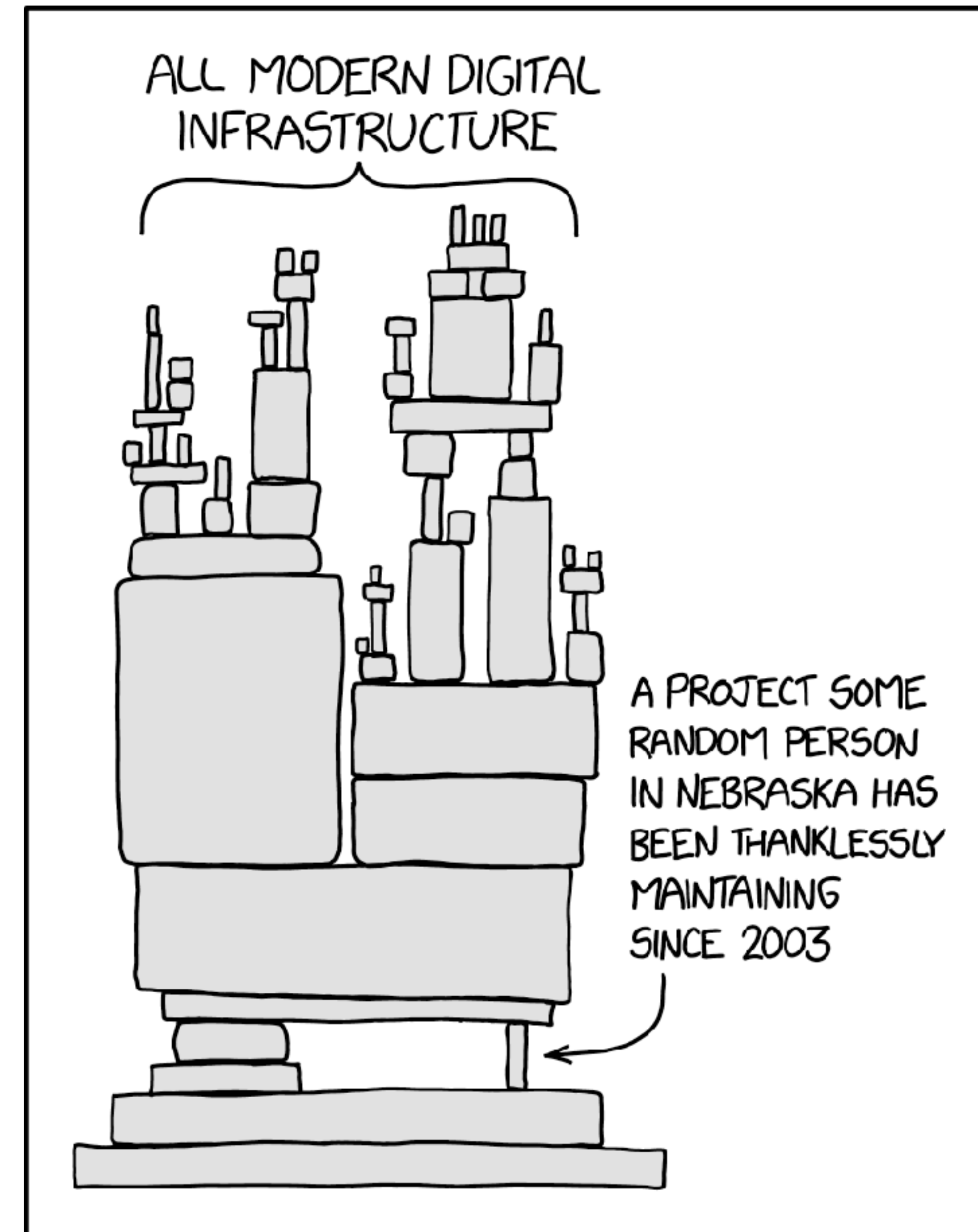


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# Project Health and Viability

Governance, community,  
compliance / security, and  
strategy can all impact a  
project's health and viability

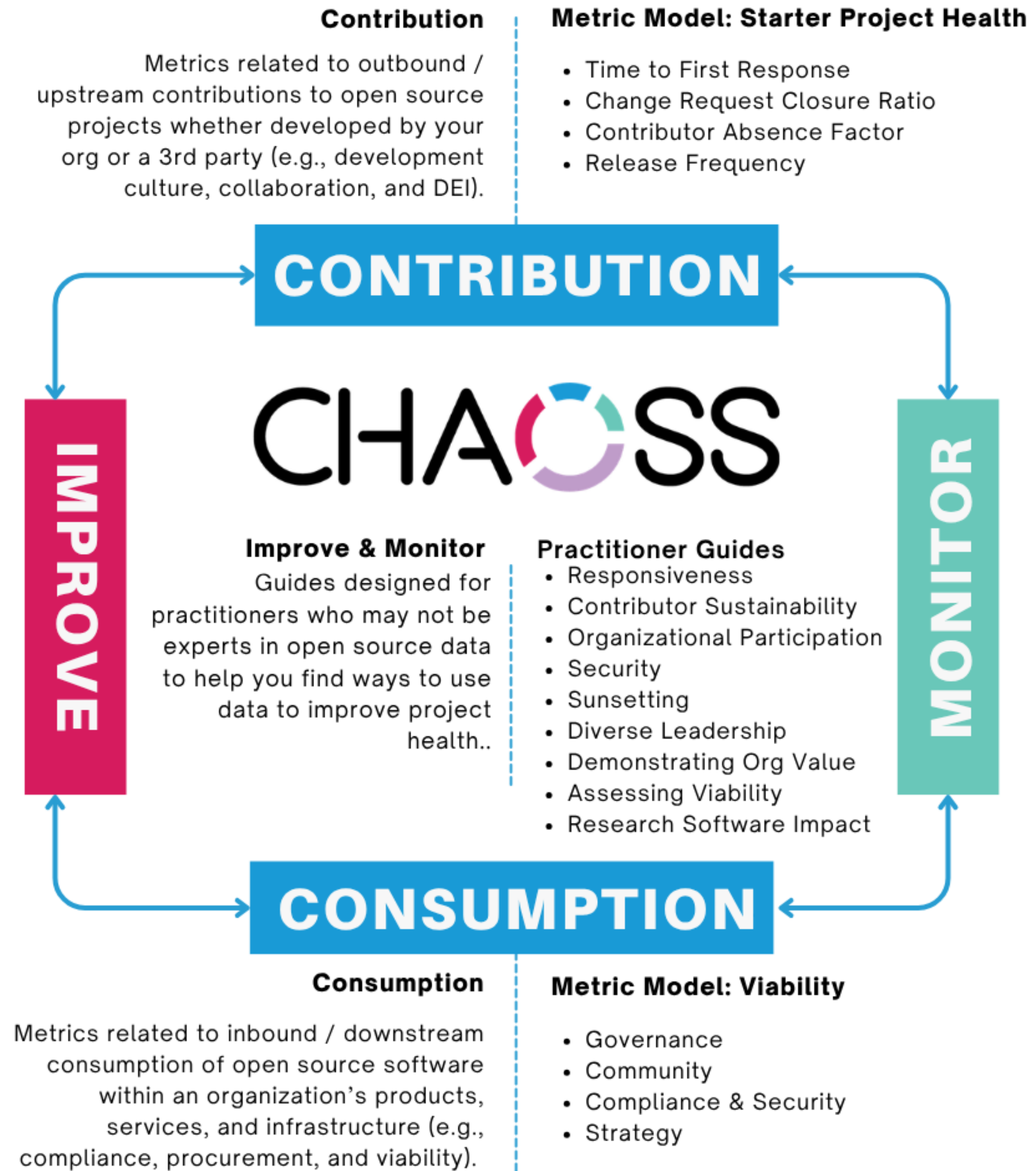


# Improving Project Health

Reducing risk by improving project health can be used to justify the work and demonstrate value.

The CHAOSS Practitioner Guides can help.

<https://chaoss.community/about-chaoss-practitioner-guides/>



# Prioritization

Prioritizing your investment in  
open source within your  
organization's limited resources

**Priority = Criticality X Health Risk**



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# Putting it together

## Priority = Criticality X Health Risk

Number to help you prioritize where you have the largest potential impact on your organization's goals.

How much do we depend on it?

What opportunities are there for us in the project?

How does it fit into our goals?

How healthy is the project?

What risks do I incur while using it?

Does it need help to become more sustainable?

Resources you have available

# Framing the Value

Measure and frame the value  
in ways that resonate  
with leadership, funders,  
and other stakeholders



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# Example

Project	Total Bugs	Total bugs resolved	Bugs submitted by org	Org bugs fixed	% bugs fixed by others	Avg. time to fix bug	Security issues reported	Security issues fixed	Avg. time to fix sec.
Foo (50)	41	32	11	11	36%	3 days~	3	3	2 days
Bar (21)	21	19	7	7	57%	4.5 days~	1	1	1 day

Foo (50) - 5 SWEs @ 20% - 1 SWE/quarter

- Opportunities
  - Feature <baz> that will improve our developer productivity is set to release next month. Should be deployed internally 2 weeks post release.
- Supportability
  - Hired maintainer John Doe, investing time in mentoring dev team in <Foo>
- Health
  - Health is improving. Implemented triage best practices and time to first response has been cut down to 24hrs

Bar (21) - 2 SWEs @ 20%, 1 PM @ 30% - .7 FTEs/quarter

- Opportunities
  - Feature <qux> has gained support and has begun development, will ensure our product supports new security standard requested by customers - \$Xm/year
  - BarCon took place last month; between our speakers and presence at the event our share of voice has outpaced all other vendors investing in <Bar>.
- Supportability
  - Project is overhauling docs with support from a TW hired by <quux>
- Health
  - Project remains healthy. <BarCon> has brought more interest in contributing.

# Final Thoughts

**Demonstrating the value  
of your open source efforts  
should align with the  
unique goals of your  
organization and stakeholders**



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# THANK YOU!







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