




LF Research 2025 Sponsorship Prospectus




What is LF Research?


LF Research systematically investigates open source collaboration, communities, and industry dynamics to establish independent facts and reach new conclusions about the use and impact of open source in solving challenges around the world.



Explore areas of new systemic risks or opportunities



Identify best practices and how to leverage open source



Demystify the myths and misconceptions of open source value



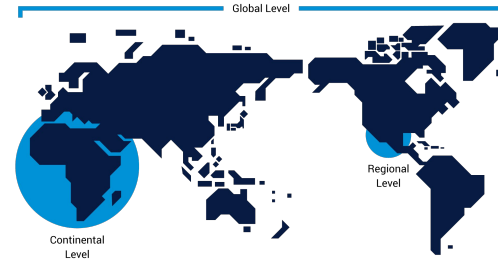
Provide expertise and data-driven paths forward

Frameworks for Analysis

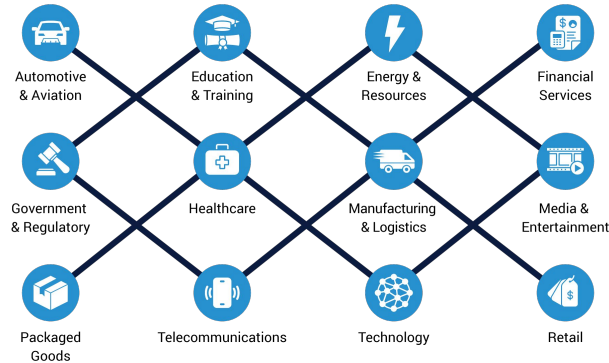
Technology Domain

- AI, ML, Data & Analytics
- Blockchain
- CI/CD & Site Reliability
- Cloud
- Containers & Virtualization
- Cross-Technology
- DevOps
- IoT & Embedded
- Linux Kernel
- Networking & Edge
- Open Hardware
- Open Source Best Practices
- Safety-Critical Systems
- Security
- Storage
- System Administration
- System Engineering
- Web & Application Development

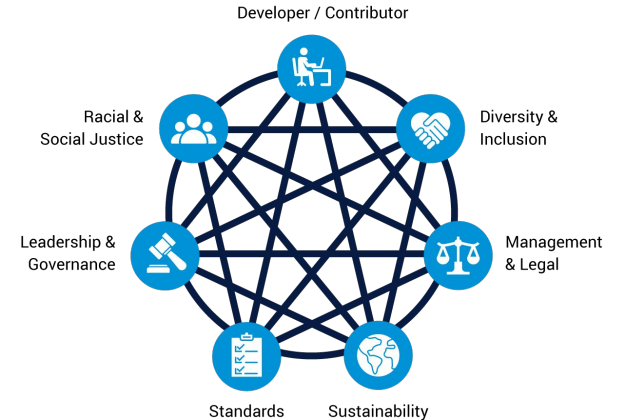
Geography



Industry Vertical



Ecosystem



What Makes LF Research Unique? “Open source first.”

The Linux Foundation is at **the center of 100,000+ open source leaders, engineers and end users**, working at some of the world’s most important companies.

Engaging our network of open source practitioners allows us to deliver primary research that creates:



A **richer, more complete understanding** of the uniqueness of open source development vs. product development

In-depth insight from our community’s expertise that hones in on the critical topics.

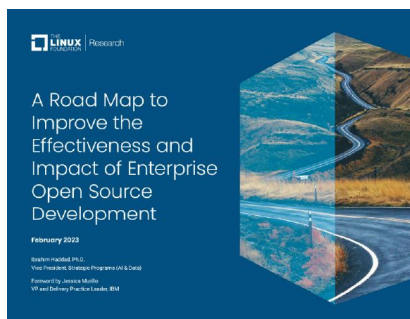
Actionable conclusions to inform decision makers.

Open data available for other analysts to incorporate into their work.

Dozens of unique reports published since inception in April, 2021.

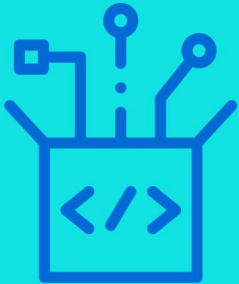
100s of deliverables.

1000s of open data points.



AI_Dev Keynote, December 2023: “Organizations prefer open source GenAI technology.”

2023 GENAI REPORT



Openness is important.

63% of respondents are extremely or moderately concerned by the openness of GenAI systems their companies are using or developing.



Open Source in Finance Forum, September 2024: "OSS delivers business value."

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES



84% of respondents agree that using OSS *delivers business value* to their organization.



SHOW ME THE ~~MONEY~~ VALUE

THE 2024 STATE OF OPEN SOURCE IN FINANCIAL SERVICES



84% of respondents agree that using OSS *delivers business value* to their organization.

The supply side (cost of creating the code) value of OSS is 4.15 billion versus the demand side (value of the code generated in the market from goods and services) value is 8.8 trillion

Harvard Census II Study (2022)

OSSEU Keynote, September 2023: "OSS is critical to European industries."



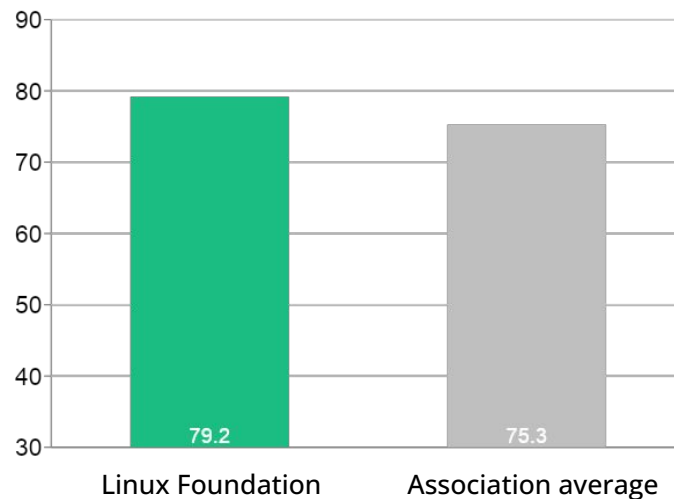
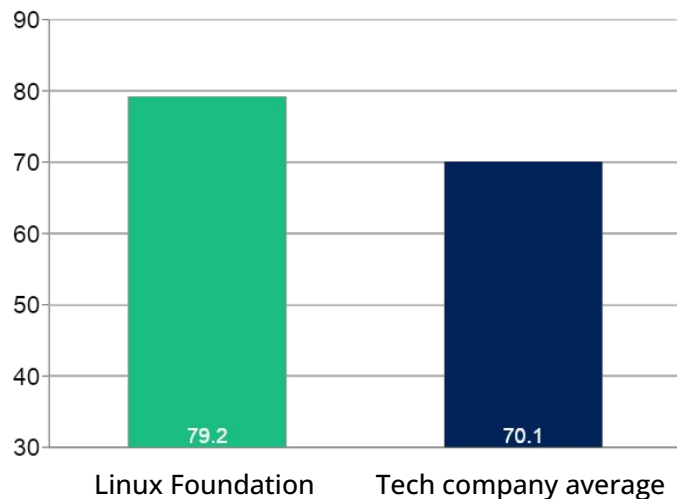
Open source is widely viewed to be vital to the future of industry sectors by 91% of survey respondents, 72% of which are outside of cross-industry IT vendors.



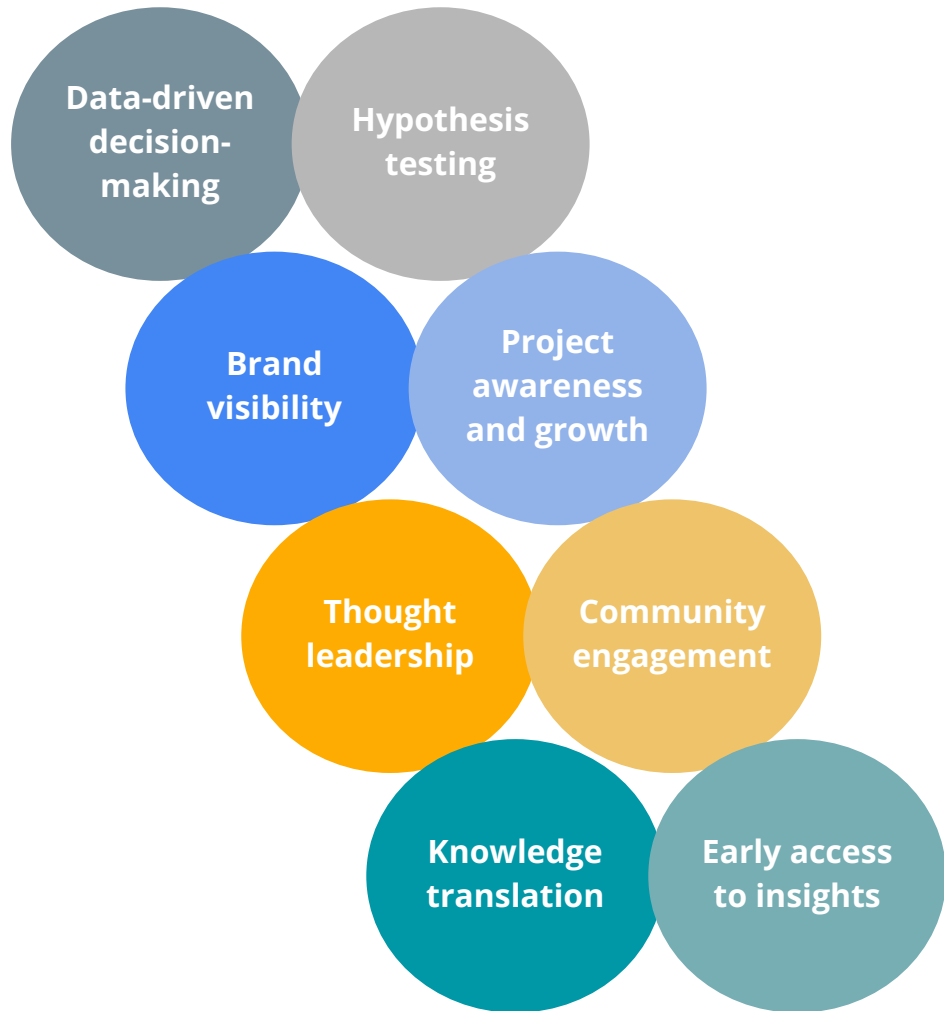
Reputational influence through research

A recent survey from Penta Research reveals the Linux Foundation comes out ahead of the tech industry & industry associations, influencing overall organizational reputation.

“Does the organization contribute accurate, reliable research & data?”



Benefits of Research



Driving Decision Making for Projects, Enterprises, & Governments

- Determining the next certification that **OpenSSF** should build to provide the most value to their community.
- Understanding **CNCF** project penetration rates to tune project development strategies and influence investment.
- Exploring how to best invest in, grow, and position the **OpenSearch** product to support the needs of its community.
- Ensuring market relevance of a **LF Education's** cybersecurity skills matrix
- Measuring ROI for a **leading chip manufacturer's** open source software involvement.
- Communicating the stark differences between **open and closed standards** and how organizations are pivoting to an open approach because of its ability to drive rapid innovation.

Engage Stakeholders & Test Hypotheses: Workshops & Executive Roundtables

intel

INVITES YOU TO A

Blockchain & Sustainability Roundtable

A virtual, invitation-only
event in partnership with



FRIDAY, JULY 29

10:30 A.M. TO 12:30 P.M. EDT

OVERVIEW

This Roundtable brings together thought leaders from across the Web3 ecosystem who are 1) working towards making blockchains more sustainable and 2) implementing blockchain technology to help mitigate the effects of climate change (through carbon accounting, accountability, and offset verification).

RSVP BY FRIDAY, JULY 15
to confirm your participation



The cover of the CTO Summit Report EU 2022 features a light beige background with a decorative splash of orange and red on the right side. At the top left, the logos for the Cloud Native Computing Foundation and The Linux Foundation Research are displayed. The title 'CTO SUMMIT REPORT EU 2022' is prominently displayed in bold black text. Below the title, the subtitle 'RESILIENCY IN MULTI-CLOUD' is written in a smaller, all-caps font. The date 'August 2022' is listed below the subtitle. The foreword and author information are provided in a smaller font, including names like Amr Abdelhalem, Arun Gupta, and Udo Seidel. At the bottom, it states 'In partnership with' followed by the logos for Tigera and Orca Security.

CLoud NATIVE COMPUTING FOUNDATION THE LINUX FOUNDATION | Research

CTO SUMMIT REPORT EU 2022

RESILIENCY IN MULTI-CLOUD

August 2022

Foreword by Amr Abdelhalem, *Fidelity*;
Arun Gupta, *Intel*; Ricardo Torres, *Boeing*;
Pratik Wadher, *Intuit*

Authored by Dr. Udo Seidel,
Speakeasy Strategies

With Hilary Carter, *Linux Foundation Research* and
Priyanka Sharma, *Cloud Native Computing Foundation*

In partnership with

TIGERA ORCA security

Roundtable Report Deliverable



Web3 gives us a new way of organizing and incentivizing the work of society where individuals own and control their assets.



A neutral dashboard running on a public blockchain **could help the industry align incentives and confirm claims about recycling practices.**



The read-write-own Web3 is about asserting rights of **personhood, privacy, and property of open and trustworthy data ecosystems.**



Project success relies on removing silos, taking an interdisciplinary approach, and developing policy in parallel.



Foreword by Scott Chamberlin

Download the report here:

<https://www.linuxfoundation.org/research/web3-and-sustainability?hsLang=en>

Examples of Commissioned Research from Companies, Governments, & Projects

AWS: Awareness & Perception of OpenSearch



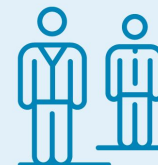
OPENSEARCH AWARENESS AND PERCEPTIONS REPORT



89% of organizations say that tools to address search, observability, and security analytics are important.

OPENSEARCH AWARENESS AND PERCEPTIONS REPORT

25% of organizations have experience with OpenSearch.



OPENSEARCH AWARENESS AND PERCEPTIONS REPORT

48% of users would like to see OpenSearch training and certification courses.



OPENSEARCH AWARENESS AND PERCEPTIONS REPORT



91% of OpenSearch users use the product for its search capabilities.

Intel: Open Source Software Developer Report

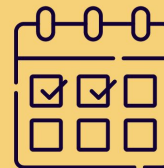


OPEN SOURCE SOFTWARE DEVELOPER REPORT 2024



82% of respondents believe **Open Source Summits and conferences** are important for career development.

OPEN SOURCE SOFTWARE DEVELOPER REPORT 2024



59% of respondents perceive value in keeping up with open source ecosystems by **attending professional events**.

OPEN SOURCE SOFTWARE DEVELOPER REPORT 2024



Almost all respondents (99%) believe that **learning new skills** is an important strategy for career growth.

OPEN SOURCE SOFTWARE DEVELOPER REPORT 2024

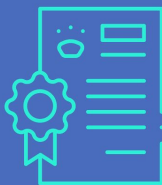


The most significant value from attending professional events is **finding inspiration and motivation**.

Natural Resources Canada: Energy Interoperability



OPEN SOURCE AND ENERGY INTEROPERABILITY



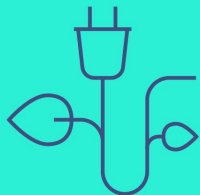
Standards and Collaboration: There is a need for industry-wide standards to facilitate interoperability and reduce silos.

OPEN SOURCE AND ENERGY INTEROPERABILITY

Data Sharing Importance: Open source platforms enable better long-term planning through transparent and real-time data sharing.



OPEN SOURCE AND ENERGY INTEROPERABILITY



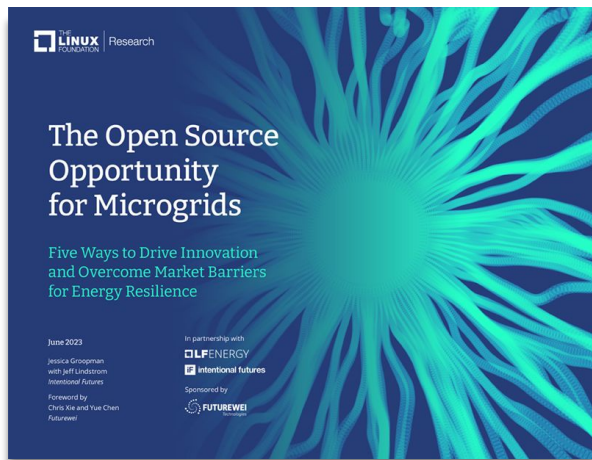
Promise of Open Source: Open source technology shows the greatest promise to accelerate the transition to clean energy.

OPEN SOURCE AND ENERGY INTEROPERABILITY

Open Source Benefits: Open source platforms reduce costs, enhance interoperability, and improve integration across energy systems.



Futurewei: Open Source Opportunity for Microgrids



Open source accelerates microgrid design and time-to-market, enabling better modularity, efficiencies, and open data sharing.



Data standardization, application modularity, demonstration of cost benefits, and market coordination will support greater microgrids interoperability.



Open source enables market innovation toward energy resilience at scale via open source-enabled business models, security, talent pipelines, and cost reductions.



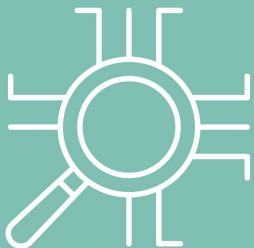
Collaborative and consistent policymaking is needed to revamp energy regulation that is outdated, fragmented, and favorable to centralized grid infrastructure.



CNCF: Kubernetes Turns 10

We studied different aspects of the awareness and impact of Kubernetes in celebration of the project's 10th anniversary, revealing positive perceptions & creating opportunities for constructive feedback.

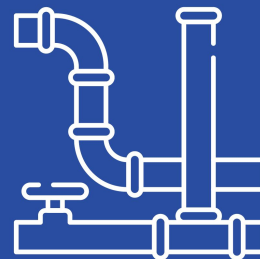
KUBERNETES TURNS 10 REPORT



The top challenges for Kubernetes are the **learning curve** (59%), **security** (44%), and **talent shortage** (36%).

KUBERNETES TURNS 10 REPORT

90% of organizations believe that Kubernetes **improved their software development processes.**



TODO: The Impact of OSPOs on Management & Strategy

Our latest study from the TODO Group & LF Research shows the **significance of OSPOs** once again, in terms of their impact on open source use, contribution, and organizational open source strategy.

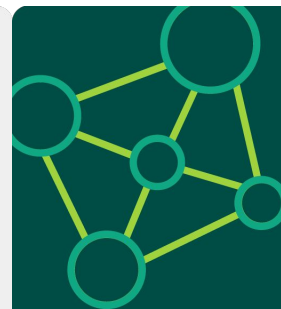
80% of organizations report that OSPOs have a **MEANINGFUL POSITIVE IMPACT** on their ability to work with open source communities.



94% of organizations **USE OPEN SOURCE SOFTWARE** in products or services.



84% of OSPOs are involved in **DEVELOPING OR MANAGING GenAI INFRASTRUCTURE.**



There is still room for growth. Our study shows that **while 77% of large organizations have an OSPO, only 19% of small organizations have one.** Implementing an OSPO is key for **awareness of open source software use and dependencies**, and they can **improve license compliance** and increased **transparency**. The report advocates for greater adoption to capitalize on these benefits.

How Research Benefits Different Stakeholders

Government: educating policymakers on the value and adoption of open source

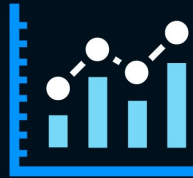
Enterprise: capturing and communicating the business case for open source

Society: promoting open technology projects for sustainable development

OPEN SOURCE IN EUROPE'S PUBLIC SECTOR

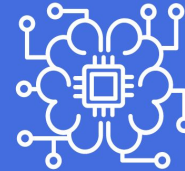


Outdated procurement processes, limited technical competences, and a lack of managerial buy-in are preventing the public sector from realising the full potential of OSS.





64% of respondents report increased business value from OSS use in 2024, and 56% report increased benefits from OSS contributions.



2024 GENERATIVE AI SURVEY



82% of respondents agree that **open source AI is critical for a positive AI future.**

Research Deliverables as Marketing Collateral

 **Confidential Computing Consortium** + Follow ...
1,838 followers
2w · Edited · 


 Just Released: The Case for Confidential Computing! 
Real Stories, Real Success: Explore the Confidential Computing Use Case Report and discover how Confidential Computing enables organizations to securely leverage enterprise data.


Grow your business, improve service, tackle data challenges, and meet regulatory compliance.

Thanks also to [Vini Jaiswal](#), [Sal Kimmich](#), [CSM Anna Hermansen](#), [Riaan Kleinhans](#), [Suzanne Ambiel](#), [Hilary Carter](#), [@Kate George](#) and many others for their support.


Read the full report: https://hubs.la/Q02F_sp40



[#ConfidentialComputing](#) [#DataSecurity](#) [#AI](#) [#MachineLearning](#)
[#BusinessGrowth](#) [#Compliance](#)



 **LF Energy** ...
6,180 followers
2w · 

A new report, "Open Source and Energy Interoperability" from LF Research and LF Energy thanks to sponsorship from [Natural Resources Canada \(NRCan\)](#), explores how open source solves the issue of ...more




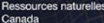
 Research 

Open Source and Energy Interoperability

Opportunities for Energy Stakeholders in Canada

Mike Dover
August 2024

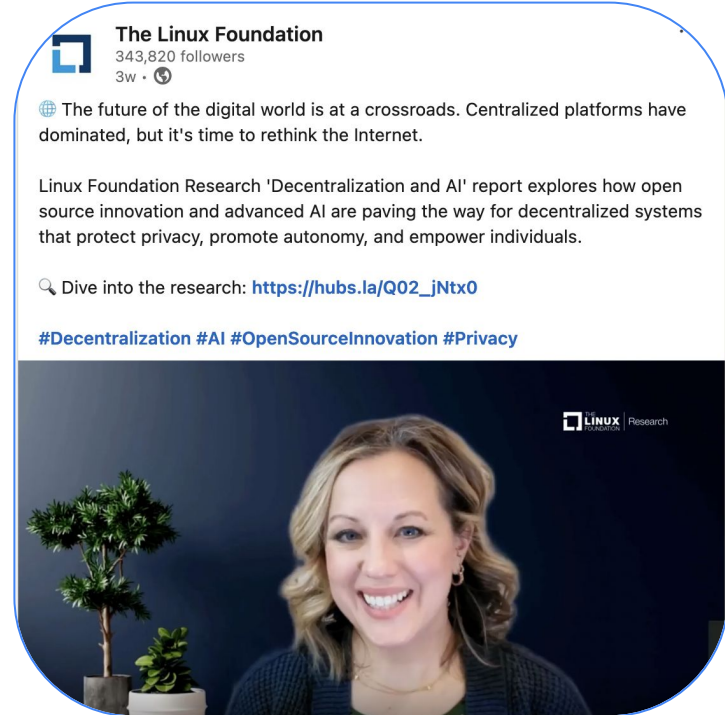
Report prepared for:

 Natural Resources Canada  Ressources naturelles Canada

LF Research Marketing Reach

- **LF email distribution:** ~1,000,000
- **LF Research email subscribers:** 2,500
- **Average number of downloads:** 500
- **X followers:** 566,000
- **LinkedIn followers:** ~350,000

*reports are published under CC-BY-ND and are available for publication on any website.



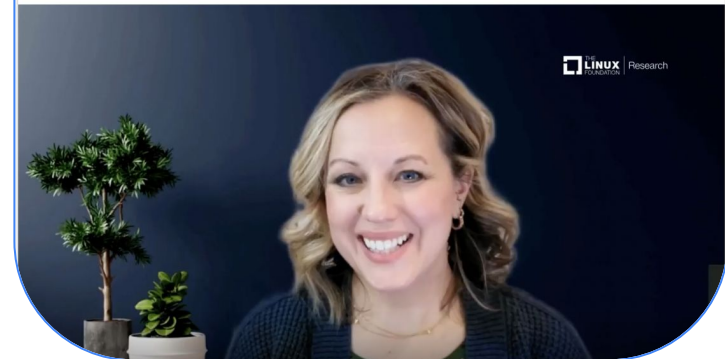
The Linux Foundation
343,820 followers
3w · 🌐

🌐 The future of the digital world is at a crossroads. Centralized platforms have dominated, but it's time to rethink the Internet.

Linux Foundation Research 'Decentralization and AI' report explores how open source innovation and advanced AI are paving the way for decentralized systems that protect privacy, promote autonomy, and empower individuals.

🔍 Dive into the research: https://hubs.la/Q02_jNtx0

#Decentralization #AI #OpenSourceInnovation #Privacy



LF Research in the News

TechRepublic

Only 29% of Companies Laid Off IT Staff in 2023, Reveals Linux Foundation Study

The 2024 State of Tech Talent Report from the Linux Foundation revealed that just 29% of organizations reduced their technical headcount last year.

May 2, 2024

Forbes

The banking sector has expanded its approach to open source, from implementing new rules on how to use data with open banking to contributing to full open-source banking platforms. According to the most recent Fintech Open Source Foundation (FINOS) report, the number of contributions by fintech and banking contributors to open-source projects has from 429,258 contributions in 2021 to 595,860 contributions in 2023.

ComputerWeekly.com

IT Management ▼

Industry Sectors ▼

Technology Topics ▼

The Linux Foundation's [Open source maturity in Europe report](#) paints a robust picture, stating that between 2022 and 2024, "more than half of the respondents each year reported seeing an increased business value from using OSS compared to the previous year".

TechCrunch

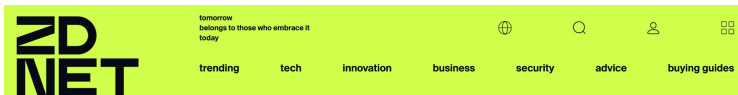
Latest Startups Venture Apple Security AI Apps Events Podcasts

Paul Sowers

Linux Foundation report highlights the true state of open source libraries in production apps

There are many metrics to track the prevalence of open source components, such as GitHub stars and downloads, but they don't paint the full picture of how they're being used in production codebases.

[Census III of Free and Open Source Software: Application Libraries](#) leans on more than 12 million data points from software composition analysis (SCA) and application security tools such as [Black Duck](#), [FOSSA](#), [Snyk](#), and [Sonatype](#), which have been deployed at more than 10,000 companies.



/ innovation

Home / Innovation / Artificial Intelligence

Nearly half of Gen AI adopters want it open source - here's why

A new report explores the frequently awkward relationship between open source and artificial intelligence.



Written by Steven Vaughan-Nichols, Senior Contributing Editor
Nov 21, 2024 at 3:00 a.m. PT

THE NEW STACK

Show Me the Data: the FINOS 2024 Survey

FINOS and the Linux Foundation [surveys the financial services community](#) every year to gauge open source adoption and key challenges.

The authors of the report discussed the results of the survey at the conference, including [Tosha Ellison](#), strategic advisor at FINOS, [Colin Eberhardt](#), CTO Scott Logic, [Hillary Carter](#), SVP Linux Foundation, and [Cara Delia](#), senior principal community architect at [Red Hat](#).

Recognizing Research Engagement: Credly Badges



Contributor badges are issued to individuals in the open source community who have supported the research development process, as:

- Author / co-author / ghostwriter
- Foreword author
- Survey author
- In-kind contributor
- Data analyst

Localization Partner badges are issued to individuals who have assisted in the localization of surveys and reports.

Badges appear on LFX [individual dashboards](#) to illustrate engagement.

How to Collaborate

Commissioning a Study: Questions to Consider

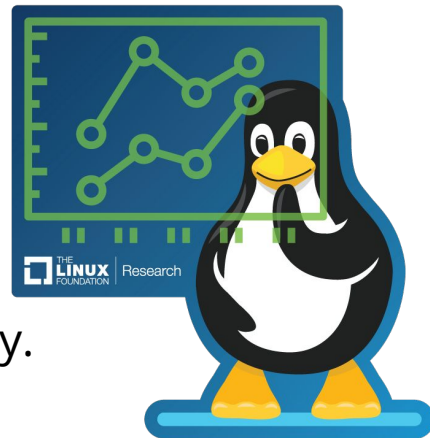
Objective setting:

- What is the goal of the research?
- Who is the target audience for the research?
- What is the hypothesis to be tested, or headlines desired from research?
- When is the research to be launched and published?

Methodology & logistical considerations:

- Survey, qualitative, dataset analysis, or a combination?
- Access to stakeholders & subject matter experts?
- Budget & timelines?

Get started! Complete the [LF Research Brief](#) to scope your study.



Data Collection: LF Research Forum

The [Linux Foundation Research Forum \(LFRF\)](#) was founded in 2024 and brings together Linux Foundation subscribers, members, and partners who have a common interest in open source and are willing to share their knowledge by participating in surveys, interviews, or other research activities. LFRF was created to reduce our frequent shortfall in data collection and reliance on 3rd party panel providers, and attribute panel response cost savings to support LF travel scholarships.

Data collection by LFR across the LF community (multiple lists, multiple attempts), research partners, and LFRF members is on a best efforts basis.

- Data collection from the LF community is managed by LFR at no cost to the project.
- Data collection from partners is orchestrated by the sponsor and managed by LFR at no additional cost
- Shortfalls in data collection based on target sample size can often be addressed by purchasing completes from a 3rd party panel provider – typically \$24 to \$30 based on region and quality. Data collection from 3rd party panel providers is negotiated and managed by LFR but the cost is borne by the sponsor. There is no LFR markup.

Pricing Scale: Survey-Based Research Commissions (custom)

The following table shows how LF Research prices track based on common volumes of questions, completes, and insights.

Changes to # question, # completes, #insights all offer opportunities to reduce price.

Vendor	# Questions	Target # Completes	# Insights	\$ Questions	\$ Completes	\$ Charts	\$ Insights	Total \$* Based on LF completes
LF Research	15	150	15	\$10,125	\$2,800 - \$5,600	\$2,000	\$10,125	\$25,050 - \$27,850
LF Research	20	200	20	\$13,500	\$2,800 - \$5,600	\$3,000	\$15,188	\$34,488 - \$37,288
LF Research	30	250	30	\$20,250	\$4,200 - \$8,400	\$4,000	\$20,250	\$48,700 - \$52,900
LF Research	40	300	45	\$27,000	\$5,600 - \$11,200	\$6,000	\$30,375	\$68,975 - \$74,575
LF Research	50	350	60	\$33,750	\$7,000 - \$14,000	\$8,000	\$40,500	\$89,250 - \$96,250

*3rd party panel completes are charged separately. LF Research will distribute surveys to generate completes on a best efforts basis.

Does not include travel should presentation at events be requested, or sample from 3rd party panel providers.

Pricing Scale: Qualitative Research Commissions (custom)

The following table shows how LF Research prices track based on number of interviewees, word count, and localization requirements.

Changes to # of SME interviews, # of words, #languages all offer opportunities to reduce or increase price.

Vendor	# SME Interviews	Word Count	Second language localization	Total \$*
LF Research	4 to 6	1,500 to 3,000	\$2,000	\$25,000 - \$35,000
LF Research	6 to 8	3,000 to 7,500	\$2,500	\$35,000 - \$50,000
LF Research	8 to 12	7,500 to 10,000	\$3,000	\$50,000 - \$75,000
LF Research	12 to 20	10,000 to 15,000	\$3,500	\$75,000 - \$95,000
LF Research	20 to 30	15,000 words and up	\$5,000 and up	\$95,000 +

*Minimum total costs assumes stakeholder engagement / introductions to preferred interviewees.

Does not include travel should presentation at events be requested. Does not include hiring outside subject matter experts as authors or coordination of research-related workshops.

Bespoke Workshops and Roundtables: Starting at USD 75K

LF Research supports:

- Research / program design & planning
- Coordination with sponsor facilitators and/or subject matter expert speakers
- Hiring keynote speakers (costs extra)
- Invitation design
- Invitation brainstorming & support on outreach
- Recording & transcription (if LF hosted)
- Drafting of report (authorship)
- Report production, publication, & distribution

Sponsor benefits:

- Agenda input
- Speaking opportunities
- Coordination input
- Opportunity to review the research report prior to publication
- Logo placement on event and research deliverables
- About sponsor mention in report
- Embargo pitching of report

Additional considerations:

- Virtual / in-person event hosting costs
- Engaging the LF Events team

Co-Branding Research:

World of Open Source Series, OSPOs, Tech Talent, ++

Leadership

Innovation

Support

Logo placement

Tier 1

Tier 2

Tier 2

Acknowledgement in report

x

x

x

Branding recognition in survey announcement and other shareables

x

x

x

Planning committee & early access to research findings

x

x

Add up to 3 questions during instrument development (survey, interview guide)

x

Opportunity to write the report foreword

x

Company bio and social media links on back page of report

x

Cost (in USD)

\$15,000

\$5,000

\$2,500

In-Kind Partnerships

Receive **brand recognition** for helping to distribute surveys and generate qualified respondents, as well as **acknowledgement** of your support in the survey deliverables and on the report inside back cover.

- Distribute unique survey collector links on email & social media
- Introduce subject matter experts, as prospective interviewees
- Conduct peer reviews of research findings
- Actively participate in the report distribution and promotion

The banner is split into two main sections. The left section has a blue background with the FINOS logo (a stylized 'F') and the text 'Fintech Open Source Foundation'. Below this is the title 'State of Open Source in Financial Services' in large, bold, black font. At the bottom of this section is a white button with the text 'TAKE THE SURVEY'. The right section has a dark blue background and is titled 'IN PARTNERSHIP WITH'. It lists several partner logos: THE LINUX FOUNDATION | Research, GitHub intel, MEND Red Hat, SUSE SYMPHONY, SCOTT LOGIC | ALTOGETHER SMARTER, Tradeweb, and wipro.

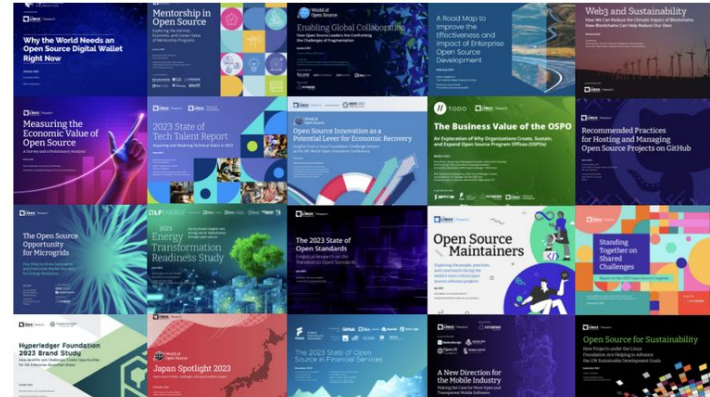
Learn more! Visit <https://www.linuxfoundation.org/research>



LINUX FOUNDATION RESEARCH

We're investigating the impact of open source collaboration to solve the world's most pressing challenges.

SUBSCRIBE TO MAILING LIST



"To us, LF Research is an invaluable program that brings together thought leaders and produces high-quality, strategic open source research. This work paves the way for many groundbreaking open source projects, driving innovation and collaboration across industries as a direct result of their visionary insights."

Chris Xie, Head of Open Source Strategy, Futurewei Technologies Inc.

"Collaborating with Linux Foundation Research on multiple open source research projects has been a valuable experience. Their expertise has provided us with relevant, in-depth insights and actionable data, enhancing our understanding of trends in the open source landscape." **Melissa Evers, Vice President, Intel**

"LF Research reports are pure gold for understanding better how hashtag#opensource is evolving and changing the European tech landscape now and in the future." **Paolo Mainardi, CTO, SparkFabrik**



To sponsor a research project, email us at
research@linuxfoundation.org

To receive new research reports and surveys,
[subscribe](#) today!



FOUNDATION

LINUX FOUNDATION | Research

Why the World Needs an Open Source Digital Wallet Right Now

January 2023

In partnership with:

With a foreword by:

LINUX FOUNDATION | Research

Mentorship in Open Source

Exploring the Intrinsic, Economic, and Career Value of Mentorship Programs

January 2023

Author: Melissa Mitchell, Director, Technical Programs

Published by: Laura Lerner, Executive Director of Open Source Technology, Open Source for Knowledge, Inc.

In partnership with:

SPONSORED BY:

World of Open Source

Enabling Global Collaboration

How Open Source Leaders Are Confronting the Challenges of Fragmentation

January 2023

Author: U. Williams, VP, Content

Co-edited by: The Open Group, Intel, Microsoft, Oracle, SAP, VMware, and others

In partnership with:

SPONSORED BY:

A Road Map to Improve the Effectiveness and Impact of Enterprise Open Source Development

February 2023

Author: Patrick P. Kelly, Vice President, Enterprise Programs (AI & Data)

Foreword by: Jessica Miller, Vice President, Public Sector, IBM

Web3 and Sustainability

How We Can Reduce the Climate Impact of Blockchains, How Blockchains Can Help Reduce Our Own

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