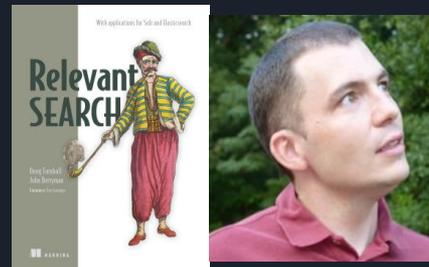


Your Business Depends on Supporting Open Source!

Doug Turnbull,
<http://o19s.com/doug>
CTO OpenSource Connections

MICES 2018



ONE VENDOR TO SELL IT ALL

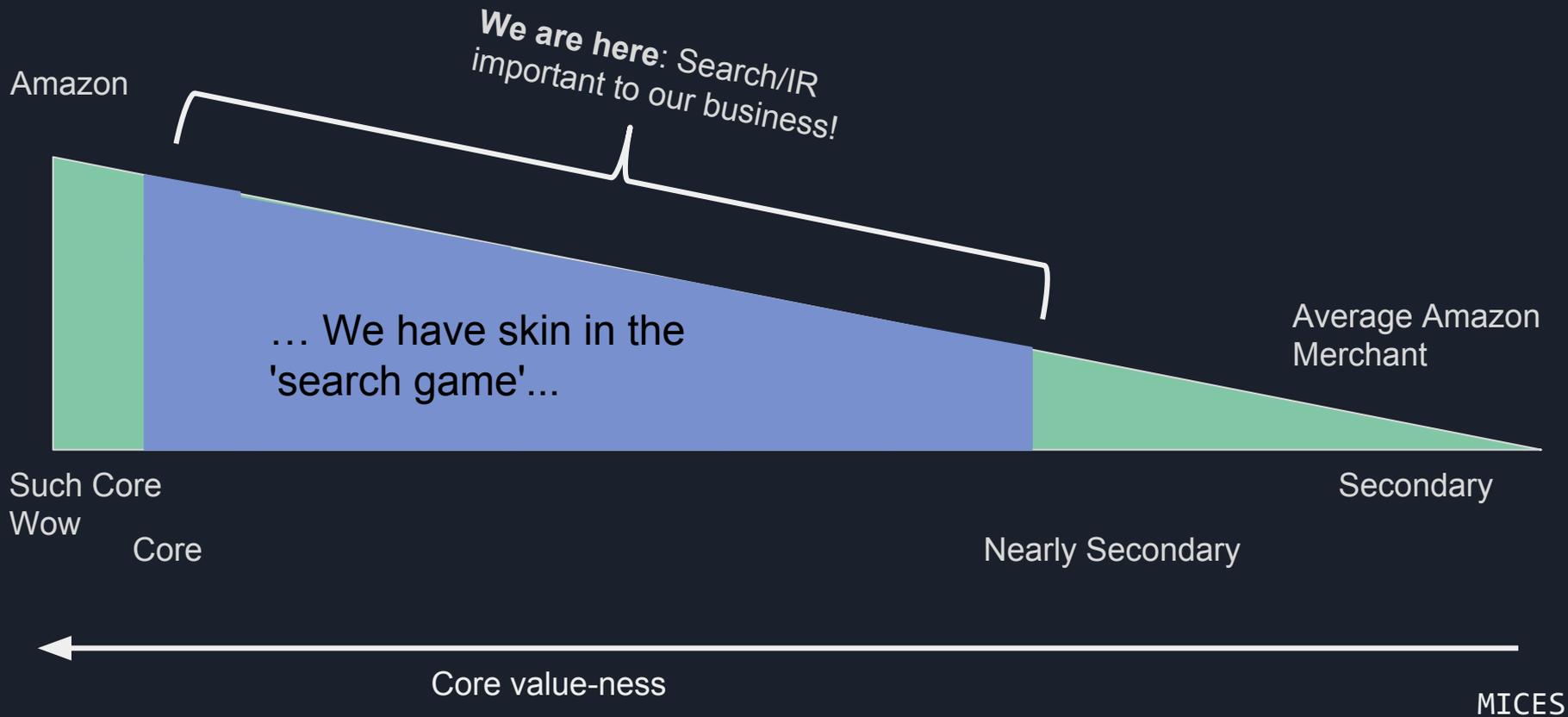


AND IN ONE PLATFORM BIND THEM



Hi my name is...

"If it's a core business function — do it yourself, no matter what." - Joel Spolsky





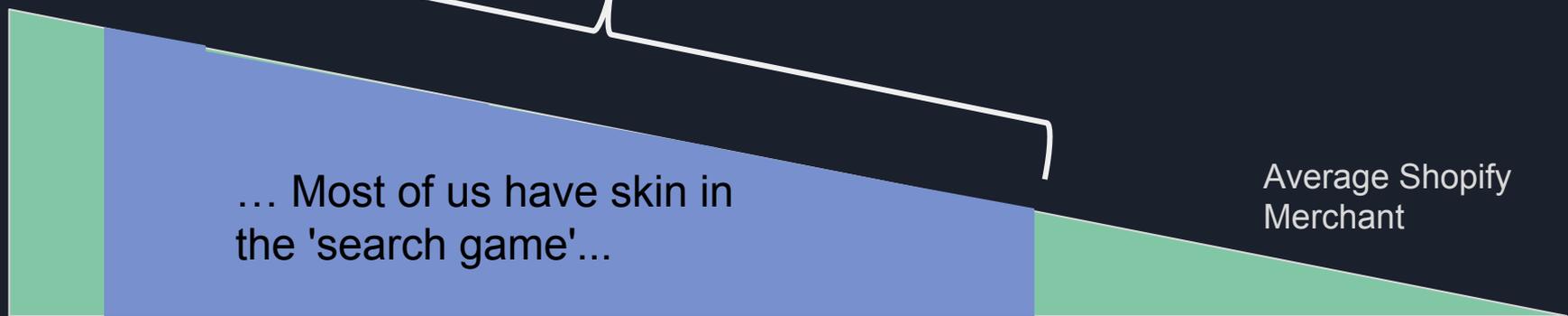
FREEEEEEEEEEEDOM!!!!

We needs ta control oaaour destiny!!

MICES

Amazon

Us



... Most of us have skin in the 'search game'...

Average Shopify Merchant

Customization: complete

Customization: some

Customization: little/no

Licensing: certain

Licensing: certain

Licensing: who cares

Mindshare: static

Mindshare: broad community

Mindshare: doesn't matter

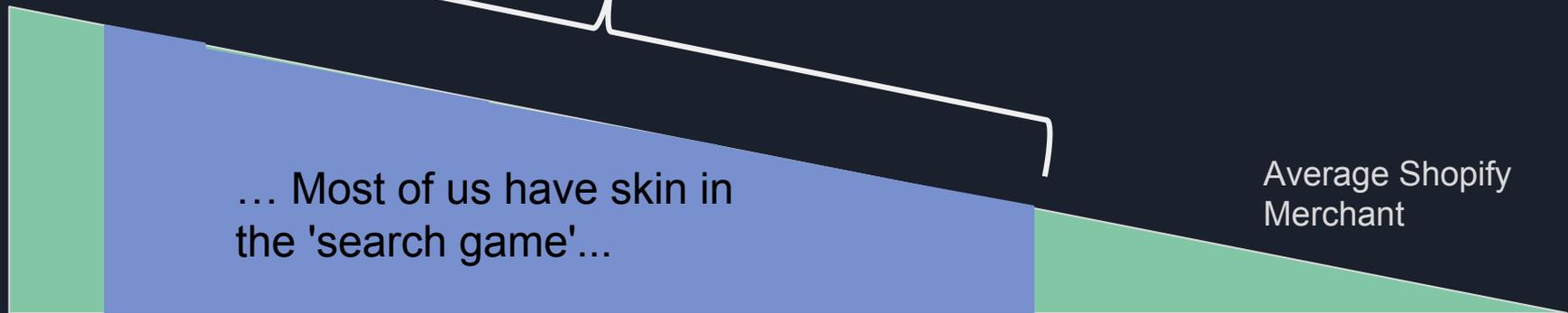
(aka 'bus factor')

(aka 'will the software go away')

Freedom requirements

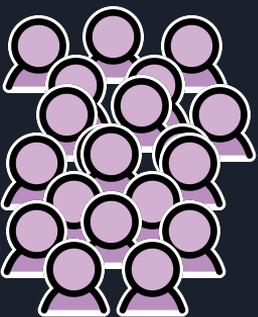
Amazon

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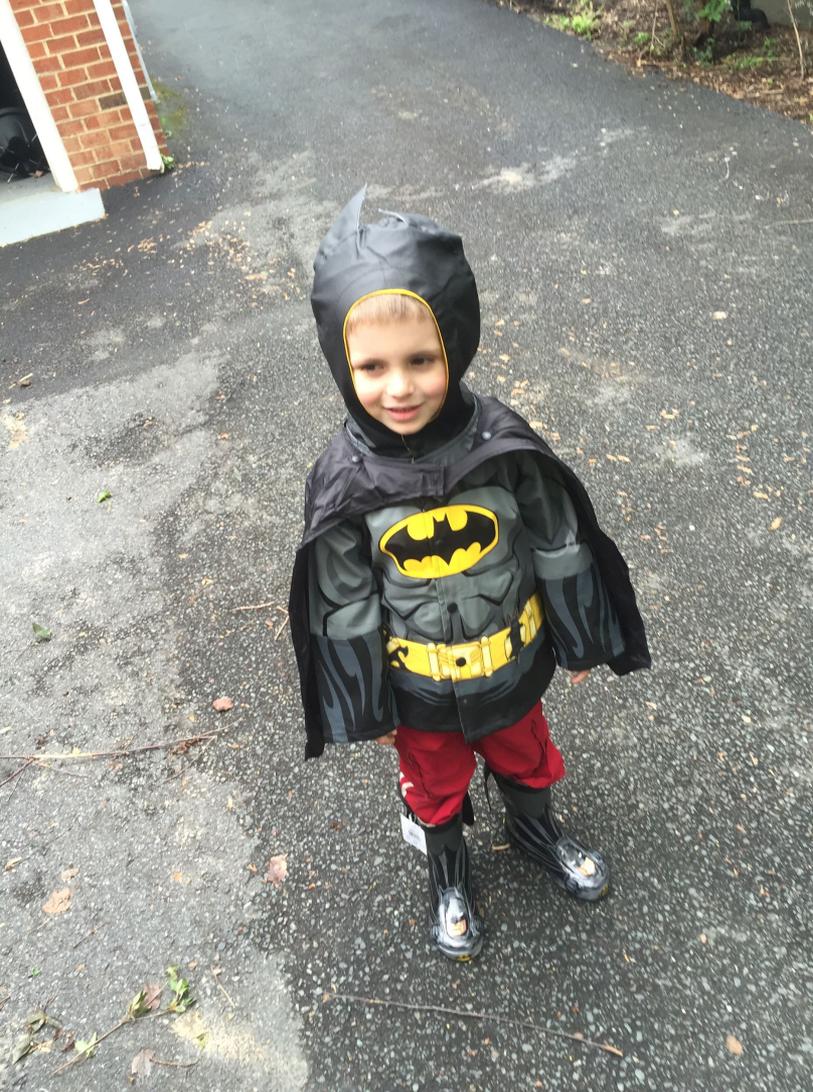
Search Team?

One merchant?

10s working on search - must 'stand on shoulders of others' somehow

100s? 1000s? Working on search - able to build custom stack

Resource Constraints



Empowerment

Actually having the tools to do our job

"Always be yourself,
unless you can be
batman. Then always be
batman"

Wasted \$\$ when we don't have good tools



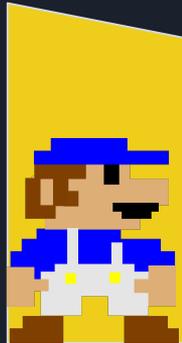
Where does your team spend it's time?

We need to commoditize repeat/busy work

Plunger Invented
(1850-1900)

Plunging, a
plumber's
method

Anyone can
plunge their toilet



Ideation

Industry

Commodity

Example: LTR building blocks getting easier



Two ways to solve these probs

Product

- Innovates faster / specific focus
- Less freedom (mindshare, license, extensibility, IP)

vs

Open Source

- Innovates slower / broader focus
- More freedom (mindshare, license, extensibility, IP)

Products, trade freedom for features

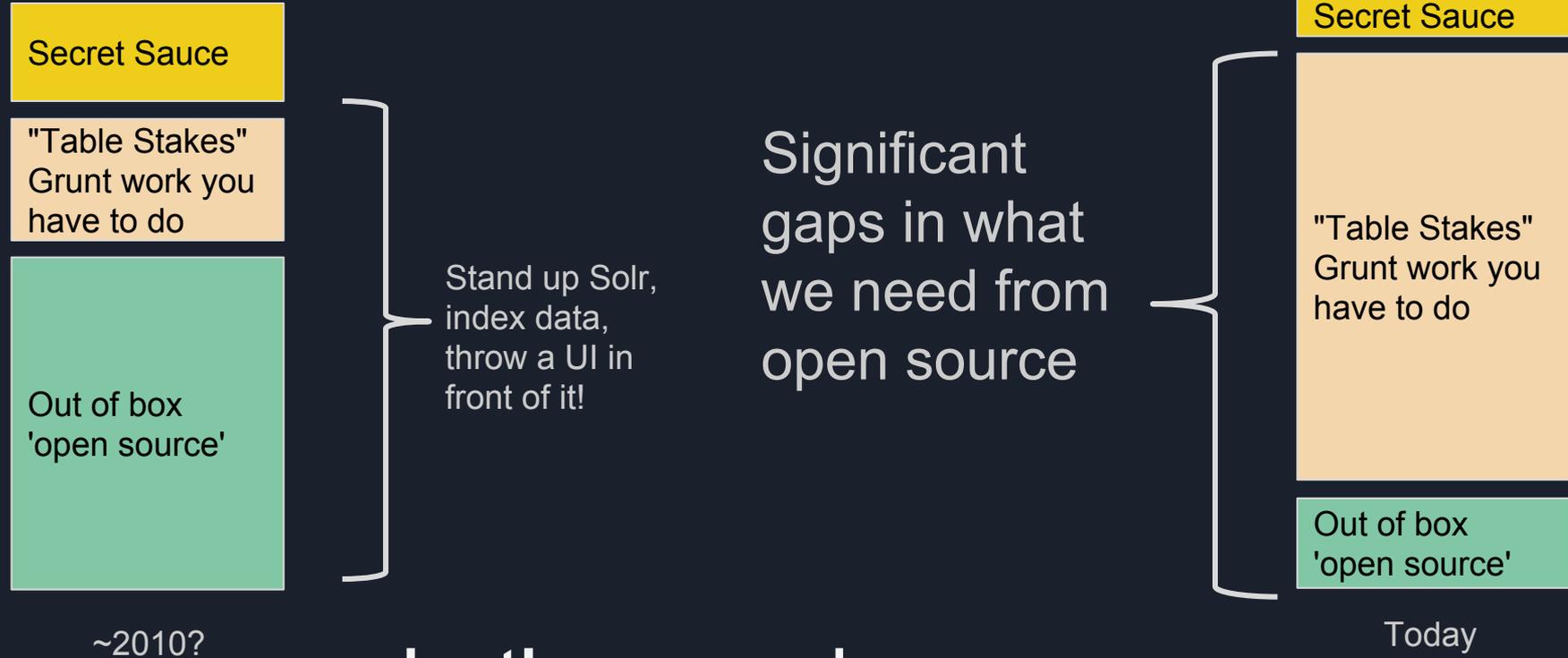
- **Lost freedom:** Historically, tend to be acquired or be deprecated (Endeca, FAST, GSA)
- **'Cognitive Search'** - Search products lately depend on black-box, (oft over promised) hard to manage/customize machine learning



- **Pro Services** - Search product companies rely on a lot of pro services to make it work on for your specific problem (especially w/ relevance)

(note many teams don't need this freedom, so products can be a good thing!) MICES

...Open source can waste our time...



Let's see why...

Is modern search?

10



?

OR

who invented the taco

[All](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More](#)

About 514,000 results (0.45 seconds)

Taco / Inventors

Glen Bell's



If you read **Glen Bell's** authorized biography, he says he invented the taco shell in the 1950s. It was his technological breakthrough. Mexicans were cooking tacos to order—fresh-making then ahead, was able to serve them faster. May 4, 2012

Is modern search?



ical?

OR



Is modern relevance?



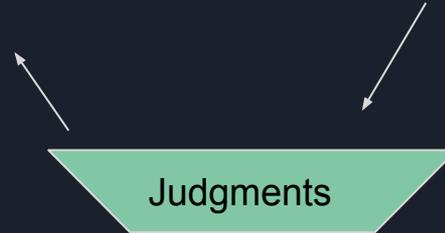
Knobs & dials



OR

LTR

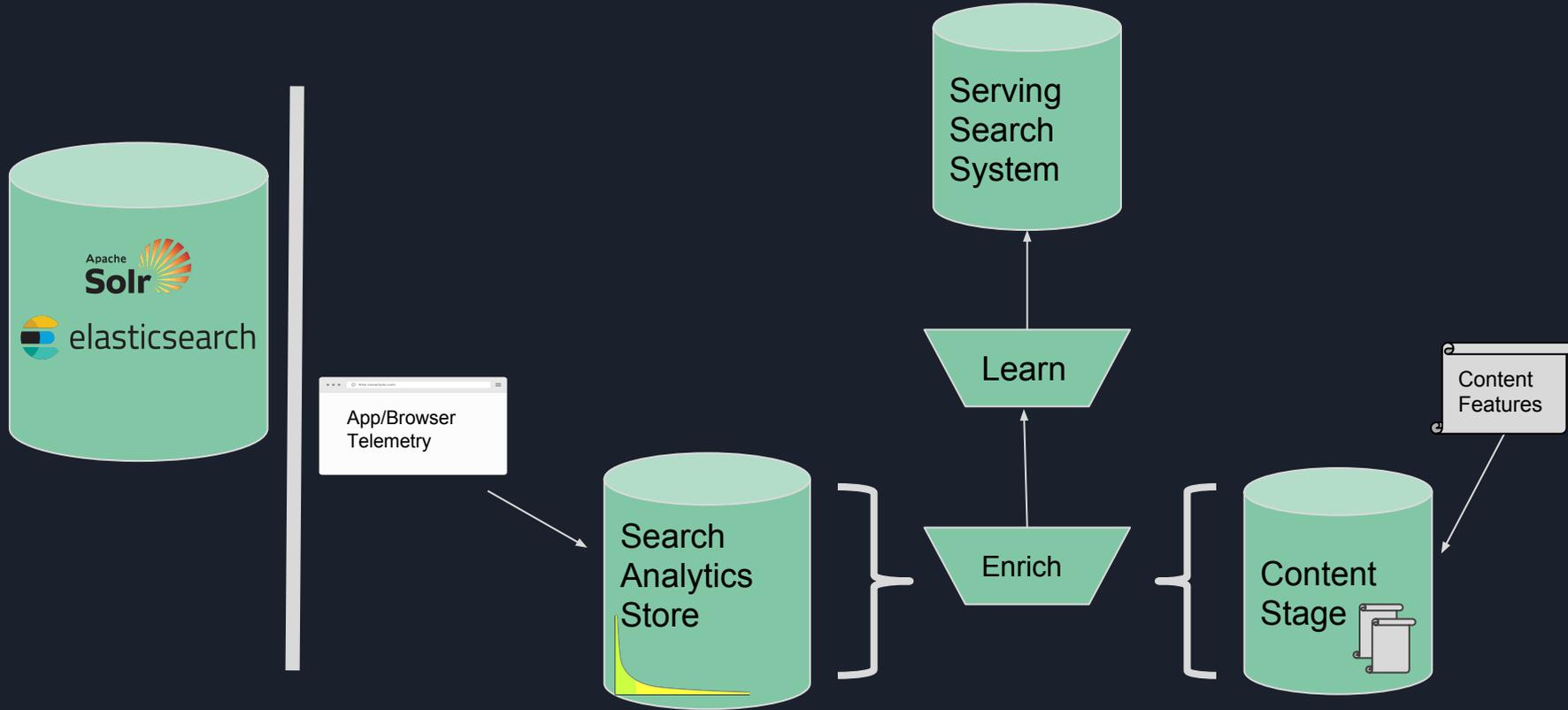
search
refine
click



Judgments

Whatcha get:

Whatcha need:



Modern serving search system reqs



- Match beyond the Lexical
- Arbitrary tensor/vector math
- Built-in intent classification
- Aware of the user
- NLP-first query/doc analysis

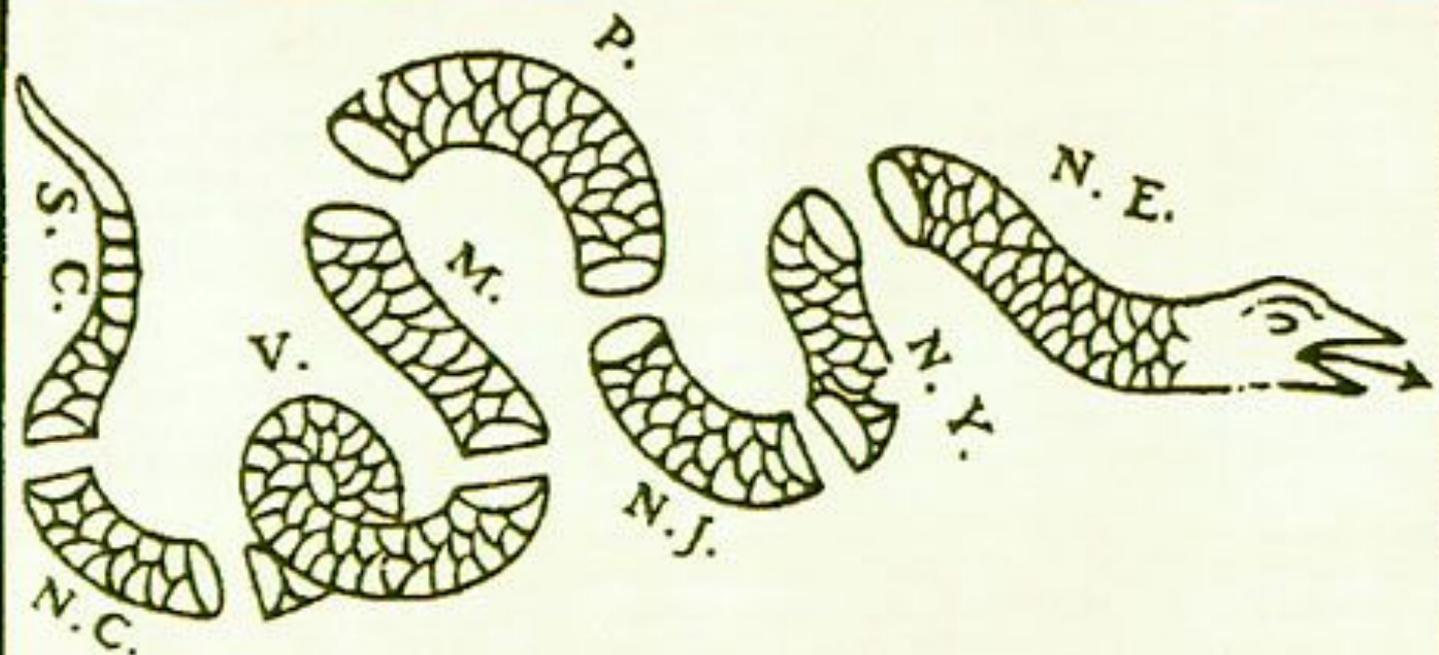
Are Solr/ES up to the task?

Lack of cohesive e-commerce search community



- Lack of perspective on commonly solved problems
- Beyond tech to techniques and strategies
- We keep reinventing the wheel over and over and over...





J O I N, or D I E.

Not open sourcing harms us all



Often an attitude against sharing/open sourcing at orgs, which in the long-term collectively harms mid-sized companies, wasting limited resources reinventing, not innovating

...Baby open source proj...



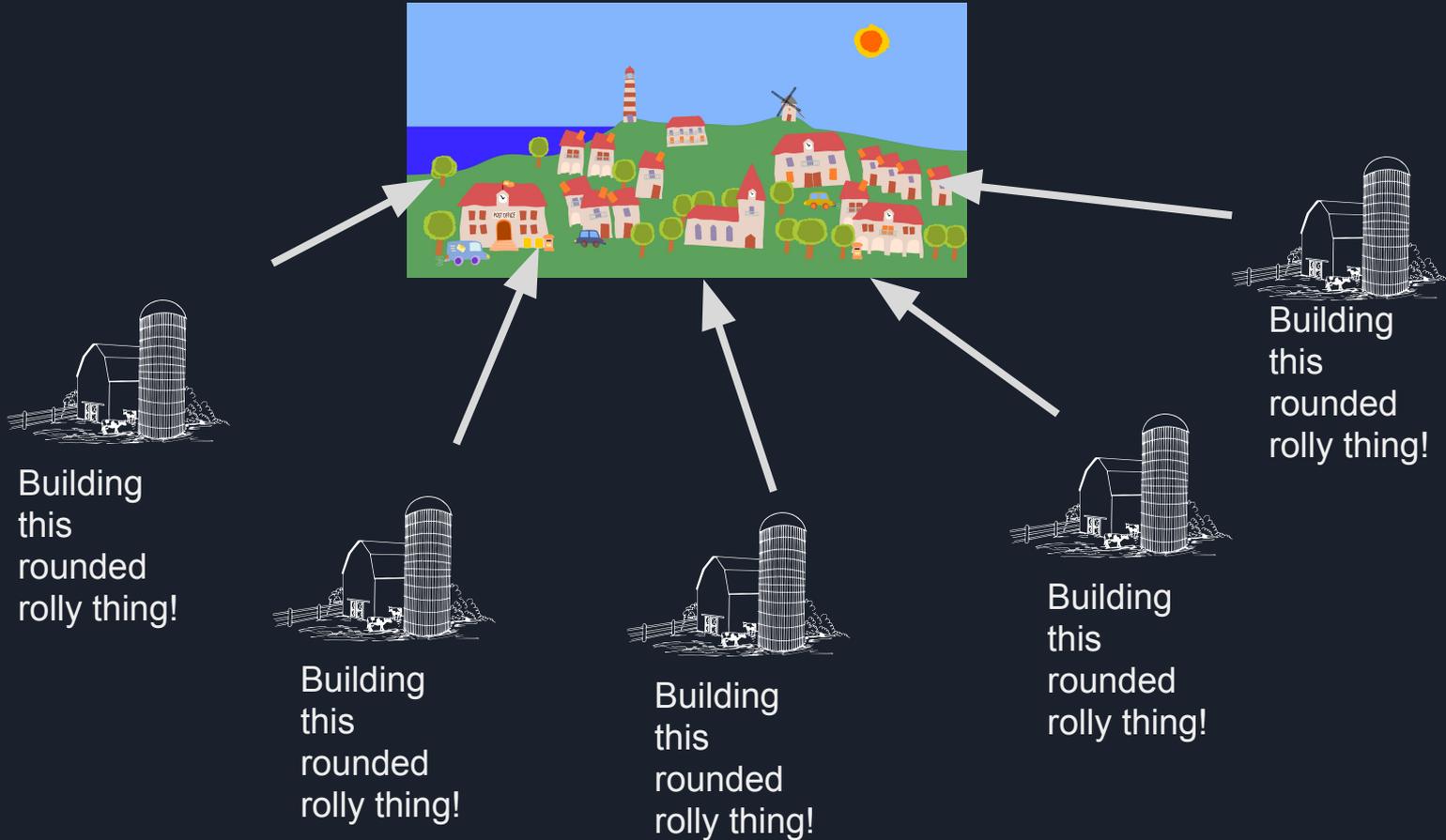
...we want it to grow up...



...many threats...



If only someone would build 'Connections' in 'Open Source'



Our mission: empowering relevance teams

YOU can do this, without vendors, including US!



Our BHAG: In 10 years, we want open source to be solution for the best relevance teams

Our perspective: turn silos into plungers



Protect Sea Turtles

What wheels do we see reinvented?

Who can we partner with to fund/build open source?

How can we market/community build?

How can we add product vision for broader adoption?

Most common gaps we see in e-commerce search OSS

- Search Analytics
- Merchandising-oriented search management tools
- Standard ways of interpreting/using clickstream
- Product Diversity & Serendipity, not just relevance
- Practices for balancing relevance w/ inventory, profit, etc

Partners Needed



I WANT YOU

TO BUILD OPEN SOURCE

Join the Search Relevance
Community

<http://o19s.com/slack>

(projects (Elastic LTR!), chat, conferences (Haystack!),
book authors, and more...)