Traction

Getting Traction for (your) Open Source Projects

Michael Boelen
michael.boelen@cisofy.com

T-DOSE 2016, 12 November (NLLGG track)
Promote your open source project

- Users
- Feedback
- Invisible benefits
Why? (non-developers)

Use your knowledge
- Contribute
- Improve software you use
- Enhance your resume
Michael Boelen

- **Open Source**
  - Lynis, Rootkit Hunter

- **Business**
  - Founder of CISOfy

- **Other**
  - Blogger at Linux-Audit.com
  - Board member and program committee NLUUG
Traction?

Something that is “going” and grows (quickly)

Example: my open source project, that continuously gains in popularity, and becomes well-known.
Traction Channels

- Trade shows
- Affiliate programs
- Offline advertising
- Search Engine Marketing
- Social advertisements
- Viral marketing
- Business development
- Public relations

- Search Engine Optimization
- Content management
- Demo’s
- Community building
- Speaking engagements
- Reaching out to blogs
- Social sharing
- Email marketing
Is that really needed for FOSS?
Importance of Traction

Software is written to be used
Translating to Open Source

Components

- Quality of software
- Promotion
- Community
Promotion
Experiment

Great tip: ..........................
by @mboelen at @TDOSE (@nllgg track)
Low-hanging fruit
Name

- Remember (or forget…)
- Length
- Goal
<table>
<thead>
<tr>
<th>Name</th>
<th>Good</th>
<th>Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rootkit Hunter</td>
<td><strong>Rootkit Hunter</strong> (rkhunter)</td>
<td>Lynis</td>
</tr>
</tbody>
</table>
Versioning

Semantic!

Major.Minor.Patch

Learn more: semver.org
Change Log

● History
● Trust
● Troubleshooting

Learn more: keepachangelog.com
Documentation

- README.md
- Get Started
- Other documentation
Project Description

GitHub SEO

**lynis**

Lynis - Security auditing and hardening tool, for UNIX-based systems.

Lynis is a security auditing for UNIX derivatives like Linux, macOS, BSD, and Solaris. It performs an *in-depth security scan* on the system itself, with the goal to detect issues and *provide tips for further system hardening*. It will also scan for general system information, vulnerable software packages, and possible configuration issues. Lynis is commonly used by people in the "blue team" to assess the security defenses of their systems.

We believe software should be *simple, updated on a regular basis, and open*. You should be able to trust, understand, and have the option to change the software. Many agree with us, as the software is being used by thousands every day to protect their systems.
Best Practices for CLI

--full-throttle-engine, -f
--help, -h, or help
--version, -V

Learn more: doctopt.org
Best Practices for CLI

- Share progress
- Dots

+++ Plugins (phase 1)

Note: plugins have more extensive tests and may take several minutes to complete

- Plugin: compliance
  [...]
- Plugin: configuration
  [...]  
- Plugin: control-panels
  [...]  
- Plugin: crypto
  [...]  
- Plugin: docker
  [...]  
- Plugin: file-integrity
  [............]
- Plugin: file-systems
  [.......]
Best Practices for CLI

● Use exit codes
● Data output
● Integrations

Lynis security scan details:

- Hardening index : 63 [###########]
- Tests performed : 228
- Plugins enabled : 14

- Components:
  - Firewall
  - Malware scanner

- Lynis Modules:
  - Compliance Status
  - Security Audit
  - Vulnerability Scan

- Files:
  - Test and debug information : /tmp/lynis.log
  - Report data : /tmp/lynis-report.dat
Updates

● Newer is better?
● Perform update check
● Make it easy
Releases

- Release often
- Who picks it up?
- RSS

Trick
https://github.com/CISOfy/lynis/releases.atom
Packages

Good
- Promotion
- Easy of use

Bad
- Needs maintainer
- The “stable” bug
OpenHub

In a Nutshell, Lynis...

... has had 1,651 commits made by 51 contributors representing 15,946 lines of code.

... is mostly written in shell script with a very well-commented source code.

... has a young, but established codebase maintained by a very large development team with increasing Y-O-Y commits.

... took an estimated 4 years of effort (COCOMO model) starting with its first commit in August, 2014 ending with its most recent commit 4 days ago.

See more details: OpenHub
Takeaways

● Structure
● Simplicity
● Quality
High-hanging fruit
Sites about news/tools

CRON.WEEKLY

Want to subscribe? Enter your address here

I respect your privacy and you won't get spam. Ever.
Just a weekly newsletter about Linux and open source.

issue #53: RHEL 7.3, fpm, kpatch, sshesame, Minoca OS, Lynis & many more!

November 6, 2016 - Mattias Geniar

Welcome to cron weekly issue #53 for Sunday, November 6th, 2016!
GitHub


1,665 commits
1 branch
14 releases
48 contributors
GPL-3.0
Referral

A must-use tool

If you're a system administrator, a good auditing tool can make your life exponentially easier (or harder...depending upon the results of the audit). Lynis is a must-use tool for any Linux system administrator who takes the security of their systems and network seriously.

Give this tool a try, and see if it detects holes in the armor of your Linux systems.
Social Media

- Interact
- Share at the right time
- Challenge
Takeaways

- Know good sources
- Share and promote
- Monitor activity
PLAY 3 CREDITS
GOOD LUCK

ALL WINNING SYMBOLS MUST BE BISECTED BY THE PAYLINE

DOUBLE 7 DOUBLE 7 DOUBLE
High traffic websites

- Hacker News
- Reddit
- Slashdot
- TechRepublic
Quality traffic (for security)

- Packet Storm Security
- ToolsWatch
Jackpot

Personal
Direct feedback
Fans
HN Effect

Traffic

2016-11-04: 4478
2016-11-05: 1656
2016-11-06: 1201
HN Effect

Stars

2016-11-02: 1110
2016-11-04: 1200
2016-11-05: 1770
2016-11-06: 2130
2016-11-07: 2340
2016-11-08: 2670

Source: http://www.timqian.com/star-history/#CISOfy/lynis
GitHub (Trending)

Trending in open source
See what the GitHub community is most excited about today.

<table>
<thead>
<tr>
<th>Repository</th>
<th>Stars</th>
<th>Downloads</th>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CISOfy / lynis</td>
<td>1864</td>
<td>241</td>
<td>Shell</td>
<td>Lynis - Security auditing tool for Linux, macOS, and UNIX-based systems. Assists with compliance testing (HIPAA/ISO27001/PCI DSS) and system hardening. Agentless and installation is optional.</td>
</tr>
</tbody>
</table>
Side effects

How to quickly audit a Linux system from the command line

For a deep penetrating scan of your Linux servers and desktops, turn to the Lynis auditing tool. Check out how to install and use Lynis.

By Jack Walker | November 7, 2016, 12:53 PM PST
The “sticky” effect

There is more behind the peak
Jackpot Multipliers

- Ask
- Networking
- Persistance
Lessons learned
1 - Be a Marketeer

Promotion is needed
2 - Humble versus Pride

Balance
3 - Quality

It takes time:

● Get the basics right
● Focus on simplicity
● Understand your users
More?

Articles on linux-audit.com

● Why we use your open source project (or not)
● How to Promote your Open Source Project

Share this presentation! ;-)
Questions?

Connect

● Twitter (@mboelen)
● LinkedIn (Michael Boelen)