To:	**OpenStack Board of Directors**
From:	**Board of Directors Compensation Committee**
CC:	**Jonathan Bryce**
Date:	**March 20, 2015**
Subject:	**Executive Director 2015 Bonus Metrics**

The comp committee is chartered to set, review and award goals and metrics for OpenStack executive staff. The compensation committee met with Executive Director, Jonathan Bryce, to define and develop the objectives and measurable metrics for the Executive Director 2015 bonus plan. The committee asked the Executive Director to set and manage the metrics for all executive staff with report to the Executive Director.

The committee consolidated the 2014 activities to 4 categories (labeled A,B,C and D); Mission and Planning, Foundation Business Operations, Key Activity and Exception Management. The categories have been developed in such a way as to enable them to be carried forward for each year's activities.

As a committee we have reviewed and approved the following plan and recommend that the board approve the plan as outlined as follows:

2015 Executive Director Bonus Metrics to be proportioned as follows:
      35% OpenStack Mission and Planning
      15% OpenStack Foundation Business Operations
      45% 2013 Key Activity: Platform Activities
      10% Exception Management

2015 Metrics
A) OpenStack Mission

1   Events
    1.1 Event Production: Successfully deliver the OpenStack Summits in Vancouver and Tokyo as well as global regional events
    1.2 Select 2016 Summit venues
2   Marketing
    2.1 Market OpenStack through Foundation activities and through the activities of member companies. Measure the success of those activities through reports such as press coverage and campaign visibility metrics. Track share of voice relative to comparable and emerging technologies.
    2.2 Develop consistent and coordinated OpenStack messaging with Foundation members and Directors
    2.3 Analyst awareness: Influence the top 10 analysts covering OpenStack at Gartner, Forester and key tier-2 firms to proactively respond to and positively influence what is being reported, researched and claimed about OpenStack's readiness for the market and market leadership. Successfully deliver analyst events in Vancouver and Tokyo.
    2.4 Deliver in-depth ROI case study in partnership with a tier-1 analyst firm and release 4 business impact case studies
3   Developer Community

  3.1 Track the contributor growth for key OpenStack projects

  3.2 Monitor and improve key metrics like review times and loss of contributors to measure community health

  3.3 Apply Foundation resources to the core infrastructure project to meet the strategic goals of the platform

4 User Community

  4.1 Support the success of the User Committee with Foundation staff and resources

  4.2 Coordinate across working groups to reduce duplication of effort and improve the effectiveness of their efforts

5 ISV Community

  5.1 Increase traffic to marketplace section from 500,000 page views in 2014 to 1 million page views in 2015

  5.2 Survey and track # of companies and products designed to work with OpenStack and commercial-use licenses. Maintain an NPS above 30 among corporate members and sponsors

  5.3 Work with analyst firms to continue to estimate overall value of OpenStack market

6 OpenStack adoption on a world wide basis

  6.1 Increase # of deployments in our database from 700 to 1,000. Increase number of known deployments in our database with greater than 50 nodes.

  6.2 Based on the data in the user survey, make recommendations for what is needed to accelerate adoption

  6.3 Individual certification program instigated as developed and defined through the working group investigative efforts

B) OpenStack Foundation Business Operations

Engagement with Members and Sponsors

1 The right level of revenue to support OpenStack activities while maintaining or increasing the 2015 revenue, targeting $16.4mm

2 As directed by the Board facilitate communication between the Board, Gold Members, TC and sponsor community facilitating activities such as joint sessions, TC and UC presentations at Board meetings

3 Assure the Foundation operates within a proper legal framework

  3.1 Maintain trademark program, ensuring the marks are policed

4 Update commercial-use licenses as necessary to include the approved updates from DefCore

5 Business Controls

  5.1 Manage the Foundation at or under the approved 2015 budget

  5.2 A clean bill of health from the Finance Committee related to financial position of the Foundation

  5.3 Periodically develop and review budget (financial plan), staffing and key operational metrics on a quarterly and annual basis

6 Performance management of staff: set and review staff goals and objectives to measure and properly reward their performance

C) 2015 Key Activity: Laying the Foundation for OpenStack as a Ubiquitous Platform

1 Continuously improve OpenStack platform quality and capabilities needed to achieve broad market adoption

  1.1 Assess current state of the platform, identifying gaps, missing capabilities, improvements in development process, and gaps that need to be addressed.

  1.2 Assess the state of the market to identify the biggest future opportunities and threats (e.g. NFV, containers)

  1.3 Organize and grow user group, user committee and ops meetups through Foundation staff engagement activities

  1.4 Improve cross-project feature design and development by creating communication channels and hiring Foundation resource to coordinate

2 Improve interoperability between OpenStack-powered products and services (i.e. downstream)

      2.1 Implement downstream product Core validation testing as a gate for marketplace inclusion and trademark usage

      2.2 Support sucessful formation and regular output of Application and API working groups

  3   Grow global service provider footprint from 18 to 25 public cloud providers

D) Exception Management

Discretionary bonus based on unanticipated needs of the Foundation, to be determined by the Board

The committee will meet again mid-year to review the progress.

regards,
OpenStack Board Compensation Committee

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Alan Clark (Chair),	John Zannos,	Monty Taylor,
Boris Renski,	Lew Tucker,	Simon Anderson,
Eileen Evans,	Mark McLoughlin,	Todd Moore

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