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How Open Source is Changing the Face of the Retail & eCommerce Industries

An OIN Playbook

- An Overview

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"Retail & eCommerce Patent Threats & Litigation
Continues at High Level: *Insights & Key Findings*"

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Retail & eCommerce Industries:
An Overview

Both physical and digital storefronts experienced a tremendous economic shift in the way consumers purchased and received retail goods during and after the COVID-19 pandemic.

Retail & eCommerce was forced to dramatically change worldwide during and after the COVID-19 pandemic. In fact, 92% of IT leaders found enterprise Open Source solutions were critical to address unprecedented industry challenges, according to Red Hat's "State of Enterprise Open Source" report.

In addition to selling products in brick-and-mortar stores, many storefronts began — and continue — offering different online shopping choices from Buy Online & Pick up in Store (BOPIS) services, same-day delivery, Amazon's "Try Before You Buy," to Augmented Reality (AR) options such as Ikea's display rooms allowing customers to quickly visualize furniture in their room or get a sense of a new interior design, Many of these solutions are powered by Open Source.

With new ways to order products, Point-of-Sale (POS) systems are becoming smarter and communicating on and offline transactions, tracking inventory and calculating real-time store promotions. Retailers also face decreasing profit margins, rising costs, increasing pressure to protect customer data, and of course the reality of tightening security systems. That said, retailers are seeking new ways to better serve their customers and differentiate themselves among mounting global competition.

Open Source Software (OSS) – which is easy to consume, faster to innovate, and less expensive than proprietary software development — can level the playing field and make a difference to customers.
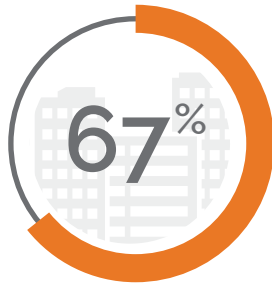
OIN Retail & eCommerce Members
(Partial List)

- Amazon
- AT&T
- Best Buy
- Costco
- Estee Lauder
- Etsy
- Fossil
- Grab
- GoPro
- IKEA
- JD.com
- Mercari
- Rakuten
- Shein
- Shopify
- Starbucks
- Target
- Verizon
- Wayfair

FAQs   Join Now

Retail & eCommerce Industries:
Facts & Figures

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Leaders Realize the Value of OIN Membership

67% of the world's Top 12 B2C eCommerce companies based on Gross Market Value (GMV) **are OIN members**

>50
Retail & eCommerce companies are **OIN members**

8 of the World's Largest Retail companies based on sales are OIN members — **Amazon, Costco, Target, Best Buy, Verizon, AT&T, Wayfair & Ikea**

5 of the Largest eCommerce businesses in the U.S. are OIN members — **Amazon, Etsy, Target, Best Buy & Wayfair**

92% of Retail IT leaders report **Open Source** helped address Covid-related challenges

92% of Retail IT leaders believe Open Source Software is as **secure or more secure than proprietary software**

90% of Retail IT leaders share Open Source allows them to **take advantage of hybrid cloud architectures**

84% of Retail IT leaders **choose Open Source suppliers**

78% of Retail IT leaders **expect to increase their use of Open Source Software** for technologies

77% of Retail IT leaders say **Open Source is a key part of their security strategies**

70% of Retail IT leaders had a **more positive perception about Open Source in 2022** than they did in 2021

62% of the Retail industry's **Top use for Open Source is digital transformation**

624 In 2021 alone, there were **624** litigation cases from **Non-Practicing Entities (NPE's)** in eCommerce and Software

FAQs   Join Now

Amazon

Amazon — a multinational technology company focusing on eCommerce, cloud computing, online advertising, digital streaming, and Artificial Intelligence (AI) was founded by Jeff Bezos from his garage in Bellevue, Washington, on July 5, 1994 — has been referred to as "one of the most influential economic and cultural forces in the world," one of the world's most valuable brands and "The Everything Store." The company is also among the "Big Five" American Information Technology (IT) companies alongside Alphabet, Apple, Meta, and Microsoft. Amazon Web Services (AWS) — the world's most comprehensive and broadly adopted cloud platform, offers over 200 fully featured services from global data centers. Amazon also supports a broad range of Open Source projects, foundations, and partners, and is committed to the long-term success and sustainability of Open Source.

Best Buy

Best Buy is a true American business success story. Richard M. Schulze and James Wheeler founded Sound of Music, an audio specialty store, in 1966, Schulze — who served as the CEO until 2002 —financed the opening of their 1st store from his personal savings and a 2nd mortgage on his home. The company was renamed Best Buy Company, Inc. in 1983, debuted on the New York Stock Exchange (NYSE) in 1987, and according to Yahoo Finance, has grown into the largest specialty retailer in the United States' consumer electronics retail industry with over 1,000 large-format stores in America, Canada, and Mexico.

Verizon

One of the largest communication technology companies in the world, Verizon Communications Inc. offers voice, data, video services and solutions on its award-winning networks and platforms, delivering on customers' demand for mobility, reliable network connectivity, security, and control. Formed in June 2000, Verizon now ranks 23rd on the *Fortune 100* list, An industry frontrunner, the company was the 1st major communications service provider to join the OIN community in 2014 & employs over 400,000 partners worldwide.

AT&T

The company began its history as the American District Telegraph Company in 1878 and has become the largest wireless carrier in the United States., AT&T leads the nation's charge with fast, reliable and secure 5G wireless network — which covers 290 million people across America — along with its multi-gig, growing fiber footprint which surpasses 25+ million locations in more than 100 metro areas. An American multinational company, AT&T is the world's 3rd largest telecommunications company by revenue and ranks 13th on the *Fortune 500* list.

Costco

Costco Wholesale Corporation has joined our growing, Open Source, international community because its philosophy is to keep costs low and pass on the savings to more than 96 million members in 9 countries and Puerto Rico. Costco — which has become one of the world's largest membership warehouse clubs today, and ranked 15th on the 2017 *Fortune 500* list and was "One of the Top 5 Best Workplaces" in 2018. It opened its 1st location in 1976 as the Price Club in a converted airplane hangar in San Diego, CA.

Wayfair

Formerly known as CSN Stores, Wayfair Inc. is one of the world's largest online destinations for home furnishings and décor. The American eCommerce company got its start in 2002 when 2 entrepreneurs launched a website to sell media stands and storage furniture. The company reached $100 million in sales by 2006, owned over 200 online shops by 2011, rebranded as Wayfair in September 2011, and went public in 2014 — the same year it debuted its "You've got just what I need" jingle. In 2020, Wayfair hired singer, songwriter, trusted voice coach, and TV host Kelly Clarkson as its 1st official brand ambassador in the United States and opened a flagship store in the King of Prussia Mall outside of Philadelphia, PA. The online retailer now sells approximately 14 million items from more than 11,000 global suppliers and owns 5 branded eCommerce websites.

The Industry Conversations

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Open Source is compelling Retail & eCommerce businesses to integrate fresh technologies and is shifting from traditional methods of operation to respond to consumers' different expectations in today's new economy. Here's what OIN members are saying:

"At Amazon, we are constantly looking for ways to innovate on behalf of our customers by investing in systems and technologies that allow us to better serve and understand them. Linux and Open Source are essential to many of our customers and a key driver of innovation across Amazon. We are proud to support a broad range of Open Source projects, foundations, and partners, and we are committed to the long-term success and sustainability of Open Source as a whole. By joining OIN, we are continuing to strengthen Open Source communities and helping to ensure technologies like Linux remain thriving and accessible to everyone."

Nithya Ruff
Director, Amazon Open Source Program Office

"At Shopify, we've built our platform on Ruby on Rails. We view Open Source Software (OSS) as a key foundation for our business. By joining the Open Invention Network, we have committed to patent non-aggression in core Linux and adjacent Open Source Software. We believe that this commitment will promote innovation and help enable entrepreneurs and developers to build on Open Source foundations without focusing on the threat of litigation. We strongly encourage all forward-looking eCommerce platforms, retailers, and other companies to do the same."

Robert Guay
Senior Counsel, Intellectual Property

"At Rakuten, our businesses continue to evolve as we address new market opportunities. Because of this, we are a user and strong advocate of Open Source Software (OSS). We are building the first 100% fully virtualized mobile network, enabling us to scale rapidly and offer the best Quality-of-Service (QoS) available. By joining OIN, we are demonstrating our commitment to Open Source and supporting it with a pledge of patent non-aggression."

Tareq Amin
CAO, Group Executive Vice President

"The Mercari Group's systems are supported by a variety of Open Source Software (OSS). As a beneficiary of the enormous contributions made by the Open Source software community, we believe making a contribution to innovation in the world by publishing technology accumulated through the development and operation of our services, such as Mercari and Merpay, as Open Source is the right choice. Hence, the Mercari Group endorses the activities of OIN which protects innovations with open source from patent risks."

Mercari

We invite you to seriously consider joining other industry leaders in OIN's Open Source and Patent Non-Aggression Community. The benefits are many and the membership is at no cost to your organization. The process is simple & will take less than 5 minutes.

If you have additional questions, email us at info@openinventionnetwork.com.

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