

# SYNOPSYS

## CASE STUDY

# A Robust Open Source Compliance Program—The Key to Customer Satisfaction

## Company overview

Nuance is the pioneer and leader in conversational AI innovations. The company delivers solutions that can understand, analyze and respond to human language to increase productivity and amplify human intelligence. Nuance works with thousands of organizations9 (en9 0 yloobof )nof en-US

to provide a robust open source compliance program for end users. In 2018, Nuance's open source compliance program was recognized as one of the best in the industry by Forrester Research. Nuance's open source compliance program is a key differentiator for the company's success in the market.

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## 5 steps to open source governance

Ponikiewicz, who holds both E.E. and J.D. degrees, is an advocate of not only open source but also IP protection and governance. She's responsible for spearheading Nuance's open source compliance program, with help from the company's trusted open source partner, Synopsys. She recommends companies use a five-step approach to building a robust open source governance program.

Initially, make a business case for regulating OSS use in your company. "You need to really understand if you're developing software as a product, or if you're developing software to sit within a device, or if you're doing both," she observes. Another consideration is distribution: Some companies distribute media directly to customers, while others stream. Nuance, which does both, realizes that open source is important to the company's success in a variety of contexts.

Also important to Nuance's OSS compliance program is understanding how its customers interact with its products. "Our products are often integrated into end user systems, which makes open source compliance an important aspect of our development life cycle," she says.



