Strategy Discussion

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The strategy document 2007

Demonstrate technology leadership and innovation
- High-quality framework for development of commercial products
- Foster OSGi-based run-time platform for applications
- Establish & maintain a culture of Quality
- Increase diversity and transparency in the projects. Focus on creating a community of innovation
- Encourage improved usability and out-of-box experience in the projects

- *Awards/recognition*
- *Conference exposure*

Drive industry perception
- Strong & recognized brand: excitement, coolness, quality, technology
- Be recognized as a leading open source community / project
- Have world-wide presence, with particular focus on emerging markets
- Interact effectively with relevant standards organizations
- Vendor-neutral, open, level playing field for members
- Make our IP leadership a competitive advantage for the Eclipse community

- *Evans data survey*
- *Forrester/Gartner research*
- *Alexa*
- *Planet Eclipse postings*
- *Google news hits*

Foster growth and adoption
- Establish Eclipse as the leading tools integration platform in Enterprise and Embedded development
- Raise awareness of the Eclipse Equinox runtime platform as an application platform
- Grow Eclipse as a platform for languages other than Java
- Healthy & growing developer/committer/contributor community
- Maintain a large and diverse membership
- Support a vibrant open source community
- Implement programs for university outreach

- *Eclipse conference attendance*
- *Members by category*
- *# of committers*
- *# of downloads*
- *Bjorn project committer metrics (2-3)*
- *# companies funding committers*

Cultivate commercial success
- Foster commercial opportunities for members
- Grow a healthy & diverse business ecosystem
- Promote interoperability among Eclipse-based tools
- Members are getting sufficient value for their Eclipse investment

- *$$ and seats (paying/non-paying)*
- *Member value survey*

Role model operational excellence
- Make our IP process more effective for the projects
- Build dependable infrastructure & process
- Maintain financial viability
- Hire & retain motivated and productive Foundation employees
- Maintain high member satisfaction
- Break down project silos

- *Bug metrics*
- *Financial indicators*
- *IP contribution indicators*
- *% infrastructure uptime*
- *Committer surveys*
- *Member satisfaction surveys*

A more structured approach is required!

Element		Key Question
1.	**Mission**:	Why does the Foundation exist? What is the value proposition?
2.	**Vision**:	What does the Foundation become in the long run?
3.	**Goals**:	What does the Foundation undertake?
4.	**SWOT**:	What are the strengths, weaknesses, opportunities and threads to reach the vision and goals?
5.	**Initiatives**:	Which actions are done in order reach the goals?
6.	**KPIs**:	How to measure the success of the initiatives?

Agenda

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1. Eclipse purpose (=Mission?)

Mission (Eclipse Bylaw - 1.1 Purpose)

The Eclipse technology is a vendor-neutral, open development platform supplying frameworks and exemplary, extensible tools (the "Eclipse Platform"). Eclipse Platform tools are exemplary in that they verify the utility of the Eclipse frameworks, illustrate the appropriate use of those frameworks, and support the development and maintenance of the Eclipse Platform itself; Eclipse Platform tools are extensible in that their functionality is accessible via documented programmatic interfaces. **The purpose of Eclipse Foundation Inc., (the "Eclipse Foundation"), is to advance the creation, evolution, promotion, and support of the Eclipse Platform and to cultivate both an open source community and an ecosystem of complementary products, capabilities, and services.** The Eclipse Foundation is formed exclusively as a non-profit trade association, as set out in section 501 (c) (6) of the Internal Revenue Code (the "Code").

2. An Eclipse vision does not exist yet

?

What does the Foundation become in the long run?

Strawman: Eclipse is the best platform in the world for doing industry collaborative development. We are the place where many people and companies come together to collaborate on developing industry platforms – whatever they may be.

3. Is the „Strategy" 2007 a base the goals?

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3. What are the strategic goals?

- Demonstrate technology leadership and innovation?

- Drive industry perception?

- Foster growth and adoption?

- Cultivate commercial success?

- Role model operational excellence?

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The next step is to generate ideas for strategic initiatives

Iterative process for the Committee

Identification of S.W.O.T.s of the Foundation	Development of potential initiatives	Board decision on strategic initiatives

Activities

• All board members provide input to strengths, weaknesses, opportunities and threats (SWOT) of the Foundation	• Generate potential strategic initiatives for each identified opportunity, threat and weaknesses	• Develop a recommendation for a number of strategic initiatives of high priority for the Board
• Consolidation of the SWOTS by the Committee	• Prioritize strategic potential initiatives by "value for the Foundation" and "effort to implement"	• Board makes decision which strategic initiative is going to implemented

Deliver-ables

• Consolidated list of strengths, weaknesses, opportunities, threats (S.W.O.T.s)	• Prioritized list of potential strategic initiatives for the Foundation	• Decision on strategic initiatives of the Foundation

.. in breakout sessions of 3 groups

Good   **Bad**

	Good	Bad
Today	Strenghts	Weaknesses Group 1 generates ideas for initiatives to remove the weaknesses
Future	Opportunities Group 2 generates ideas for initiatives to capture the opportunities	Threats Group 3 generates ideas for initiatives to mitigate the threats

Task for each group

- Generate ideas for strategic initiatives

- Aggregate the ideas into a summary

- Presents the summary in a 15min presentation to the board