Marketing Update for Q3/ 2006

September 26, 2006

Press Releases in Q3

- Second Annual Eclipse Global Enterprise Survey Points to Rapid Adoption of Eclipse Rich Client Platform

- Eclipse Foundation Approves APERI Storage Management Project

Notable Coverage

- **Computer Business Review**
    - Eclipse one of top 10 most influential companies in App Dev.
    - http://www.computerbusinessreview.com/article_cbr.asp?guid=D1099 CB2-5A30-492C-9EBE-24E87771123C

- **CRN Hot Button Issue: Application Development**
    - Eclipse named 1 of 5 key trends for solution providers.
    - http://www.crn.com/sections/custom/custom.jhtml?articleId=192205134

- **Government Computer News – 'Software's total Eclipse'**
    - NASA's usage of Eclipse RCP
    - http://www.gcn.com/print/25_26/41756-1.html

Callisto Coverage

- LOTS and LOTS

- Application Development Trends - Eclipse Foundation synchronizes largest ever open-source project release

- Internet news - Eclipse's 'Callisto' Onslaught

- The Register - Eclipse challenges Microsoft delivery reliability

- SD Times - Eclipse Sets Off a Big Bang

- InformationWeek - Eclipse Upgrades Open-Source Tools

- heise online - Callisto fasst Eclipse-Projekte zusammen

- VistaやIntel Macにも対応したオープンソース統合開発環境Eclipse新版「Callisto」，6月30日に提供開始

Callisto

- Webinars
  - 3 webinars each attracting 50-60 attendees
  - Thanks to Adobe for contributing time on Breeze

- Podcasts on EclipseZone
  - 9 podcast with Eclipse Callisto project leaders
  - Average about 2000 downloads each

- Article placements with JDJ and OnJava
  - OnJava article - Eclipse RCP: A Platform for Building Platforms
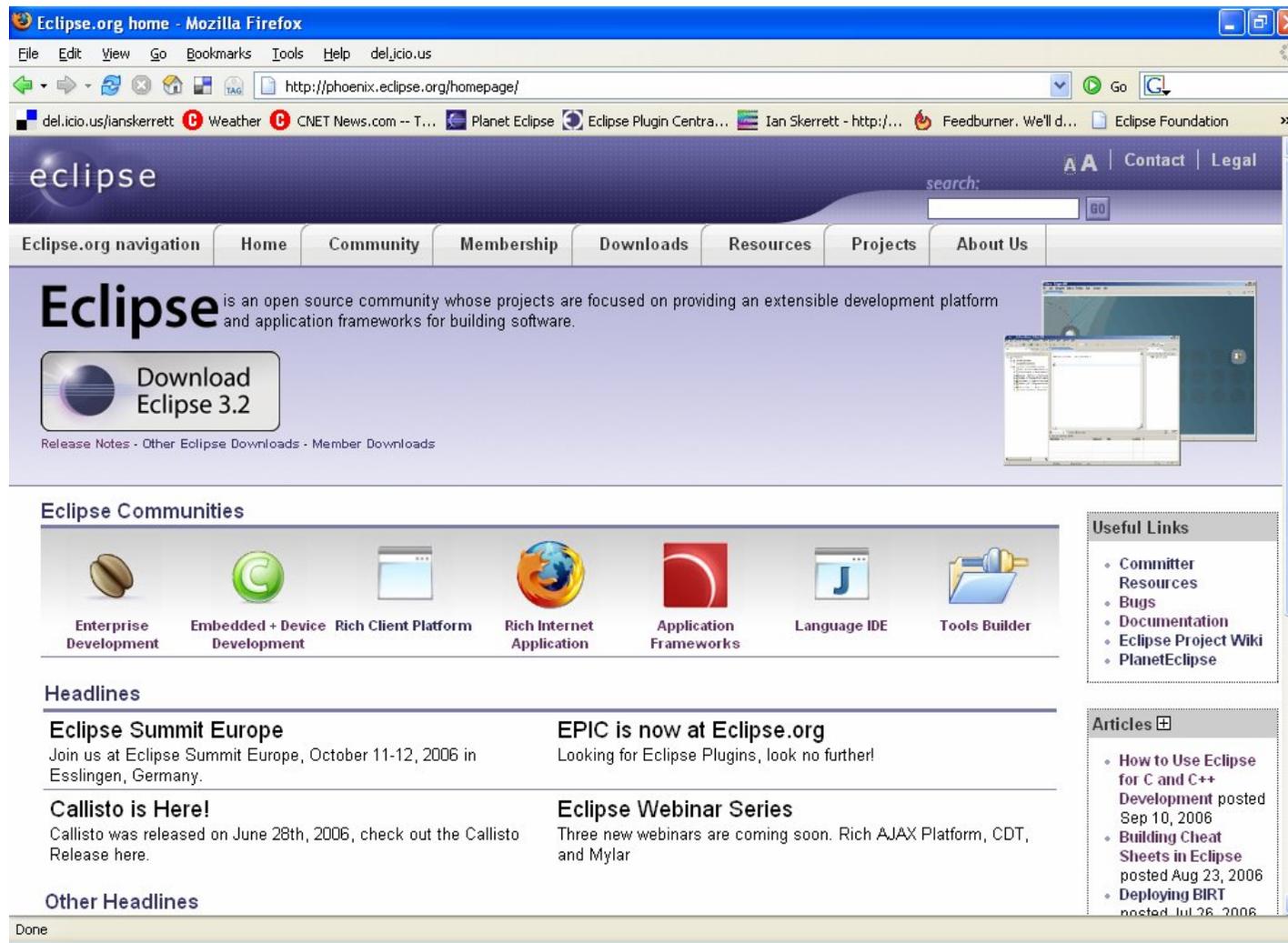 - JDJ - A Look at the Eclipse Callisto Release

RCP Marketing in Q3

- Case Studies
  - JP Morgan
  - US Army and Band Xi
  - Adobe

- Webinars
  - Sept. 26 webinar on SysCon with Jeff McAffer and Wayne Beaton

- Press
  - Press release announcing RCP adoption rate according to Evans Data study

Web Site Re-Design – User Friendly Home Page

User Friendly – Pillars/Communities

Other Activities in Q3

- Podcast Series focus on business value of using Eclipse
    - Series of 3 podcasts with Dana Gardner
    - Episode #1 with Brent Williams, Senior Analyst with KeyBanc Capital Markets
    - Episode #2 with Bill Roth, BEA and Steve Heitzel, Wind River
    - Eposiode #3 with Maher Massi, Genuitec and Damion Heredia, Lombardi Software

- Market Research Working Group
    - Market study completed by Evans Research and delivered to the sponsor companies
    - Sponsored by Genuitec, Instantiations, Exadel, Fawcette, Serena, Sybase, Compuware, IBM and Business Objects

Q4 Activities

- Press
  - Focus on RCP/Equinox case studies
  - Eclipse 5th Anniversary

- RCP Marketing Work Group
  - Co-marketing efforts with Eclipse member companies
  - Sponsor RCP-centric Webinars

- Webinar Series
  - Mylar, CDT and RAP

- Podcasts
  - 6 more podcasts with EclipseZone

How to Get Involved

- Marketing Working Group
  - Propose a new working group

- Marketing Mailing List

- Send product announcements to news at eclipse.org

- Eclipse Aggregator: Planet Eclipse
  - http://planeteclipse.org/planet/

- Eclipse Foundation Employee Blogs
  - Mike Milinkovich
    - http://milinkovich.blogspot.com/

  - Bjorn Freeman-Benson
    - http://eclipse-projects.blogspot.com/

  - Ian Skerrett
    - http://ianskerrett.blogspot.com/

  - Donald Smith
    - http://eclipse-ecosystem.blogspot.com/