



RCP Strategy Presentation Update

Board Meeting
March 2007

June 12, 2007

What did we tell you in Sept. 2005



- Long Term

The long-term objective for Eclipse RCP is for it to be considered as one of the top 3 platforms for building client and server applications by ISVs and internal enterprise applications. It is expected that the other two frameworks will be Microsoft .Net and a framework to support rich internet browser based applications (RIA).

- Focus for next 12 months

- ISV Recruitment and Adoption
- Developer Evangelism
- Service and Education Providers

What did we tell you in Sept. 2005: Opportunity Knocks

- MS Vista will cause ISVs to retool
- Linux is pushing into the desktop
- Web services / Web 2.0 is causing ISVs and Enterprises to rethink their client strategy
 - Browser vs rich client

What has happened since?



- RCP Awareness and Adoption is growing
 - Evans Data August 2006 shows
 - 22% have adopted RCP (130% increase from previous year)
 - 44% plan on increasing their use of RCP within six months
 - 34% of EclipseCon attendees *using* RCP (30% in 2006)
 - Counterpoint: SD Times survey showed no increase between 2005 and 2006
- IT Industry Trends
 - AJAX/RIA has significant momentum and visibility
 - Adobe very aggressive with Flash and Apollo
 - Vista has been released
 - IBM, BEA and others basing their middleware stacks on OSGi/Equinox
 - Sprint demanding OSGi compliance in next-gen mobile handsets

Update on ISV Recruitment and Adoption



- Limited success in signing up major companies to promote RCP
 - Reached out to Adobe, SAP, Business Objects, Red Hat, Novell, Apple, BEA, HP, IBM Intel, AMD
 - Exception being IBM
 - Lots of tactical usage --- most of these companies are *using* RCP, but not interested in investing in promotion
- IBM Lotus ships major new product line based on RCP
 - Sametime, Notes (Hannover)
- Steady stream of case studies
 - Adobe, Band XI, JP Morgan, Nuology, RPC, APC, Momentum, Swiss Rail, BEA, Intuit

Update on Developer Evangelism



- ✓ Recruit open source projects that enhance and extend RCP
 - ✓ BIRT, OHF, Higgins, ECF, RAP, EMF, GMF, etc.
- ✓ Encourage Eclipse Portals to publish Eclipse RCP content
 - ✓ EclipseZone recently published an OSGi series
- ✓ Eclipse Evangelist will focus on RCP
 - ✓ RCP presentations at conferences and webinars
- ✓ Encourage commercial Eclipse RCP RAD Tools
 - ✓ Instantiations RCP Developer, Borland CodeGear, MyEclipse
- ✓ Case studies
 - ✓ Lots.
- ✓ Promote new Eclipse RCP book
 - ✓ Gave away book to EclipseCon registrants and Javapolis
 - ✓ Approx 10K books printed
- ✓ RCP Webinar series
 - ✓ 3 webinars; 2100 attendees

Update on Service and Education Providers



- Lesser priority was put on recruiting service and education providers
 - Needed to build demand
- EPIC is developing a service and training directory to help promote RCP providers.

Moving Forward



- Focus more on Equinox & OSGi
 - R*P --- it's not just about the client anymore
- Continued to focus on
 - Developer evangelism
 - ISV recruitment
 - Recruit a 'killer app' to drive adoption
 - Enabling service and education providers
- Call to action:
 - If there is any interest in accelerating this process, the companies on this board will need to apply resources