Marketing Meeting
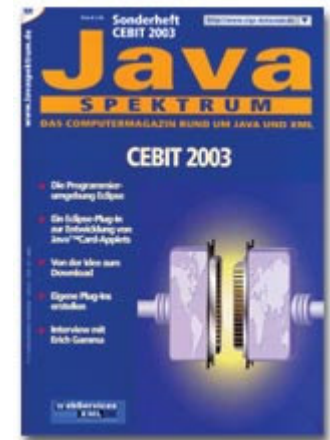
- ⭐ Focus – Java Developers
  - – Java Magazin and Java Spektrum

- ⭐ Focus – General developers
  - – iX, c't, Internet Professional

- ⭐ Focus – General computer users
  - – PC Magazin

- ⭐ Focus – IT Managers
  - – Computerwoche and Informationweek

- ⭐ Advertising for Eclipse-based products are few and far between.

⭐ First dedicated print magazine for Eclipse

⭐ Belongs to Java Magazin

⭐ Looking for more contributors and advertisers

⭐ Moving from a bi-monthly to a monthly after less than a year

✪ JAX

– Focused Java Event with Eclipse Track.

– Keynote with Erich Gamma, Mike Milinkovich

– ~800 attendees

– May in Frankfurt

– W-JAX, November in Munich

✪ iX Conference

– Dedicated Eclipse Conference.

– 250 attendees.

– Heidelberg, Germany.

– End of June

- ✪ silicon.de

- ✪ golem.de

- ✪ tecchannel.de

- ✪ heise.de

- ⭐ **Acceptance?**
  - tolerated
  - 135,000 regular users in IT organizations in Europe (Ovum)
  - Eclipse is on top of the list on the agenda for IT decision makers contemplating their software development practice (Ovum)
  - but only 10% of the developers are using Eclipse – according to IT decision makers (Ovum) – our experience shows that companies are still paying for commercial solutions, but many developers are using Eclipse instead
- ⭐ **Trends**
  - In our experience managers want to be able to seemlessly extend Open Source with commercial add-on, not x different Eclipse-based IDEs
  - RCP is on its way to become a platform for standard software – steady increasing demand for training and consulting services
  - Support and Services need to be built out to accelerate the adoption process
  - The days when developers have to quickly click Eclipse away when a manager walks by because it is not the officially sanctioned development environment are soon over.
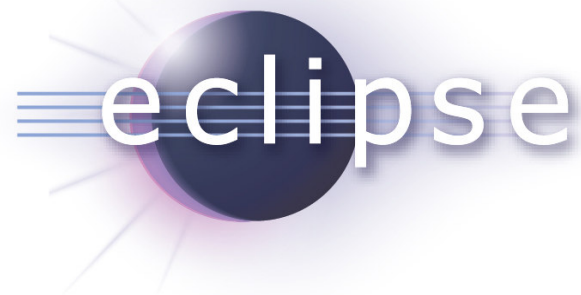
The learning curve for Eclipse development and architecture is often underestimated.

Enterprise Adoption Examples

- ⭐ Auto Manufacturer – rolling out Eclipse across the IT organization as the standard Java IDE, Eclipse support, Plugin evaluation, RCP strategy

- ⭐ Cell Phone Manufacturer – custom Web and Desktop SDKs

- ⭐ Leading Auto Parts Supplier – Consulting and support for CDT development, plugin development

- ⭐ Embedded Software Provider - custom IDE

- ⭐ RCP Standard Software for e-procurement

- ⭐ RCP Standard Software for fund management

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