



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=D1099CB2-5A30-492C-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

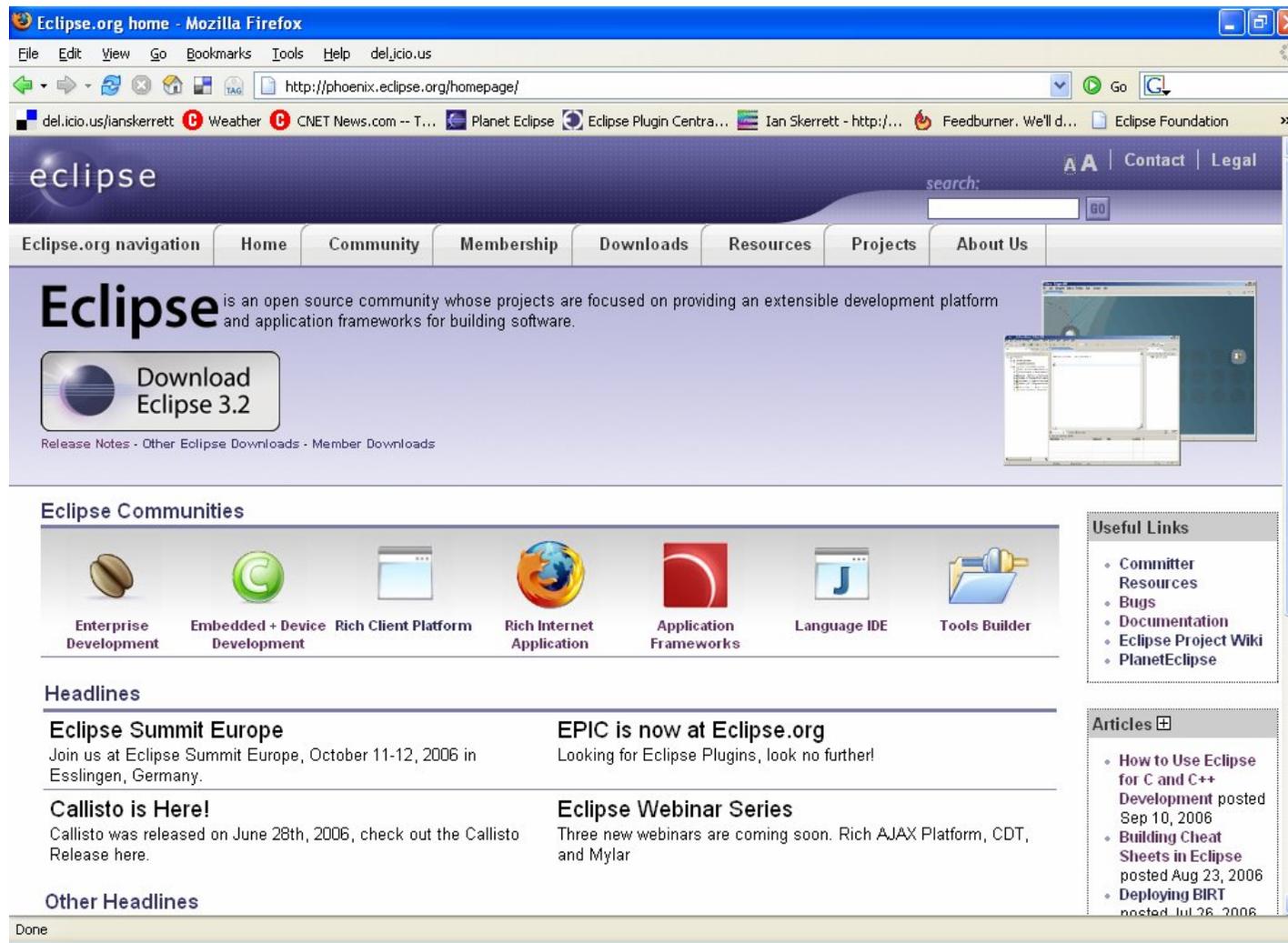


- Case Studies
 - JP Morgan
 - US Army and Band Xi
 - Adobe

- 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



The screenshot shows the Eclipse.org homepage in a Mozilla Firefox browser window. The browser title is "Eclipse.org home - Mozilla Firefox" and the address bar shows "http://phoenix.eclipse.org/homepage/". The page features a dark blue header with the Eclipse logo and navigation links for "Home", "Community", "Membership", "Downloads", "Resources", "Projects", and "About Us". A search bar is located in the top right. The main content area includes a large "Eclipse" heading with a description: "is an open source community whose projects are focused on providing an extensible development platform and application frameworks for building software." Below this is a "Download Eclipse 3.2" button and a "Release Notes" link. A section titled "Eclipse Communities" displays icons for various development areas: Enterprise Development, Embedded + Device Development, Rich Client Platform, Rich Internet Application, Application Frameworks, Language IDE, and Tools Builder. To the right, there are "Useful Links" and "Articles" sections. The "Useful Links" section includes links to "Committer Resources", "Bugs", "Documentation", "Eclipse Project Wiki", and "PlanetEclipse". The "Articles" section lists "How to Use Eclipse for C and C++ Development" (posted Sep 10, 2006), "Building Cheat Sheets in Eclipse" (posted Aug 23, 2006), and "Deploying BIRT" (posted Jul 26, 2006). The "Headlines" section features three items: "Eclipse Summit Europe" (Oct 11-12, 2006), "EPIC is now at Eclipse.org" (looking for plugins), and "Eclipse Webinar Series" (three new webinars). The "Other Headlines" section includes "Callisto is Here!" (released June 28, 2006). The browser's status bar at the bottom shows "Done".

User Friendly – Pillars/Communities



Enterprise Development

Eclipse projects provide tools and frameworks that span the entire software development lifecycle, including modeling, development, deployment tools, reporting, data manipulation, testing and profiling. The tools and frameworks are primarily focused on building JEE, web services and web applications. Eclipse also provides support for other languages, such as C/C++, PHP, and others.

Project Name	Homepage	Newsgroups	Mailing Lists	Wiki	Docs	Download
Platform						
Web Tools Project (WTP)						
Test and Performance Tools Platform (TPTP)						
Business Intelligence and Reporting Tools (BIRT)						
Data Tools Platform (DTP)						
Visual Editor (VE)						

Technical Resources

Title	Type	Date	
Installing and Using the Eclipse Web Tools		June 2006	
Branding Your Application		September 2004	
Contributing Actions to the Eclipse Workbench		October 2001	

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
 - Episode #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](mailto:news@eclipse.org)
- Eclipse Aggregator: Planet Eclipse
 - <http://planetecclipse.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/>