Executive Directors Report
March 17, 2008

Mike Milinkovich

Agenda

- Welcome to New Members and Membership Update

- Download Stats

- Financials

- Board Elections

- Q1 Activities, Looking Ahead

- EclipseCon 2008 Update

- Corporate Memberships

Welcome to New Members Since Dec, 2007

- **Strategic Developers**
  - brox
  - itemis

- **Associate Members**
  - OW2
  - City of Valencia
  - Third Millennium Society
  - Open Source Business Foundation

- **Add-in Providers**
  - empolis
  - Protecode
  - Research In Motion
  - Skyway Software
  - MDS Technology
  - Siemens AG
  - Etish
  - Virtutech
  - SpringSource
  - AOL
  - metafinanz
  - CENIT
  - Mind8
  - Cisco Systems
  - Puzzle ITC GmbH

The Members of Eclipse

- 178 members
  - 21 Strategic Members

- 942 committers, representing 50+ organizations

Strategic Members

EclipseCon Membership

Eclipse Membership through March 2008

EC2004: 50
EC2005: 91
EC2006: 130
EC2007: 157
EC2008: 178
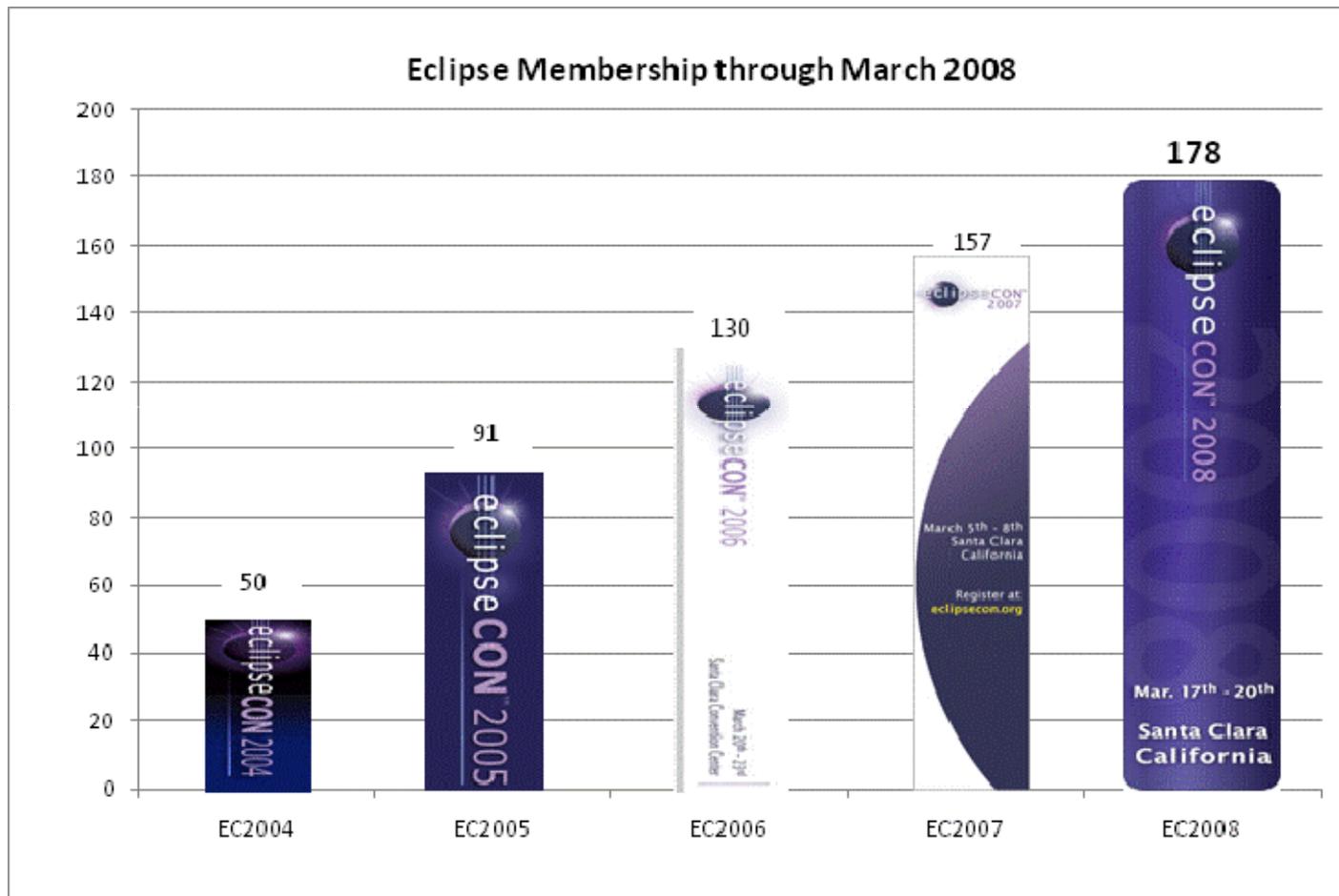
Eclipse Momentum
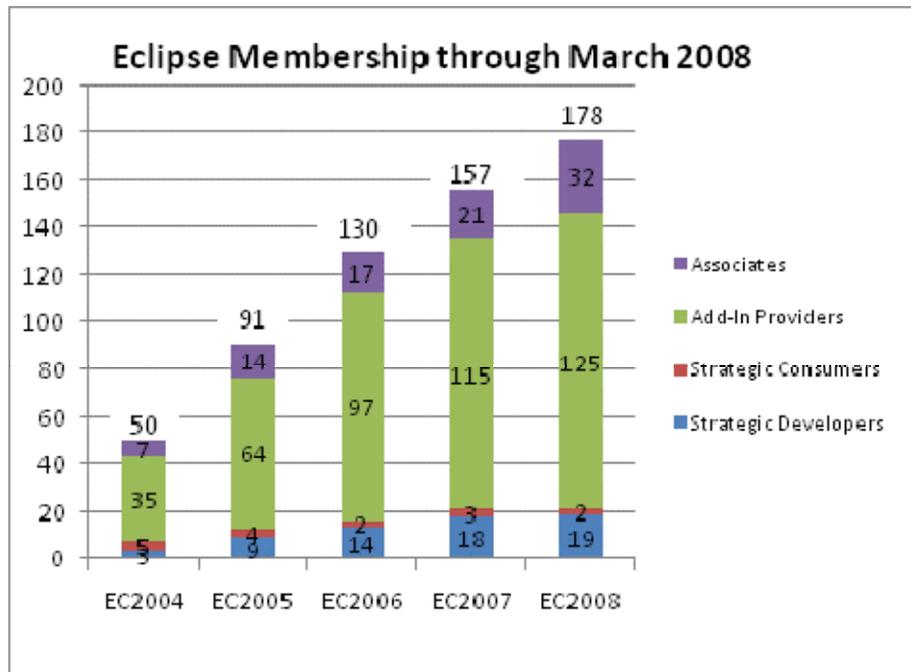
Members
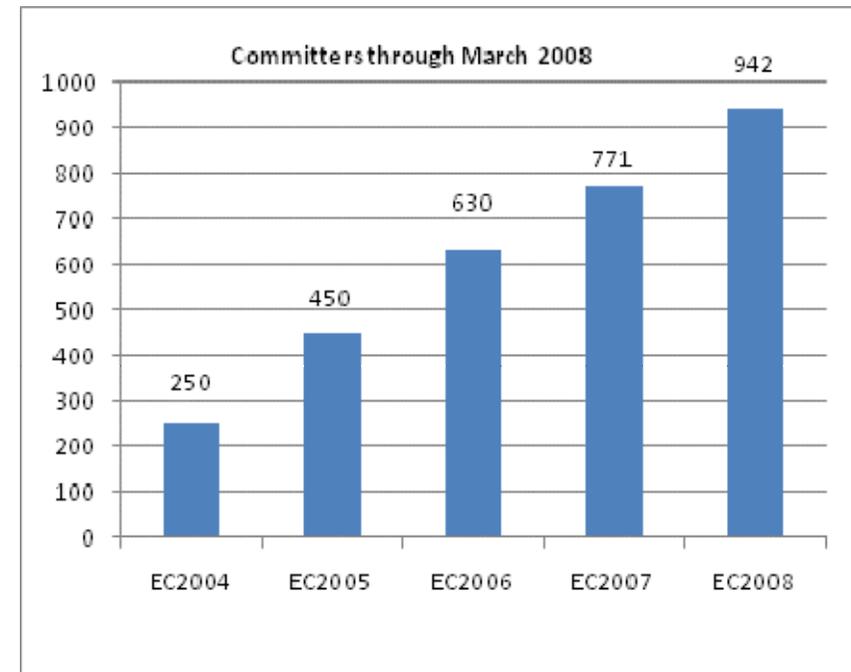
Committers

**# of members and committers as of EclipseCon each year.**

Download Stats

SDK Download Requests

eclipse.org Downloads Page Download Requests per month
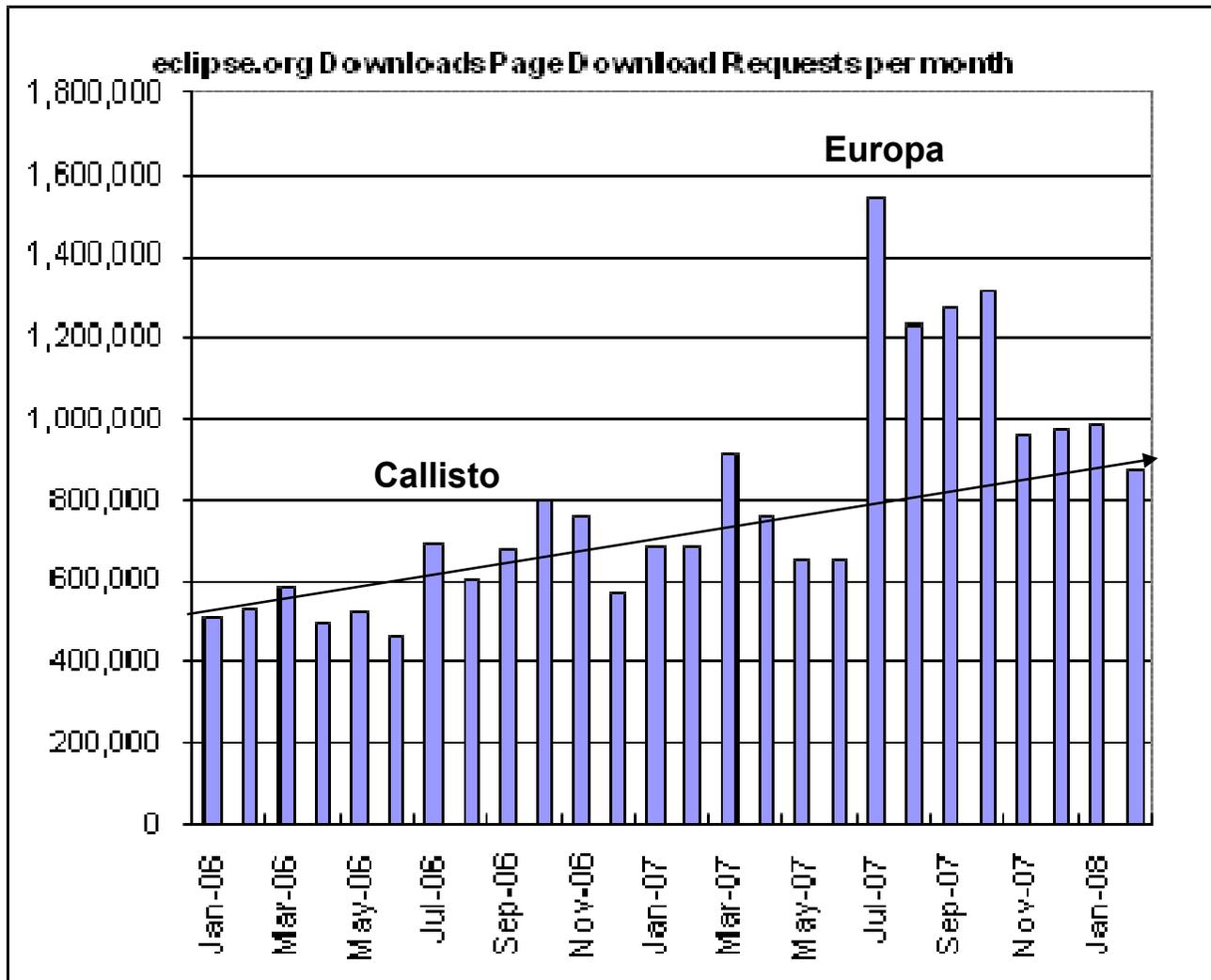
SDK Download Requests – By Package

eclipse.org Downloads Page Download Requests by Package for August, 2007

- RCP/Plugin 5%
- IDE for C/C++ 9%
- Classic 32%
- IDE for Java 30%
- IDE for JEE 24%
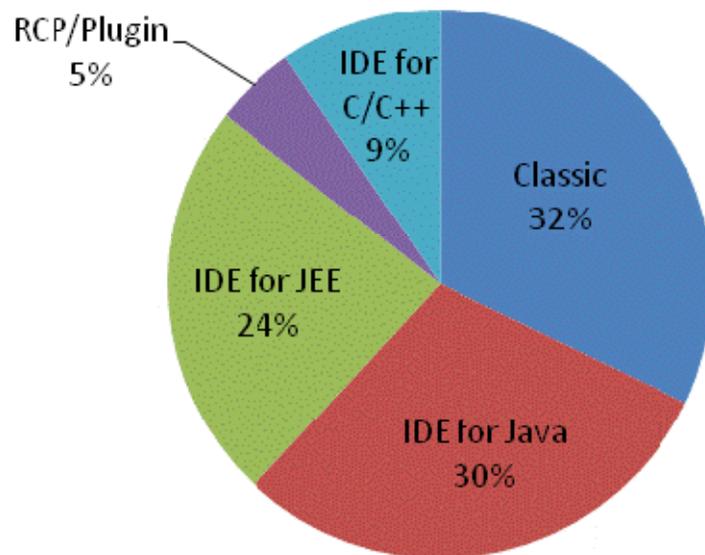
eclipse.org Downloads Page Download Requests by Package for February, 2008

- RCP/Plugin 3%
- IDE for C/C++ 9%
- Classic 37%
- IDE for Java 28%
- IDE for JEE 23%
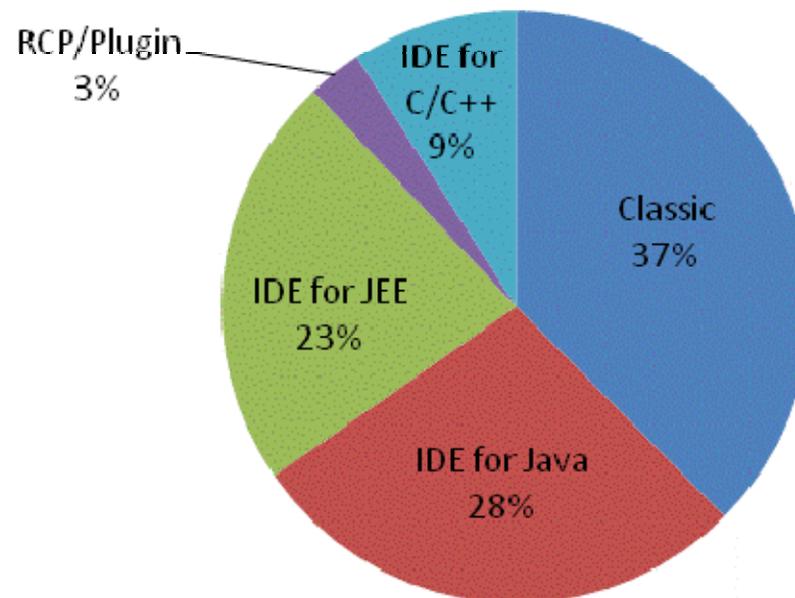
•Classic download % increases, appears to be partly related to "deep linking" in non-English countries. I.e., China, German language sites tend to link to Classic package download more than others.

SDK By Region By Month

eclipse.org Download Page Download Requests By Region

Legend:
- Asia Pacific
- Europe, Middle East, Africa
- North America
- South America
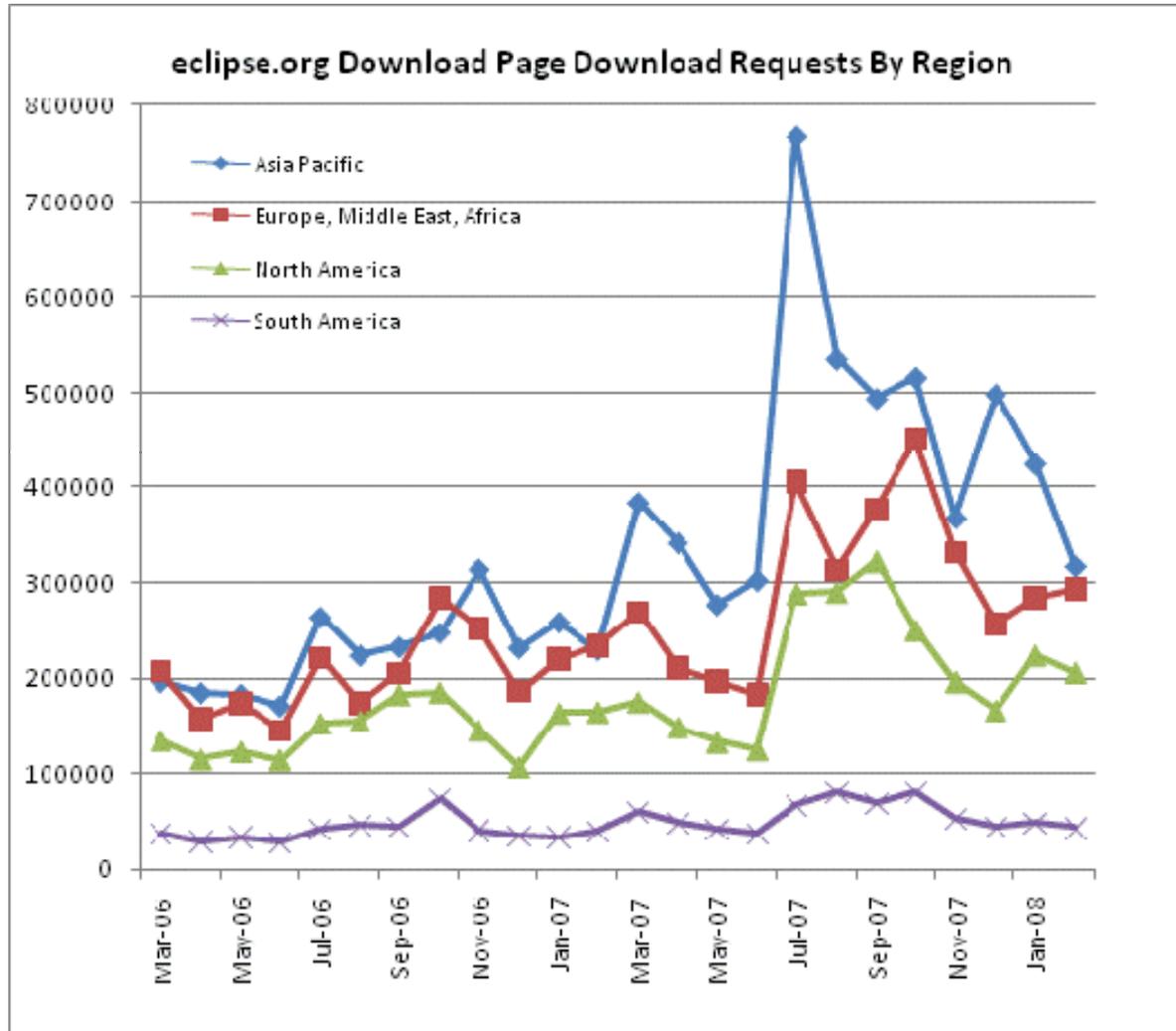
• First glance makes it look like APAC had outrageous growth with Europa.

• Look again! North America spiked 2.3x between June/July and APAC 2.5x. – I.e., consistent global trends.

SDK Download Requests – By Country

- China growth stabilizes
  - 07Q4(20%) – 08Q1(18%)
- Rest of world very stable QoQ.

eclipse.org Downloads Page Download Requests by Country % for February 2008

Rest of World 37%

United States 19%

China 18%

Germany 8%

Japan 6%

France 5%

India 4%

Brazil 3%
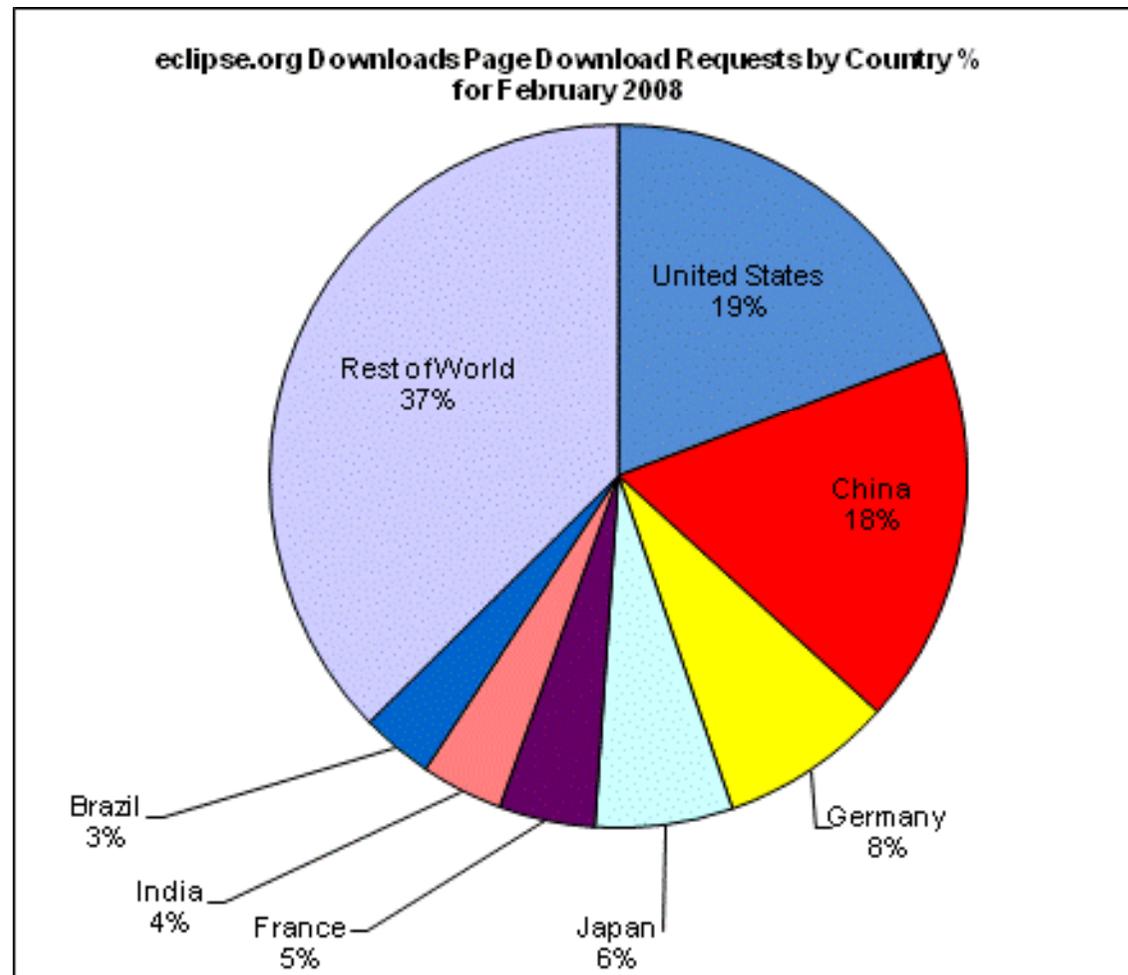
SDK Download by Platform

eclipse.org Downloads Page Download requests by Platform%
February 2008

Linux, 10.7%

Windows, 84.4%

MacOS, 4.7%

Other, 0.1%
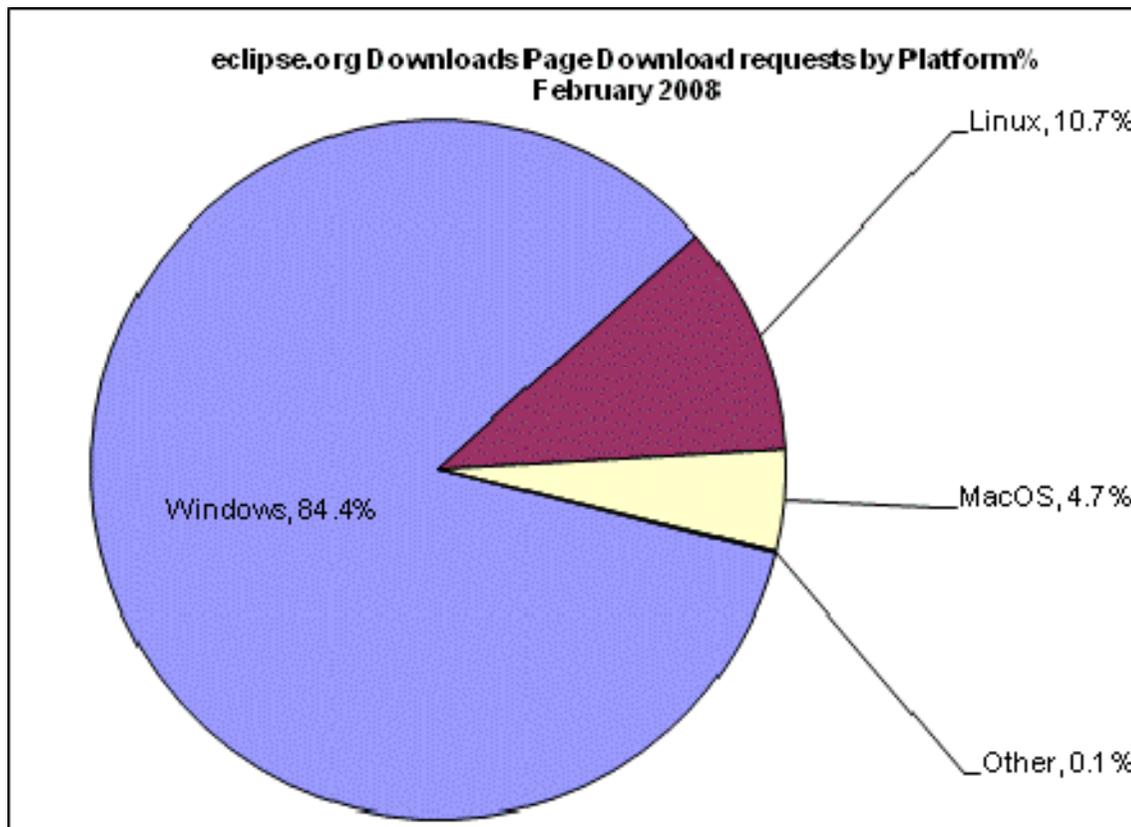
- Compare with Nov'06:
  - Mac 3.1%
  - Linux 9.6%
- Clear, consistent growth of Mac downloads.
- Linux fluxuates between 9.5 and 10.5%, no pattern.
- Reminder – Many Linux users do not get Eclipse through eclipse.org but through their distros!

Financials

Financial Outlook

$ millions	2005 (audited)	2006 (audited)	2007 (subject to audit)	2008 (budget)
Income	$3.9	$5.5	$5.6	$5.7
Expenses	$3.4	$5.4	$5.7	$5.9
Net	$0.5	$0.1	$(0.1)	$(0.2)

Note: The budget numbers include revenue and expense for co-operative marketing programs, EclipseCon, and the European conferences.

BOARD ELECTIONS

2008 Elected AIP Representatives

- **Robert Day, LynuxWorks**

- **Emma McGrattan, Ingres**

- **Tracy Ragan, OpenMake**

- **Mike Taylor, Instantiations**

- **Todd Williams, Genuitec**

2008 Elected Committer Representatives

- Chris Aniszczyk

- Doug Gaff

- Mik Kersten

- Jeff McAffer

- Ed Merks

Thanks For Your Service To the Board in 2007

- Eliane Fourgeau

- Konstantin Komissarchik

- Howard Lewis

- Darin Swanson

Q1 Activities and Looking Ahead

2008 Q1 Activities

- EclipseCon
- Dev Process Updates
- Babel Launch
- Elections
- Eclipse.Org Member Promotions
- Eclipse Runtime Project, Equinox Portal
- Wikification option for Project Pages

Looking Ahead

- Ganymede

- ESE Launch

- Run Equinox/RCP Training Series (More from Ian later)

- Plug-in Fest

- Launch Usage Data Collector

- Launch New Membership Class (More on this later)

- Produce Language Packs from Babel

- Configure our five new AMD Servers!!!

ECLIPSECON 2008

eclipseCON™ 2008

March 17th - 20th
Santa Clara, California

- 2008 > 2007 > 2006 > 2005 > 2004

- We'll have great parties receptions

- More sessions than you can imagine!

- See you again March 23-26th 2009!

Cory Doctorow
Science Fiction Author,
Open Source Advocate

Dan Lyons
Fake Steve Jobs

Sam Ramji
Microsoft Open Source Labs

Gold sponsors

JBoss
a division of Red Hat

ORACLE

BIRT Exchange
by ACTUATE.

SOPERA

AMD

SKYWAY SOFTWARE

CLOUDSMITH

IBM

WIND RIVER

bea

REPLAY SOLUTIONS

BlackBerry.

Hardware sponsor

AMD
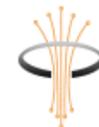
OSGi DevCon
(all week)

OMG Symposium
(Thursday)

Project Update and Ganymede

Project Changes (Proposed)

- Runtime Top-Level
- DSDP ◆ RTSC
- Tools ◆ PTP 2.0
- Eclipse ◆ Equinox Transform Bundles
- Technology ◆ Glimmer
- Technology ◆ ELIF
- Technology ◆ EEP (examples)

- Technology ◆ ORMF– updated

http://www.eclipse.org/projects/quarterly-project-changes-report.php
http://www.eclipse.org/projects/reviews-rss.php

Project Changes (Created)

- DTP ◆ Incubator
- Modeling ◆ TMF
- Modeling ◆ Amalgamation
- Technology ◆ Kepler (maven)
- Technology ◆ Tigerstripe (uml2)
- Technology ◆ Rienna (distributed enterprise apps)
- Technology ◆ OFMP
- Technology ◆ Memory Analyzer

http://www.eclipse.org/projects/quarterly-project-changes-report.php
http://www.eclipse.org/projects/reviews-rss.php

Project Changes (Released)

- Tools ◆ Mylyn 2.2
- Tools ◆ Mylyn 2.3
- Tools (nee Technology) ◆ Buckminster 1.0
- Eclipse ◆ API Tooling 1.0
- Eclipse ◆ Equinox OSGi Service Implementation 1.0
- Eclipse ◆ Equinox Security Bundles 1.0
- Eclipse ◆ P2 1.0
- Technology ◆ AJDT 1.5.1/1.5.4
- Technology ◆ Higgins 1.0
- Technology ◆ JWT 0.4

http://www.eclipse.org/projects/quarterly-project-changes-report.php
http://www.eclipse.org/projects/reviews-rss.php

Project Changes (Other)

- Webtools ◆ ATF continuation

Proposals

Proposal	Current State
EEP	creation review Wed, 12 Mar 2008 at 1500 UTC (slides 📄)
EILF	gathering community (5 weeks)
Glimmer	gathering community (6 weeks)
IAM	gathering community (4 months)
ORMF	gathering community (2 weeks)
RT	creation review Wed, 12 Mar 2008 at 1500 UTC (slides 📄)
RTSC	gathering community (2 weeks)
VPP	gathering community (6 months)

http://www.eclipse.org/proposals/
http://www.eclipse.org/projects/reviews-rss.php

Reviews

Wed, 12 Mar 2008	**Parallel Tools Platform**	2.0 Release Review (**slides, project log**) at **1500 UTC**
Wed, 12 Mar 2008	**Equinox Transform Bundles**	Graduation Release Review (**slides, project log**) at **1500 UTC**
Wed, 12 Mar 2008	**RT**	Creation Review (**slides**) at **1500 UTC**
Wed, 12 Mar 2008	**EEP**	Creation Review (**slides**) at **1500 UTC**

http://www.eclipse.org/projects/
http://www.eclipse.org/projects/reviews-rss.php

Ganymede

- All the usual suspects (projects)
- Emphasizing packages for users rather than raw projects

	Staging					Release	
	+0	+1	+2	+3	EPP	Server Freeze	Public Access
M2	Sep 21	Sep 26	Oct 3	n/a	Oct 5	n/a	Oct 9
M2+	Oct 22			n/a	Oct 24	n/a	Oct 25
M3	Nov 2	Nov 7	Nov 14	Nov 16	Nov 19	?	Nov 20
M4	Dec 14	Dec 17	Jan 7	Jan 8	Jan 9	Jan 10	~~Jan 11~~ Jan 16
M5	Feb 8	Feb 11	Feb 18	Feb 20	Feb 22	Feb 25	Feb 26
M6 - API [edit] Freeze	Mar 28	Mar 31	Apr 7	Apr 9	Apr 11	Apr 14	Apr 15*
M7	May 2	May 5	May 6	May 7	May 9	May 12	May 13*
RC1	May 16	May 19	May 20	May 21	May 23	May 26	May 27*
RC2	May 23	May 26	May 27	May 28	May 30	Jun 2	Jun 3*
RC3	May 30	Jun 2	Jun 3	Jun 4	Jun 6	Jun 9	Jun 10*
RC4	Jun 6	Jun 9	Jun 10	Jun 11	Jun 13	Jun 16	Jun 17*
Ganymede	Jun 13	Jun 16	Jun 17	June 18*	June 23	June 24	June 25

Corporate Membership In Eclipse

"Over the next three years a significant percentage of new membership will come from *"Corporate Users"* and not our traditional ISV base"

What is a Corporate User?

- Aerospace
- Automotive
- Finance
- Healthcare
- Shipping and Logistics
- Telecommunications
- Etc…

Benefits to Diversity In Membership

- **More opportunities for members and projects**
  - Connections into new markets grows overall market
  - More strategic use of projects makes them stronger

- **Allows Eclipse Foundation to continue growing services and support**
  - More Members = More & Better Services

- **Protects health of ecosystem**
  - More connections to more markets insulates from some market conditions
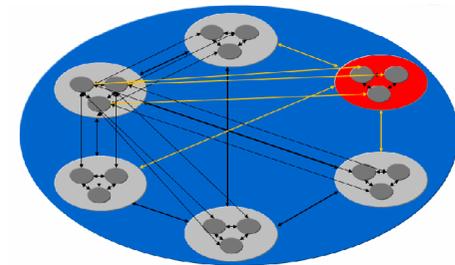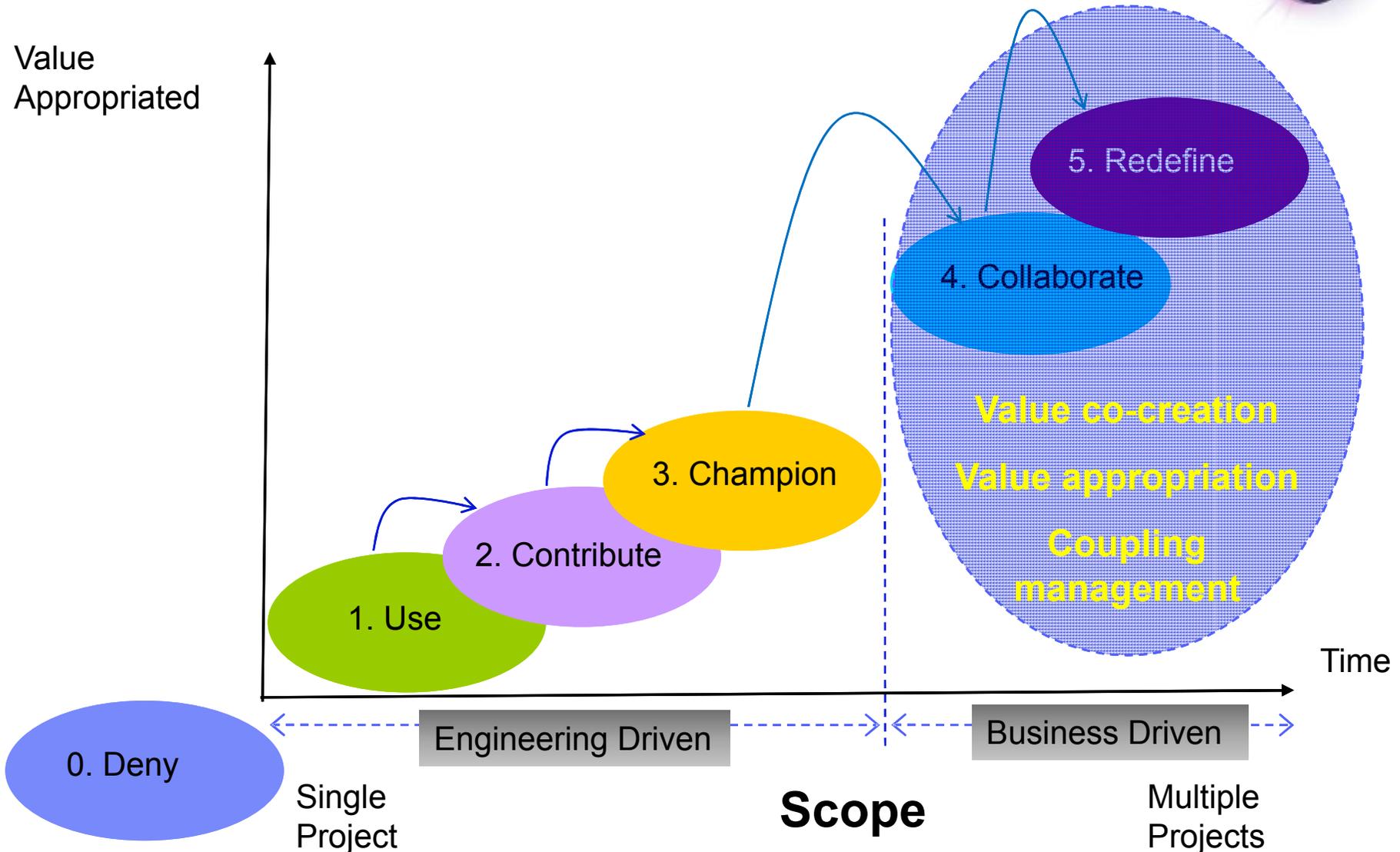
Membership Follows Maturity Curve

Value Appropriated

5. Redefine

4. Collaborate

Value co-creation

Value appropriation

Coupling management

3. Champion

2. Contribute

1. Use

0. Deny

Time

Engineering Driven

Business Driven

Single Project

Scope

Multiple Projects

Membership Follows Maturity Curve

eclipse

Value Appropriated

The Further Along the Maturity Curve an organization is, the more likely they would become a member. Many ISV's are in stage 2-4. Many Corporate Users are moving from 0-1 into stage 2-3 and want our help to reach 4-5.

5. Redefine

4. Collaborate

Value co-creation

Value appropriation

Coupling management

3. Champion

2. Contribute

1. Use

Time

0. Deny

Single Project

Engineering Driven

Scope

Business Driven

Multiple Projects

An Evolution for Eclipse – Membership Generally Follows Projects

Membership in Eclipse Foundation

WE ARE HERE

Industry Verticals

Frameworks and Runtimes

OHF, OFMP, OSEE

Embedded Tool ISVs

Higgins, RAP, Swordfish, Aperi

Java Tool ISVs

CDT, Target Management, TML, DSDP, eRCP, MTJ

JDT, AJDT, WTP, Platform

Projects
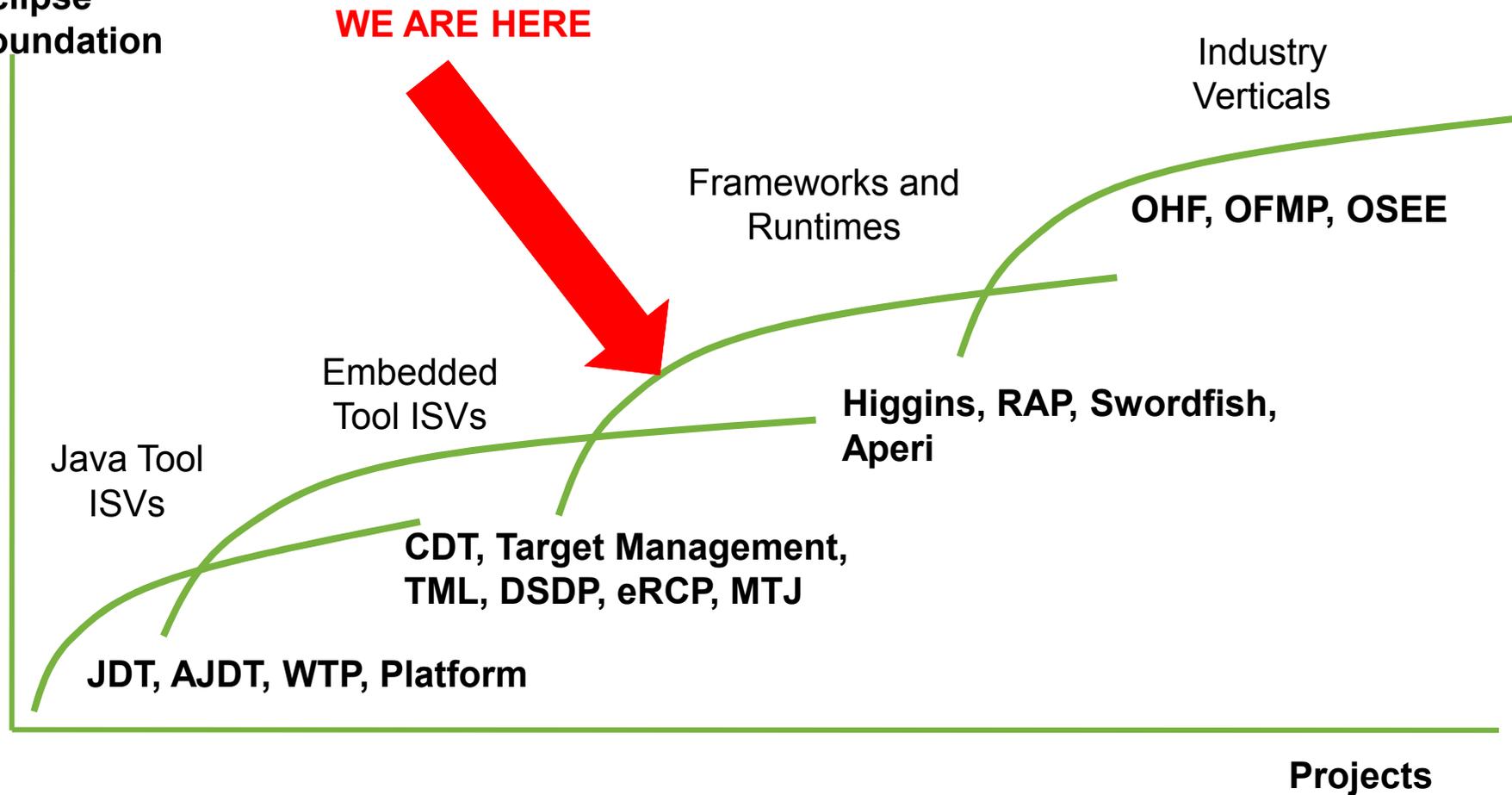
How Corporations will Participate in Eclipse

- **Consumers - Made strategic investment in using Eclipse**
  - More pluggable software
  - Closer Alignment with Community
  - IP *Data*

- **Collaborate – Use Open Source to drive efficiencies**
  - Open Development Process
  - Architecture of Participation
  - Open Governance
  - IP *Policy*

Making This Happen

- ## Vertical Oriented Projects
  - OMFP, OSEE, OHF

- ## Industry Working Groups
  - Embedded, etc.

- ## New Corporate Membership

PLACE HOLDER FOR BOARD SLIDES ON
NEW MEMBERSHIP PROPOSAL

Membership Changes Proposal

Membership Committee

Winston Damarillo

Todd Williams

Donald Smith

Mike Milinkovich

Agenda

- Exec Summary
- Organize AIP Membership
- New "Corporate Member" Class
- New Overview of Membership and Benefits
- Approval and Transition Plan

Exec Summary

- Better organize AIP Membership and stagger dues based on Revenue.

- New Membership Classes created – "Corporate Member"

ORGANIZE AIP MEMBERSHIP

Organize AIP Membership

- Certain % of membership are just looking to show support for Eclipse Foundation, but *not* interested in participating heavily nor looking for significant direct benefits / ROI on membership.

- Summary:
  - Structure AIP dues based on revenue tiers similar to how many other consortia are organized.
  - Catch this "supportive-only" Membership in new "for-profit" Associate membership ($5k fee).

"For Profit" Associate

- Dues:
  - $0 for organization types approved by the board
    - Media, certain non-profits, government agencies, etc.
  - Flat Fee of $5,000 for all other organizations.

New AIP Member Dues

Effective for new members and renewals on/after January 1, 2009:

Trailing Annual Revenue:

REV		DUES
<$10m	-	$5,000
<$50m	-	$7,500
<$100m	-	$10,000
<$250m	-	$15,000
>$250m	-	$20,000

Dues based on our understanding of the price sensitivity of membership, survey of other consortia and member driven organizations such as OMG and ability to make a compelling "Associate versus AIP versus Corporate Member" business case.

NEW MEMBERSHIP CLASS
Corporate Member

Corporate Member

- Mid-tier Membership between AIP and Strategic.
  - No requirement for committers
  - No requirement for commercial offering
  - Flat fee of $125,000.

Corporate Member Benefits

- All AIP Member Benefits
  - Includes Board Rep Vote (i.e., does not add more board seats, Ecosystem and Corporate Members share board representation)
- Enhanced Access to IP Review
  - Annual report/meeting on IP Policy and Issues
  - Annual Release Train IP Review Log
    - Leather bound and personally hand delivered by Janet
  - Other benefits as available (TBD)
- Annual Customer Advisory Retreat
  - Link Strategic Developers with Strategic and Corporate Members annually in line w/ June Board meeting
  - Rejuvenate Requirements Council by establishing link between RC and the new larger group of Corporate Consumers
- Other possible benefits TBD
  - Annual Onsite visit from EF staff, Eclipse.org promotion, access to working groups, UD stats, etc.

NEW ORGANIZATIONAL MEMBERSHIP VIEW

For Your Consideration – Renaming

- Let's rename "Add-In Provider" to "Member"

- Let's categorize the membership types into three major tiers:
  - Supporting Members (Associates)
  - Sustaining Members (Members "AIP"+ Corporate)
  - Strategic Members (SD + SC)

Eclipse Foundation Organizational Membership 2009

Strategic Members

Strategic Developers

Strategic Consumers

Sustaining Members

Corporate Members

Member

Supporting Members
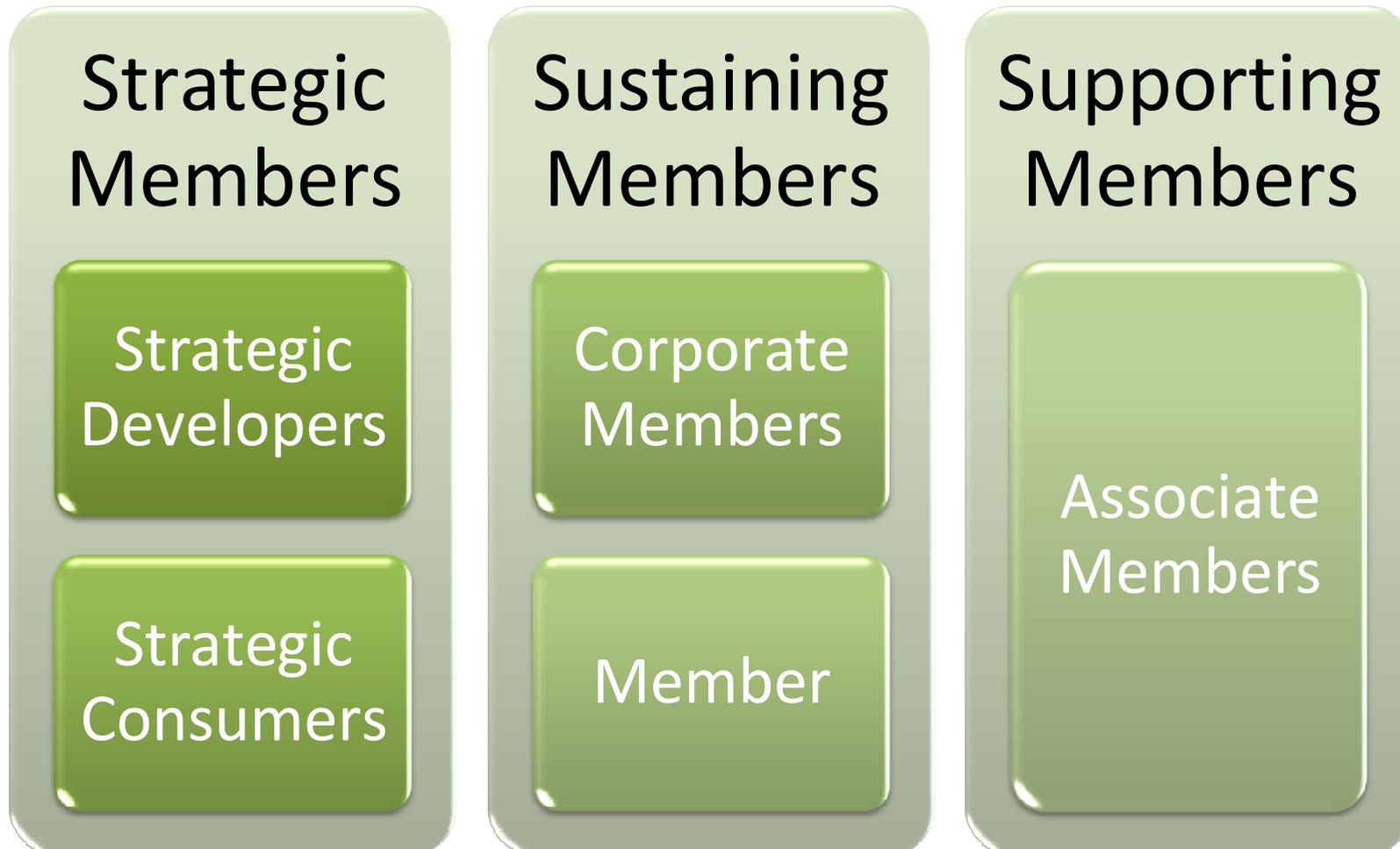
Associate Members

BENEFITS & DUES OVERVIEW

Associate Membership Benefits

- Associate Member (Paying and non-paying)
  - Fee
    - Free for Board Approved Organization types (Publishers, Non-Profit, Government, etc)
    - $5k for all other Organizations
  - Benefits
    - Members Only Website Access (Archived meeting minutes, Quarterly Director Reports and Presentations)
    - Access to Membership Mail Lists and Newsletters
    - Attend Quarterly Membership Meetings
    - Support for Press Release Quotes
    - EPIC Highlighting

AIP Membership Benefits

- AIP ("Ecosystem") Member
  - Fee – Tiered based on Revenue
  - Benefits (some tangible examples)
    - Everything Associate's receive
    - Vote for Board Representation
    - Special Member Designation on EPIC
    - Highlighting Community News Bulletins on Eclipse.org
    - Discounts to EclipseCon and Sponsorship
    - More TBD.

Corporate Membership Benefits

- Everything AIP Members get plus:
  - Fee
    - Flat - $125k.
  - Benefits
    - Enhanced IP Review Access, Advisory Retreat, Foundation Consultation, Working Groups, other benefits TDB.

Strategic Members

- All Benefits of Corporate Membership Plus:
  - Board Seat and Influence
  - Promotion on Eclipse.org

APPROVAL & TRANSITION PLAN

Approval & Transition Plan

- Approval
  - Board Resolution, April, 2008 Board Meeting:
    - Establish SD Minimum Dues Effective for renewals after April Board Meeting
    - EMO with External counsel to amend membership agreement and bylaws for approval:
      - Board – June 2008, Face to Face board meeting.
      - Membership at large – As soon as practical after Board Meeting.
- Work to accept Corporate Memberships in mid/late 2008 pending approvals.
- Transition during 2009
  - All AIP renewals on or after January 1, 2009 to renew with new dues structure, option to become Associate.