



Eclipse Test & Performance Tools Platform Project Marketing Communications Group (MCG) Review

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Agenda

- Purpose and Operation
- Eclipse Marketing/PR Team Report
- Q4 Objectives
- 2005 Objectives
- Website Plan



Purpose

Design and coordinate a marketing communications strategy for the entire project with the objective of increasing awareness of Eclipse Test & Performance offering in the target market.

Specifically,

- Positioning and messaging for the Test & Performance Tools Platform Project
- Promotion through
 - Project web site
 - Public relation
 - Event participation
 - Article publishing

Operation



- Membership: representatives from contributing organizations
- Organized in the same way as a development group according to Eclipse rules
- Lead Committer participates in the Eclipse marketing and PR team meetings
- Weekly meetings (Thursdays 9am PDT) since Sep 2nd, 2004



Participation

■ Regular attendees:

- Melanie Woods, Scapa Technologies
- Ling Yao, Intel
- Ian Skerrett, Eclipse Foundation
- James Saliba, Computer Associates
- Marie Godfrey, Computer Associates

■ Others:

- Diane Weir, IBM
- Jennifer Clemente, IBM
- François Letellier, ObjectWeb
- Sri Doddapaneni, Intel

Eclipse Marketing/PR Team Report



■ EclipseCon 2005

- Call-for-paper with deadline of October 1, 2004
- Reviewed draft exhibitor plan

■ Eclipse Logo and Word Mark Guidelines approved

- A logo used by Eclipse Foundation Members, “Foundation Member”
- A word mark and logo to indicate if a product has embedded the Eclipse platform, “Built on Eclipse”.
- A word mark and logo to indicate if a product is additive to the Eclipse platform using the plug-in mechanism, “Eclipse Ready”.

■ SD Times: Spotlight on Eclipse

Eclipse Marketing/PR Team Report (Cont.)

- Eclipse communication and media plan for Sept 2004-March 2005
 - Trade shows
 - Major technology and project related announcements
- Press releases:
 - 08/24: Actuate/BIRT announcement
 - 10/04: Eclipse Momentum announcement
 - Q4: WebTools announcement

Q4 Objectives



- Initial positioning/key messages for:
 - ‘Test & Performance’ ISVs: Decision-makers and Developers
 - End-user organizations
- Create event calendar
- Project and project component naming: ‘Hyades’
- EclipseCon with 3 presentation and 1 tutorial submission
- Article submission to Software Test and Performance Magazine
- Gartner analyst follow-up interview
- Q4 press release at Software test and Performance Conference

2005 Objectives



- Ongoing positioning/key messages review
- Events:
 - Linux World
 - EclipseCon: member company participation and project presence
- PR
 - Project releases
 - Events
 - New members
 - Innovations and awards
 - Case studies/success stories

Website Plan



- Updated Projects, Newsgroups, Mailing lists and Main Eclipse pages
- Increase technical content, such as papers and tutorials
- Exploring CVS repository with Eclipse Foundation
- Demo
- Provide requirements to University of Toronto student group who is engaged to help restructure/redesign the website content



Backup