

Eclipse IoT Working Group Strategy for 2018

Overview

The Eclipse IoT community will enter its 6th year of existence and has become the leading open source community for IoT collaboration. The existing open source projects have begun to mature and are providing production level open source technology for IoT solution providers.

In 2018, the key goals for the community will be:

- Create better integration between the Eclipse IoT projects and release integrated stacks that can be downloaded for use by IoT solution providers
- Focus on recruiting new members to join the Eclipse IoT Working Group
- Create new Open IoT Testbeds that are led and organized by end-user organizations

Target Audiences and Message

Audience 1: IoT Architects and IoT Developers

Call to Action: Use Eclipse IoT technology in your IoT solution

Key Messages:

- Eclipse IoT open source projects are ready for use in production IoT solutions
- Eclipse IoT provides core technology required for all IoT solutions

Audience 2: IoT Solution Providers

Call to Action: Join Eclipse IoT Working Group

Key Messages:

- Eclipse IoT Working Group create successful collaborations with other IoT solution providers
- Eclipse IoT is the defacto community for open IoT collaboration
- Eclipse IoT Open Testbeds showcase how IoT solution providers can deliver a complete solution

Target Industries - Industry 4.0

In 2017, the Eclipse IoT WG focused on the Industry 4.0/Smart Manufacturing industry. In 2018 we will continue to focus on Industry 4.0.

Technology Strategy

Project Integration

The Eclipse IoT community will focus on cross-project integration between the existing projects. A sub-committee of the working group will be responsible for defining the requirements, identifying potential integration points and facilitating cross-project development plans.

The desired outcome of the project integration work will be integrated stacks of project technology that can be used directly by the IoT developers. This will require coordinate release schedules, integrating getting started documentation and updated websites that showcase the integrated stacks.

Open IoT Testbeds

In 2017, the Eclipse IoT WG released two open IoT testbeds: 1) Asset Tracking and 2) Production Performance Management for Industry 4.0. The response to these testbeds has been very positive and has showcased the collaboration between IoT WG members.

In 2018, the WG will continue to develop open IoT Testbeds. The two existing testbeds will be expanded to include additional partners and functionality. New testbeds will be developed to address different industries and use cases. An objective of the new testbeds will be to include key industry stakeholders in providing leadership in defining the use case and application. For instance, a testbed that focuses on Smart City would include the participation of a city. The goal of these testbeds will be to act as a proof of concept that demonstrates how an end-user enterprise might use open source and commercial solutions solve the specific use case.

Community and Marketing

The focus of the Eclipse IoT WG community and marketing effort will be to:

- 1) Promoting Eclipse IoT as the defacto open source community for IoT
- 2) Content for IoT architects to learn the best practices on how IoT solutions are built

- 3) Promoting the potential coordinated release of integrated stacks

Trade Shows and Events

Trade show participation will focus on speaking engagements at shows in North America and Europe. The goal will be to have speaking engagement at 2-3 events per quarter. We will focus on IoT events that appeal to Industrial IoT attendees.

The Eclipse Foundation will also exhibit at a small number of shows that will be determined in collaboration with the Eclipse IoT WG members.

We will also organize a number of Eclipse IoT Days. The current plan is to organized Eclipse IoT Days in Grenoble, London, Santa Clara and Ludwigsburg (ECE) . We will also encourage community members to organize other Eclipse IoT events in different regions.

Virtual IoT Meetup will continue to organize IoT presentations on a regular basis, 1-2 per month. There are currently over 2000+ members of the Virtual IoT Meetup and we expect this community to continue to grow in 2018.

Open IoT Developer Challenge

The fourth edition of the Open IoT Challenge will be run again from Nov 2017 to March 2018. The Challenge continues to be an effective program for promoting adoption of Eclipse IoT technology.

Developer Survey

In 2018, the IoT Developer Survey will be run for the fourth time. This survey continues to be a useful industry resource. For instance, the 2017 report has over 39K view on Slideshare and is frequently referenced on social media.

Social Media Outreach

In 2017, we will continue to grow the number of followers on the @EclipseIoT twitter handle, Eclipse IoT Facebook page and the Eclipse Foundation YouTube channel IoT playlists.

Case Studies

The Eclipse Foundation will focus on preparing written case studies of companies who have deployed IoT solutions using Eclipse IoT technology. In 2017 we published 2 case studies but in 2018 the goal will be to publish 4 case studies. These case studies will be made available on the iot.eclipse.org website and in presentation material.

IoT Newsletter

In 2017, Eclipse IoT WG launched a quarterly newsletter that is focused on providing technical content for IoT developers and architects.

Launch Integrated Stacks

In late 2018, it is expected the Eclipse IoT WG will launch a release of integrated stacks. Based on this project plan, a marketing launch plan will be developed and executed to support this launch. The marketing plan will include 1) press and analyst outreach, 2) significant update to iot.eclipse.org website to focus on the integrated stacks, 3) new white paper to position the integrated stacks, 4) new getting started documentation and videos, and 5) social media promotion to support the launch.