



Marketing Update for Q2/ 2010

Eclipse Marketplace Client Update



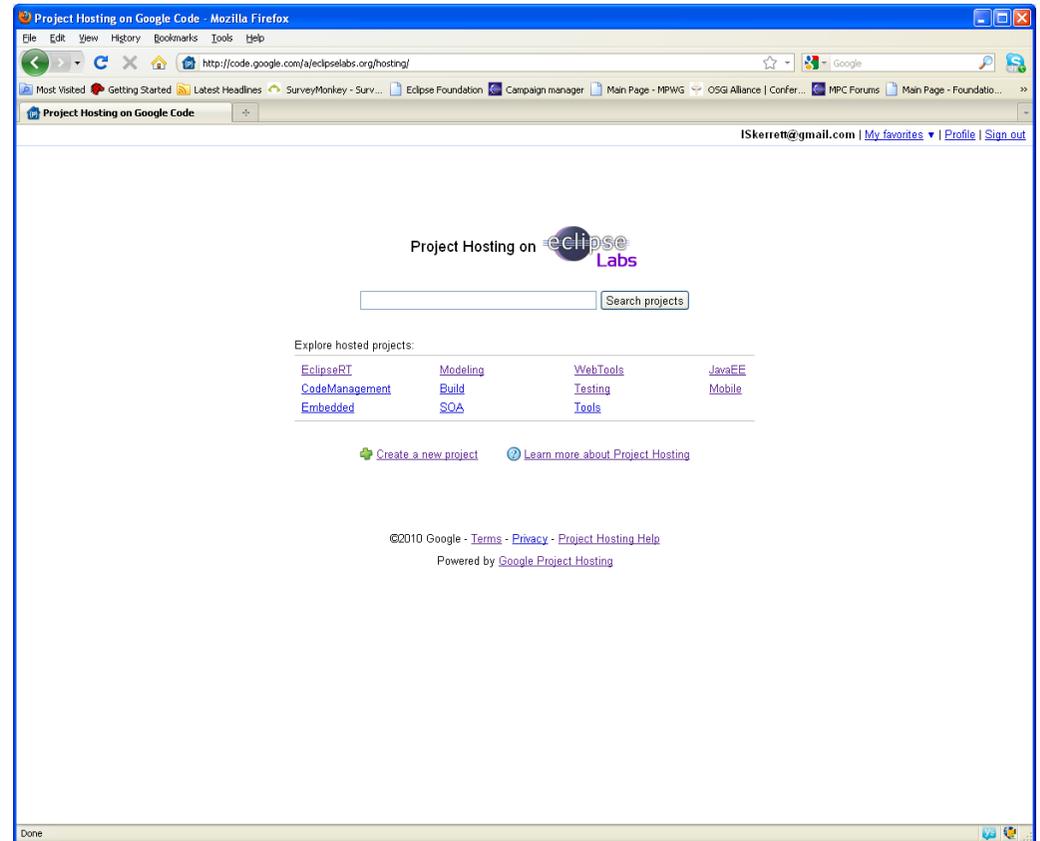
- Marketplace Client now available in all the Helios packages (except Classic)
- Over 100 products now installable.
- Only products for Foundation Members and Open Source Solutions are visible in the MPC
 - All solutions available from the embedded browser
- MPC is expected to give more visibility to Member Solutions.



Eclipse Labs



- Announced with Google on May 13, 2010
- Over 250 projects already listed



Eclipse Training Series



- Disappointing results for the training series
 - 20 classes offered between April 12 and May 28
 - Only 3 classes actually ran
- Need to re-evaluate effectiveness of the program.
- Companies involved are AvantSoft, EclipseSource, Industrial TSI, Obeo, The RCP Company and Weigle Wilczek.



Helios Launch

- Friends of Helios Campaign
 - Target 360 new friends by end of July; so far 223
- Helios DemoCamps
 - 32 cities organized DemoCamp (most ever)
- Helios Virtual Conference
 - Online conference on June 24
 - Features 8 speakers on different topics
- Helios Blogathon
 - Encourage people to blog about Helios



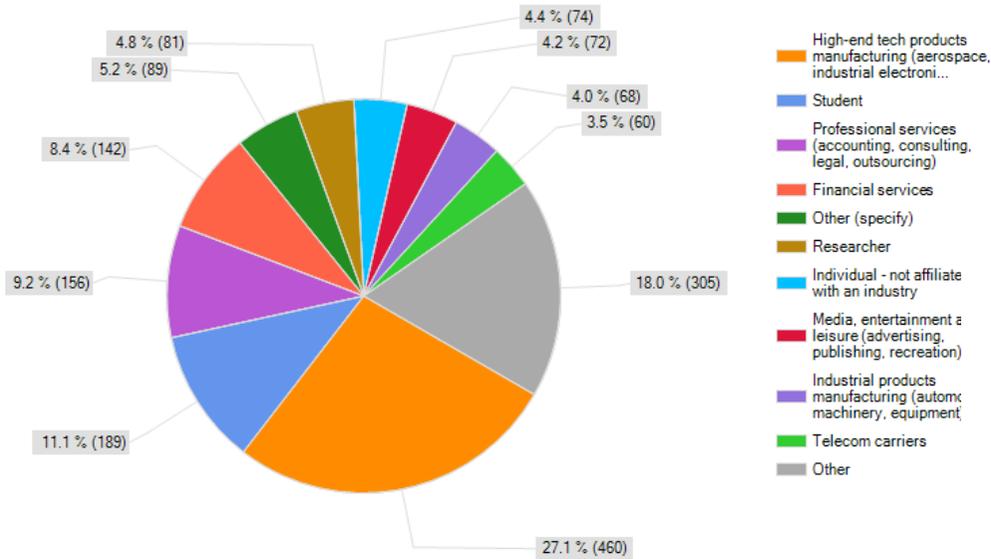
Eclipse Community Survey

- Published results of the Eclipse Community Survey
 - 1696 respondents
 - Survey fielded on eclipse.org
 - Survey ran in April and May
 - Similar survey done in 2007 and 2009
- Full report available at http://www.eclipse.org/org/community_survey/Eclipse_Survey_2010_Report.pdf

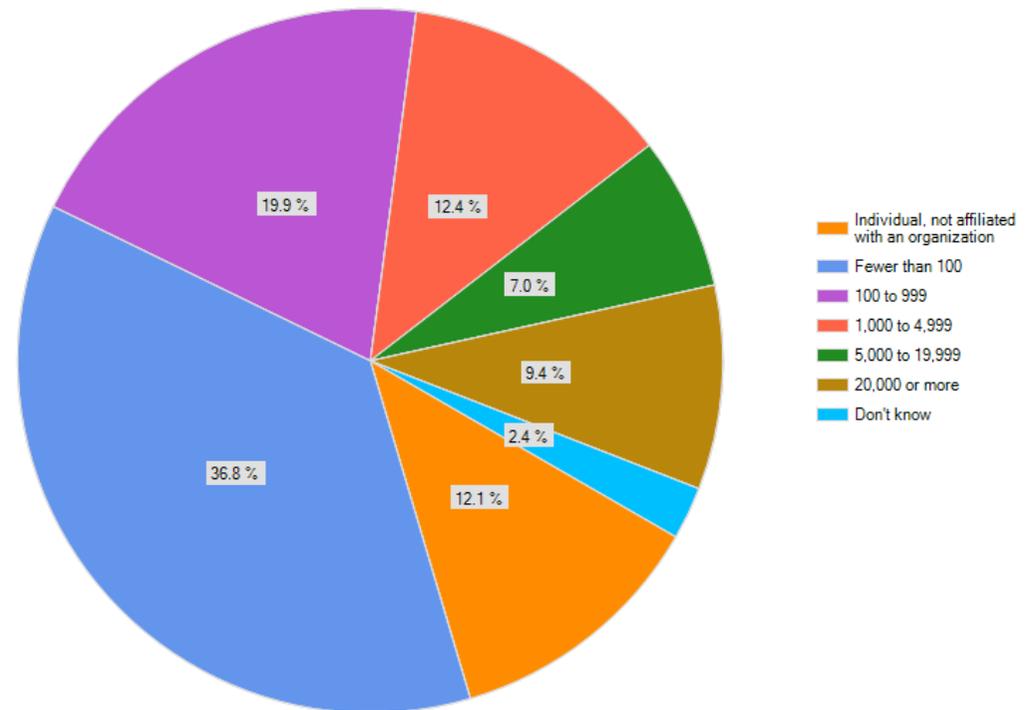
Demographics



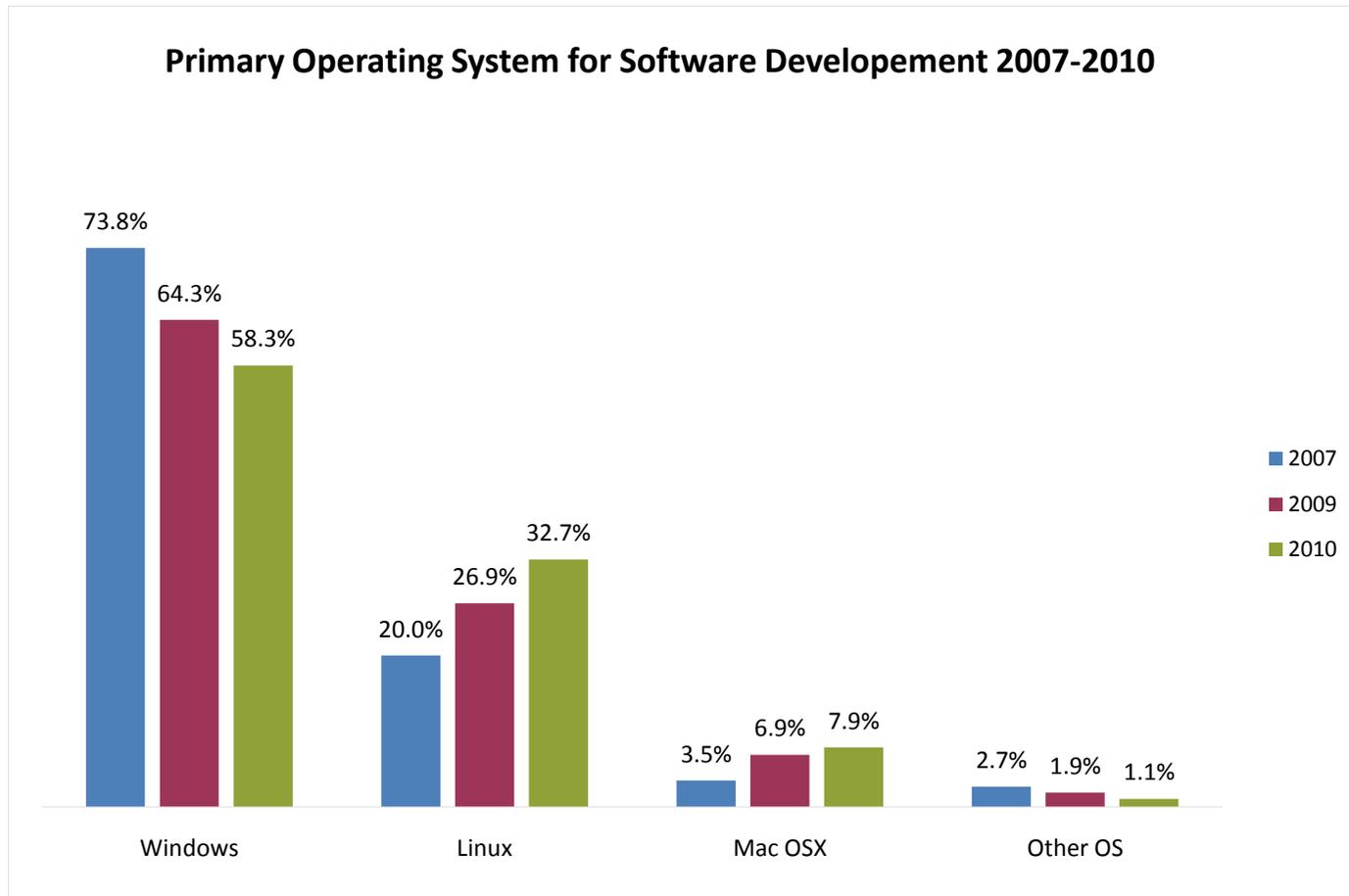
5. Which of the following most closely describes your industry?
(Choose one.)



6. What is your best estimate of how many employees work at your organization? (Choose one.)



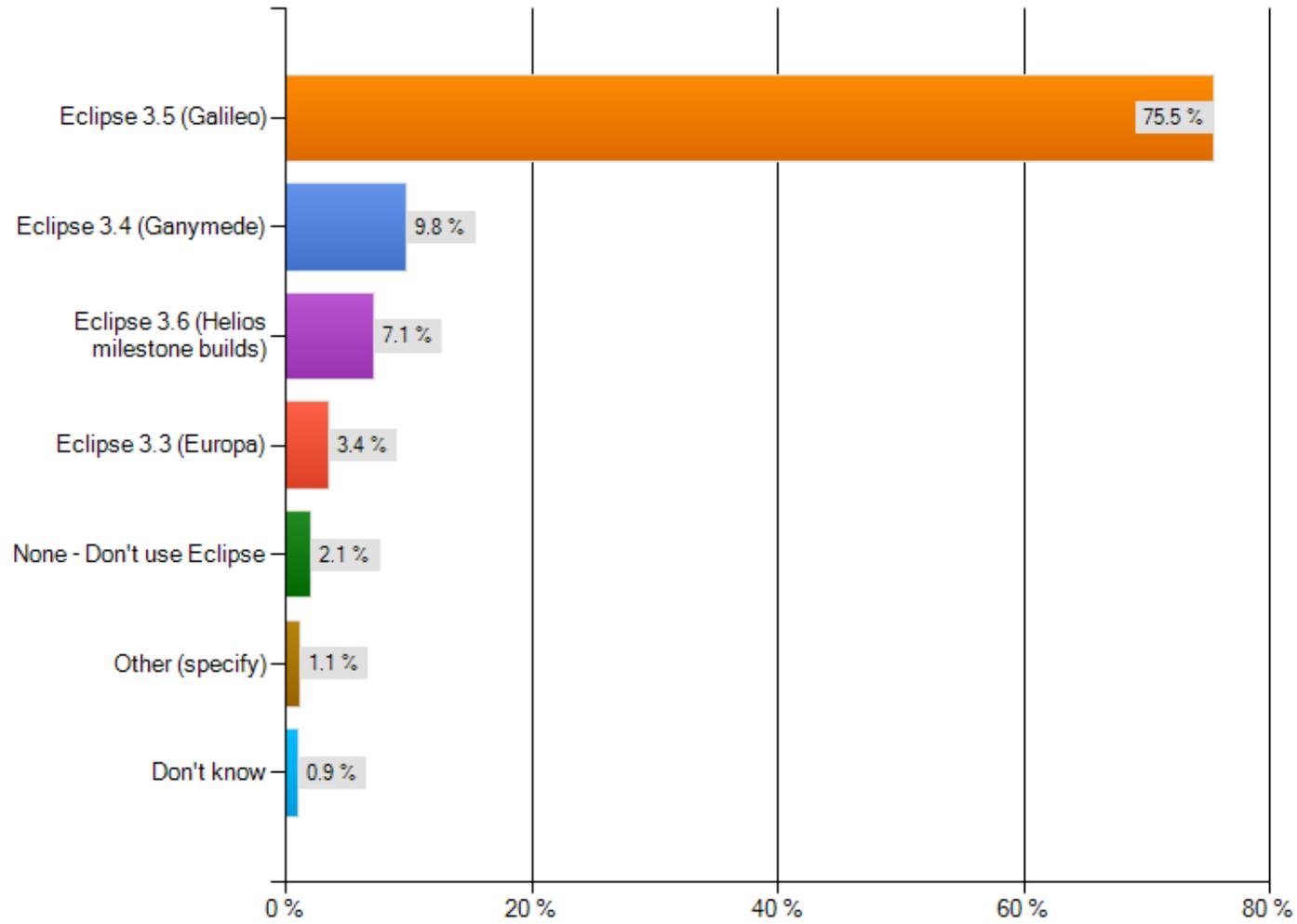
Rise of Linux on Desktop



Quick Migration to New Versions of Eclipse



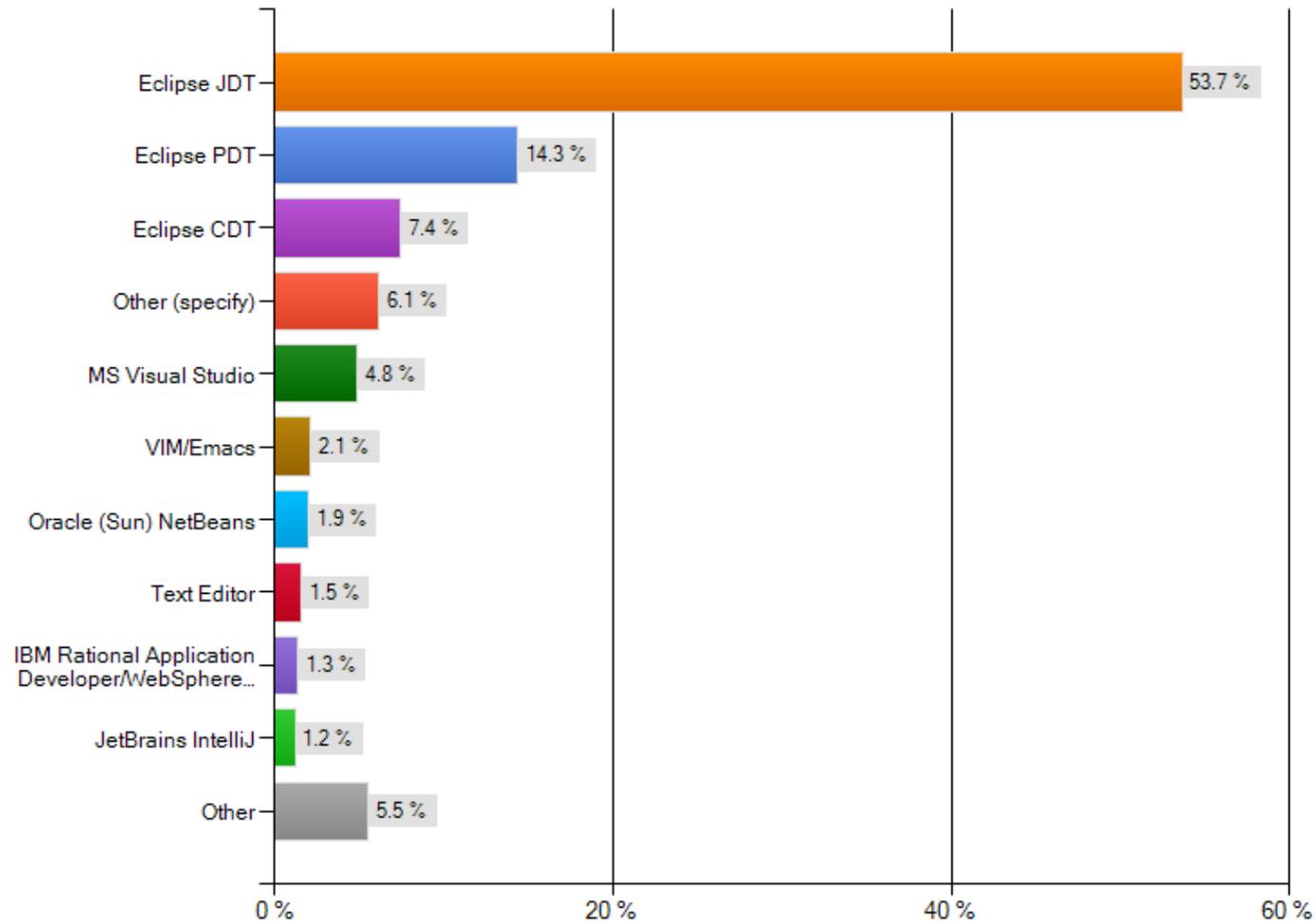
12. What is the version of Eclipse you use most often? (Choose one.)



JDT still very popular; PDT coming on strong



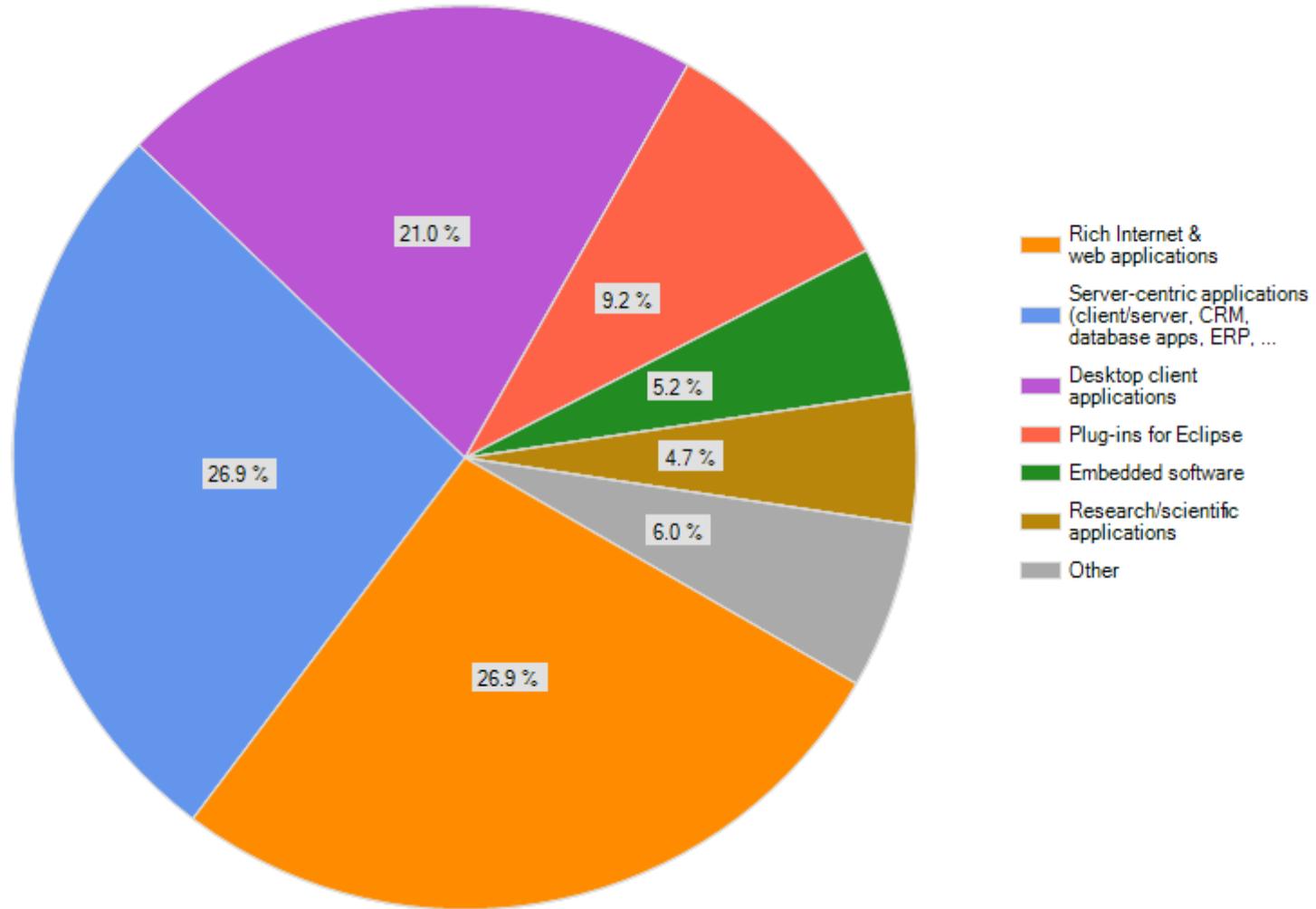
What is your *primary* development environment (IDE)? (Choose one.)



Consistent use of Eclipse in different types of software



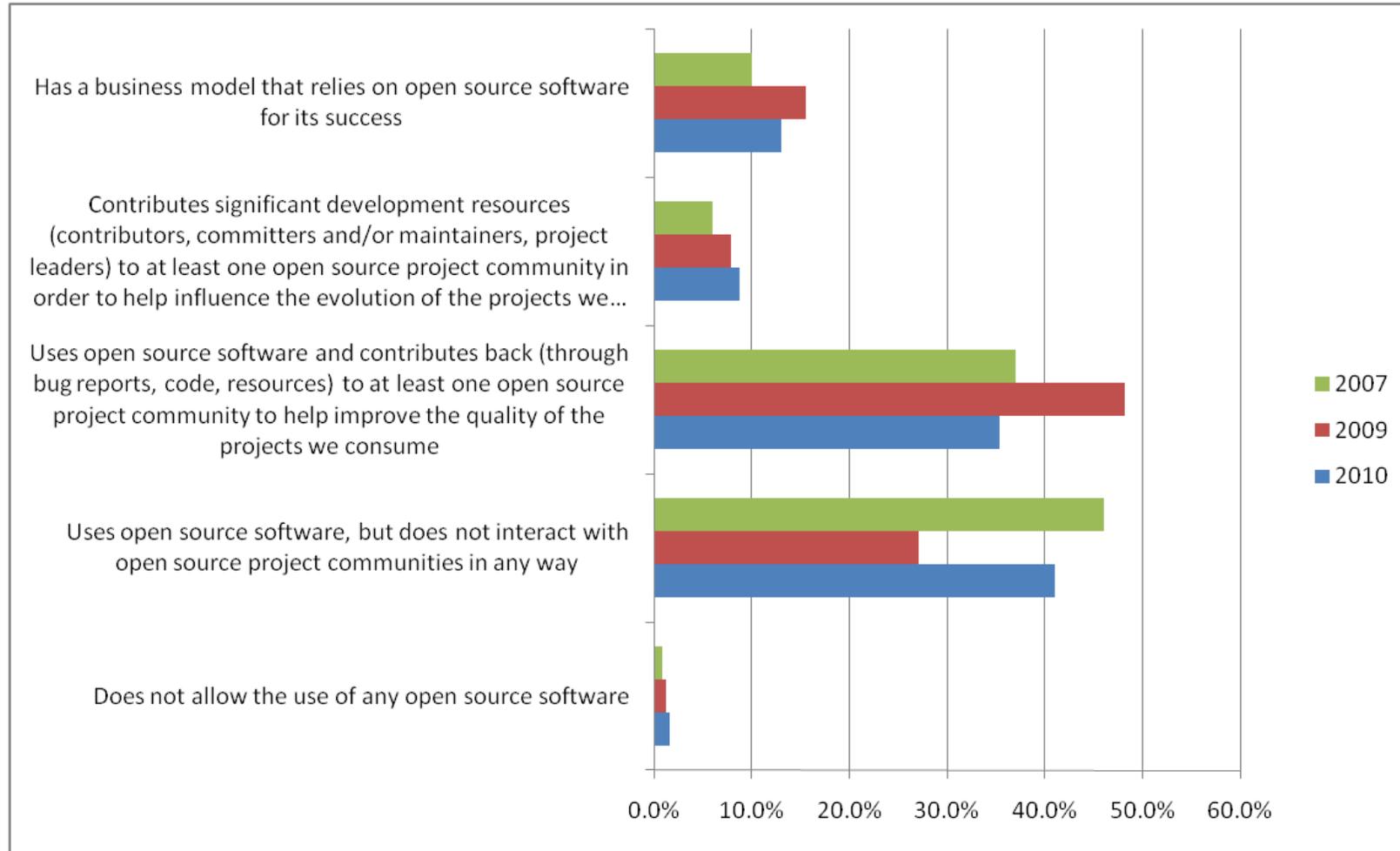
17. What is the *primary type* of software are you personally involved in developing? (Choose one.)



Decreased willingness to participate in OSS



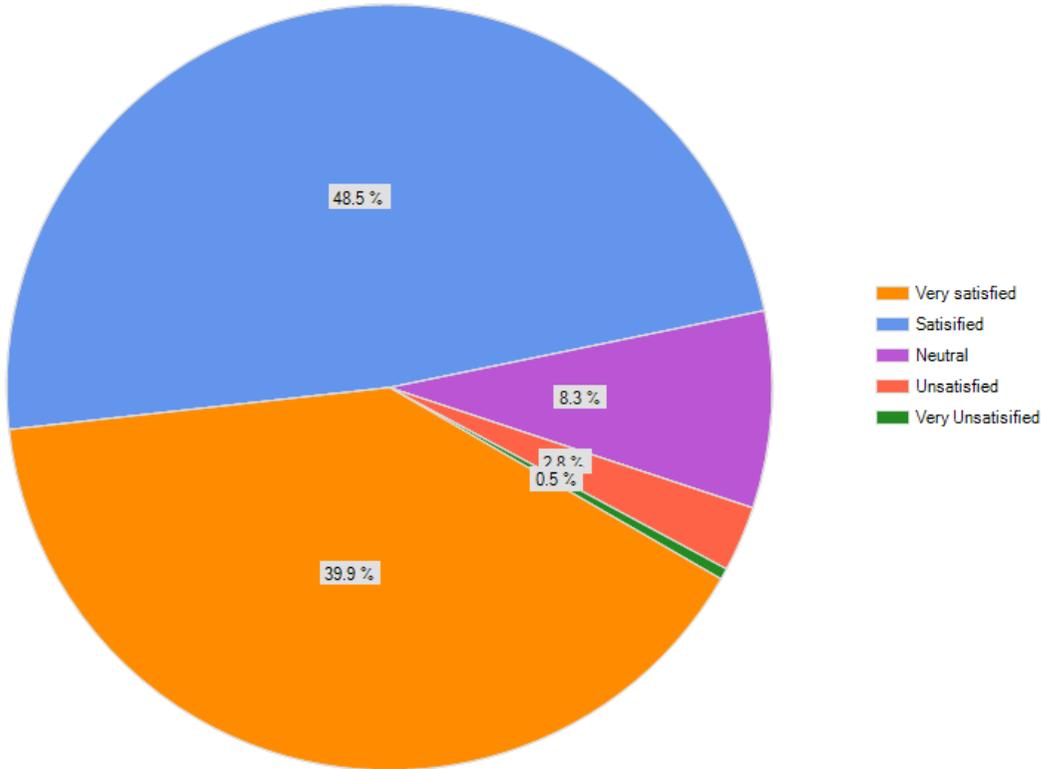
25. What best describes your organization's policy towards the use of open source software? (Choose one.)



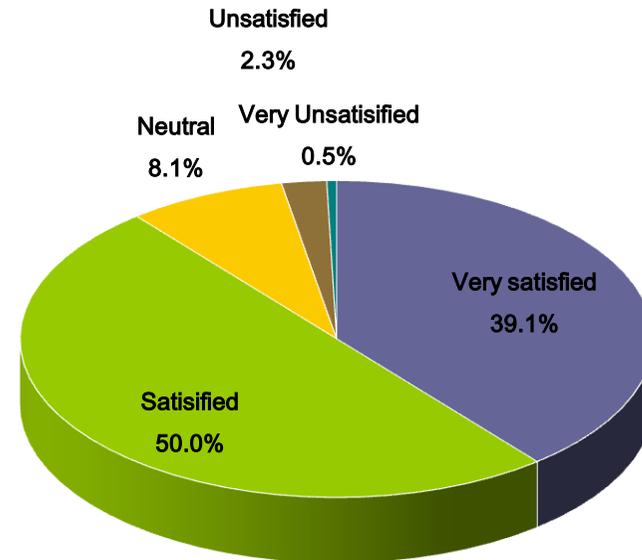
Satisfied Community



29. Overall, how satisfied are you with Eclipse? (Choose one.)



2010



2009