



Marketing Update for Q1/ 2011

March 14, 2010

DISCOVER MORE

USE ECLIPSE
MARKETPLACE
CLIENT



Eclipse Marketplace Client Update

- Over 246 products now installable
 - Up from 190 in Q4
- Average 2000 successful installs per day
 - Up from 1000 in Q4
- MPC 1.1 Release for Indigo
 - Branded third party catalogs
 - Drag and Drop Installation from web pages

Rank	Solution	Count
1	Subclipse	6377
2	Maven Integration for Eclipse	5496
3	Subversive - SVN Team Provider	3607
4	Eclipse Color Theme	3522
5	EGit - Git Team Provider	3273
6	Google Plugin for Eclipse	2908
7	JBoss Tools (Helios)	2860
8	Spring IDE	2842
9	Pydev - Python IDE for Eclipse	2361
10	FindBugs Eclipse Plugin	2324
11	SpringSource Tool Suite	1362
12	EclEmma Java Code Coverage	1245
13	Hibernate Tools	1208
14	GlassFish Java EE Application Server Plugin for Eclipse	1129
15	Checkstyle Plug-in	1063
16	MercurialEclipse (was: HgEclipse)	1053
17	UML Lab	845
18	JRebel for Eclipse	840
19	Oracle Enterprise Pack for Eclipse	729
20	Atlassian Connector for Eclipse	695



Eclipse Training Series – Spring 2011

- New training series running from April 25 – May 27
- Courses being offered include RCP, Equinox/OSGi and Modeling
- Companies participating: AvantSoft, EclipseSource, Jasmine Conceil, Industrial TSI, Obeo, OPCoach, RCP Company, and RCP Vision



Eclipse Awards 2011- Finalist

- Top Committer
 - Lauren Goubet, Tom Schindl, Sebastian Zarnekow
- Top Contributor
 - Brian de Alwis, Dariusz Luksza, James Sugrue
- Top Newcomer Evangelist
 - Boris Bokowski, Cedric Brun, James Sugrue

Selected by a community vote



Eclipse Awards 2011- Finalist

- Most Open Project
 - e4, Modeling Amalgamation
- Most Innovative New Project or Feature
 - EGit, Extended Editing Framework (EEF),
Mylyn Builds

Selected by a community vote



Eclipse Awards 2011- Finalist

- Best Developer Tool
 - Diver and PyDev
- Best Modeling Tool
 - actifsource, Bonita Open Solutions, and Obeo Designer
- Best Mobile Tool
 - MobiOne Studio and MOTODEV Studio for Android
- Best Application:
 - OpenChrom, WireframeSketcher and Justinmind Prototyper

Selected by a panel of judges



Eclipse Marketing Programs

- New programs launched January 2011
 - Allow member companies to advertise on the Foundation web site.
 - Key goal was to drive incremental revenue for the Foundation.
 - Also, drive more awareness of Eclipse member products
- Q1 Results
 - Actuate, Google, Froglogic, Zero Turnaround and Motorola initial advertisers
 - Q1 revenue \$27K, initial estimate was \$16K
 - Click-thru rates range from 0.1% to 4+%



Eclipse Marketing Programs

- Good results for advertisers
 - Click-thru rates of 0.1 to 4+%
 - Promoted Download average is approx. 0.9-0.95%
 - Banner ad average is approx 0.27-0.35%
 - 0.2% is considered good for industry
- Good value – cost per click thru
 - Promoted Download: less than \$1
 - Banner Ad: less than \$1
 - Some companies pay over \$5 per click thru.

The screenshot shows the Eclipse Downloads website interface. At the top, there's a navigation bar with 'Eclipse Downloads' and tabs for 'Packages', 'Developer Builds', and 'Projects'. Below this, there are links for 'Compare Packages' and 'Older Versions'. The main content area is titled 'Eclipse Helios (3.6.2) Packages for Windows'. It lists several packages with their respective download counts and details links. The packages are:

Package Name	Size	Downloaded Times	Details	Download Link
Eclipse IDE for Java Developers	99 MB	310,104	Details	Download (Windows 32 Bit, Windows 64 Bit)
Eclipse IDE for Java EE Developers	206 MB	215,109	Details	Download (Windows 32 Bit, Windows 64 Bit)
Eclipse Classic 3.6.2	171 MB	198,936	Details , Other Downloads	Download (Windows 32 Bit, Windows 64 Bit)
Google Plugin for Eclipse	-	-	-	Download (Promoted Download)
Eclipse IDE for C/C++ Developers	87 MB	75,440	Details	Download (Windows 32 Bit, Windows 64 Bit)
Eclipse for PHP Developers	141 MB	44,257	Details	Download (Windows 32 Bit, Windows 64 Bit)



Eclipse Marketing Programs

- MPC Promoted Solutions Driving Installs
 - Google installation rate increased almost 50%
 - Zero Turnaround
 - Launched a new product in February
 - Drove 848 installs in first month
 - Rank 17 out of 243 on Marketplace

Google Plugin for Eclipse 2.2





Looking Ahead – Q2 Pipeline

- Actuate, Google, Zero Turnaround and Froglogic have all renewed
- Other companies are interested, pipeline looks good
 - Vmware has booked a promoted download

ORION

The word "ORION" is rendered in a bold, grey, sans-serif font. The letter "O" is significantly larger than the other letters. The letter "I" is replaced by a yellow circle. The letter "O" is replaced by a yellow circle. The letter "N" is replaced by a yellow circle. There are three yellow circles in total: one above the "O", one in the middle of the "O", and one below the "O".



Orion Logo Creation

- Contract with graphic artist of the twitter 'fail whale'
- Including our own 'fail whale' page



Orion Home Page



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ORION

Tools for web development, in the web

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```
ORION index.html
154
155 eclipse.Favorites = (function() {
156     function Favorites(options) {
157         var parent = options.parent;
158         if (typeof(parent) === "string") {
159             parent = dojo.byId(parent);
160         }
161         if (!parent) { throw "no parent"; }
162         if (!options.serviceRegistry) { throw "no service registry"; }
163         this._parent = parent;
164         this._registry = options.serviceRegistry;
165         var favorites = this;
166         this._registry.getService("IFavorites").then(function(service) {
167             service.addListener("favoritesChanged", function(favs, searches) {
168                 favorites.render(favs, searches);
169             });
170         });
171     };
172     Favorites.prototype = {
173         // FIXME: it should really be up to the UI to organize favorites a
174         render: function(favorites, searches) {
175             var faveTable = dojo.create("table");
176             var tr, col1, col2, col3, link;
177             for (var i=0; i < favorites.length; i++) {
178                 var fave = favorites[i];
179                 var href = fave.directory ? "#!/" + fave.path + "#d"
180             }
181         }
182     };
183 }());
```

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Join the Orion Community

As a member of the community you will have access to and the opportunity to ... lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Orion Planning Meeting

- March 17-18 Hosted by SAP in Palo Alto
- Purpose is to create an Orion project proposal and grow an Orion community.
- Nice representation of organizations have signed-up
 - EclipseSource, github, HP/Palm, IBM, Microsoft, Motorola, Mozilla, Nitobi, Nokia, Nuxeo, RIM, SAP, Set Direction, Siemens



Orion Launch

- Announcement of OrionHub on March 21
 - Press outreach to key press and sites
- OrionHub is a hosted instance of Orion
 - To encourage use and feedback for the Orion project
 - Hosted by Joyent