Marketing Update for Q1/ 2011
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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Solution</th>
<th>Count</th>
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<tbody>
<tr>
<td>1</td>
<td>Subclipse</td>
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<td>2</td>
<td>Maven Integration for Eclipse</td>
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<td>3</td>
<td>Subversive - SVN Team Provider</td>
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<td>Eclipse Color Theme</td>
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<td>EGit - Git Team Provider</td>
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<td>6</td>
<td>Google Plugin for Eclipse</td>
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<td>7</td>
<td>JBoss Tools (Helps)</td>
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<td>Spring IDE</td>
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<td>Pydev - Python IDE for Eclipse</td>
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<td>FindBugs Eclipse Plugin</td>
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<td>SpringSource Tool Suite</td>
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<td>12</td>
<td>EoEmma Java Code Coverage</td>
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<td>13</td>
<td>Hibernate Tools</td>
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<td>GlassFish Java EE Application Server Plugin for Eclipse</td>
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<td>Checkstyle Plugin</td>
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<td>Mercurial Eclipse (was: HG Eclipse)</td>
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<td>UML Lab</td>
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<td>JRebel for Eclipse</td>
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<td>Oracle Enterprise Pack for Eclipse</td>
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<td>Atlassian Connector for Eclipse</td>
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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.
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
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 Logo Creation

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