Marketing Meeting
Press

- Focus – Java Developers
  - Java Magazin and Java Spektrum

- Focus – General developers
  - iX, c’t, Internet Professional

- Focus – General computer users
  - PC Magazin

- Focus – IT Managers
  - Computerwoche and Informationweek

- Advertising for Eclipse-based products are few and far between.
First dedicated print magazine for Eclipse

Belongs to Java Magazin

Looking for more contributors and advertisers

Moving from a bi-monthly to a monthly after less than a year
Events

- **JAX**
  - Focused Java Event with Eclipse Track.
  - Keynote with Erich Gamma, Mike Milinkovich
  - ~800 attendees
  - May in Frankfurt
  - W-JAX, November in Munich

- **iX Conference**
  - Dedicated Eclipse Conference.
  - 250 attendees.
  - Heidelberg, Germany.
  - End of June
Portals

- silicon.de
- golem.de
- tecchannel.de
- heise.de
How are enterprises adopting Eclipse

🌟 Acceptance?
- tolerated
- 135,000 regular users in IT organizations in Europe (Ovum)
- Eclipse is on top of the list on the agenda for IT decision makers contemplating their software development practice (Ovum)
- but only 10% of the developers are using Eclipse – according to IT decision makers (Ovum) – our experience shows that companies are still paying for commercial solutions, but many developers are using Eclipse instead

🌟 Trends
- In our experience managers want to be able to seamlessly extend Open Source with commercial add-on, not x different Eclipse-based IDEs
- RCP is on its way to become a platform for standard software – steady increasing demand for training and consulting services
- Support and Services need to be built out to accelerate the adoption process
- The days when developers have to quickly click Eclipse away when a manager walks by because it is not the officially sanctioned development environment are soon over.

The learning curve for Eclipse development and architecture is often underestimated.
Enterprise Adoption Examples

- Auto Manufacturer – rolling out Eclipse across the IT organization as the standard Java IDE, Eclipse support, Plugin evaluation, RCP strategy
- Cell Phone Manufacturer – custom Web and Desktop SDKs
- Leading Auto Parts Supplier – Consulting and support for CDT development, plugin development
- Embedded Software Provider - custom IDE
- RCP Standard Software for e-procurement
- RCP Standard Software for fund management
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