Extending and Expanding the Value of Eclipse with Commercial Products

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Extending Eclipse with additional design and construction functionality

- UML Language Transforms
- Structural Re~~view~~ & Control
- C/C++ Development Tools

- Web Development
- Web Services Development
- Rich Client Development
- XML & Database Tools
- 4GL Development

Rational Application Developer
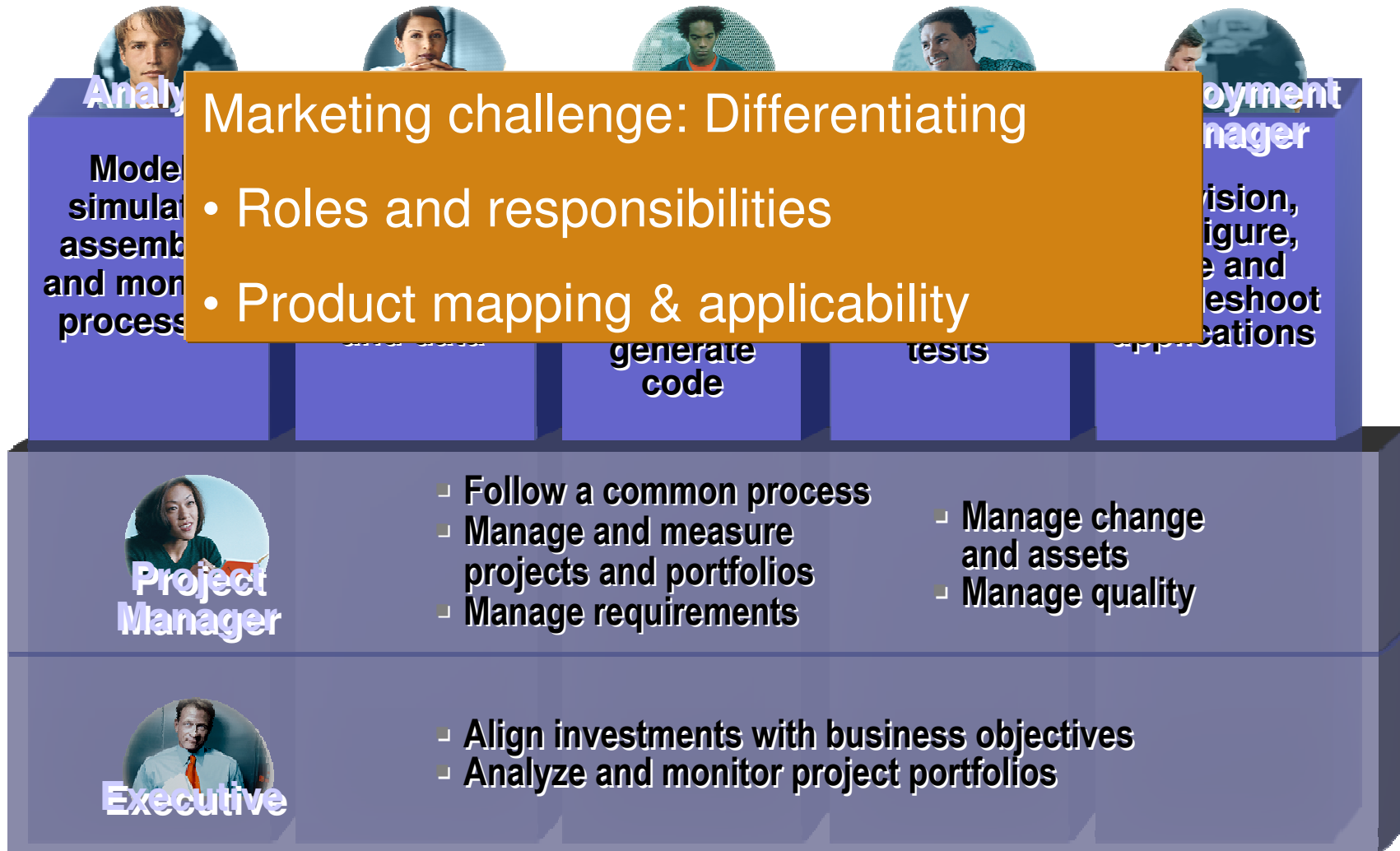
Rational Web Developer

Eclipse

Marketing challenge: Differentiating value

- From Eclipse itself

- Between commercial offerings

Transform
~~g~~
e Asset

- J2EE/EJB & Portal Development
- Component Testing
- Code Review & Runtime Analysis
- UML Visual Editors
- Configuration Management

Expanding the scope of Eclipse to other roles

Marketing challenge: Differentiating
- **Roles and responsibilities**
- **Product mapping & applicability**

Project Manager
- Follow a common process
- Manage and measure projects and portfolios
- Manage requirements
- Manage change and assets
- Manage quality

Executive
- Align investments with business objectives
- Analyze and monitor project portfolios

Eclipse as the basis for lifecycle tools integration

Marketing challenge: Positioning and packaging

- Single products vs. multi-product bundles

- Distinct offerings vs. layered supersets

Software Modeler

Developer

Performance Tester

Customer Extensions

ECLIPSE

3rd Party ISV Tools

Project Manager

Rational Team Unifying Platform

Executive

Rational Portfolio Manager

Realizing the full potential of Eclipse

Analyst

Deployment Manager

Eclipse changes the landscape of development tools

• Notion of what a "product" means

• Takes standards and extensibility to a new level of meaningfulness to customers

Eclipse

Model Services (UML2 ext, other Meta-Models, Code Gen APIs, …)				Hyades
J2EE, Web Services, UML2 Models				
CM, Merge, Traceability….	GEF	EMF	JDT/CDT	Team
Eclipse Core				

Additional value-add

- Test and QA
    - Testing and providing patches to harden an open source base for commercial use
- Support
    - Acting as a proxy for customer
- Intellectual Property Reviews
    - Assuring the integrity of open source code
- Critical factor: having committers and leaders on projects
    - Control is proportional to participation
    - Provides influence, authority, and public perception of leadership
    - Lends credibility to commercial product offerings
- Demonstrating support and commitment through marketing events
    - EclipseCon, Eclipse World, Eclipse Seminar Series