



Marketing Update for Q3/ 2005

September 26, 2005

Press Releases in Q3



- Eclipse Foundation Announces CDT 3.0
- Iona Joins as a Strategic Developer
- Nokia Joins as a Strategic Developer
- Eclipse Foundation and Serena Software Announce Approval of Eclipse Application Lifecycle Framework Project
- Eclipse Foundation and Versant Announce Approval of Eclipse JSR220-ORM Project
- Eclipse Foundation and Sybase Announce Approval of Eclipse Data Tools Platform Project

Sample Press Coverage



- CDT Coverage
 - Eclipse Project rev's C/C++ IDE, LinuxDevices
 - C Better With CDT 3.0, DevX

- Coverage at Eclipse World
 - 'Eclipse Effect' Will Drive Open Source Channel Business by Paula Rooney, CRN
 - Eclipse Grows, Thanks to Users By Darryl K. Taft in eWeek
 - "Eclipse Effect Will Bring Open-Source Opportunities Into View" CRN

- Iona Coverage
 - "Iona to Ignite SOA Trail in Eclipse" DevX
 - "Iona takes lead in new Eclipse SOA project" SearchWebServices.com
 - "Iona joins Eclipse, proposes SOA effort" InfoWorld

- Business Pubs or Executive Editor Coverage
 - Eclipsing Microsoft, By Michael Vizard CRN (Executive Editor)
 - Open Source Enters Mainstream, San Jose Mercury News

Press Plans for Q4



- Planned press releases
 - Support for OSGI R4 and highlight Equinox project
 - Keynotes for EclipseCon
- Placement of Case Studies
 - SAS
 - NASA
 - Wind River

Analyst Coverage



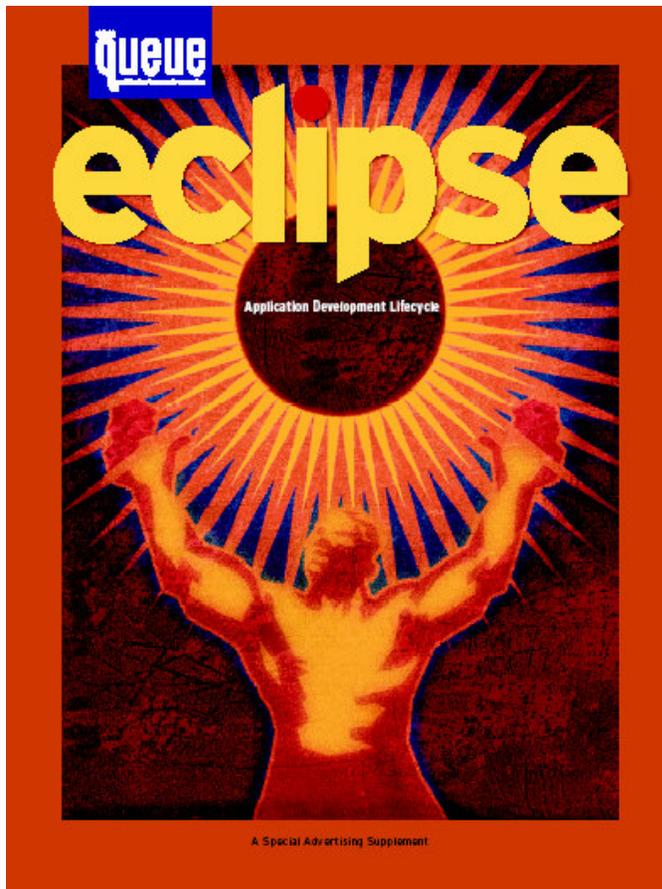
- Carl Zetie, Forrester Research
 - Eclipse And The Long Tail - *How Small Plug-Ins May Add Up To Big Business*
 - Eclipse Has Won — What Next For Eclipse?
- Rikki Kirzner, Hurwitz
 - The JavaOne Conference: Is Sun Becoming Irrelevant to the Future of Java?
- James Governor
 - Scoop: French Organisations Adopt Eclipse Rich Clients

Eclipse Marketing Symposium



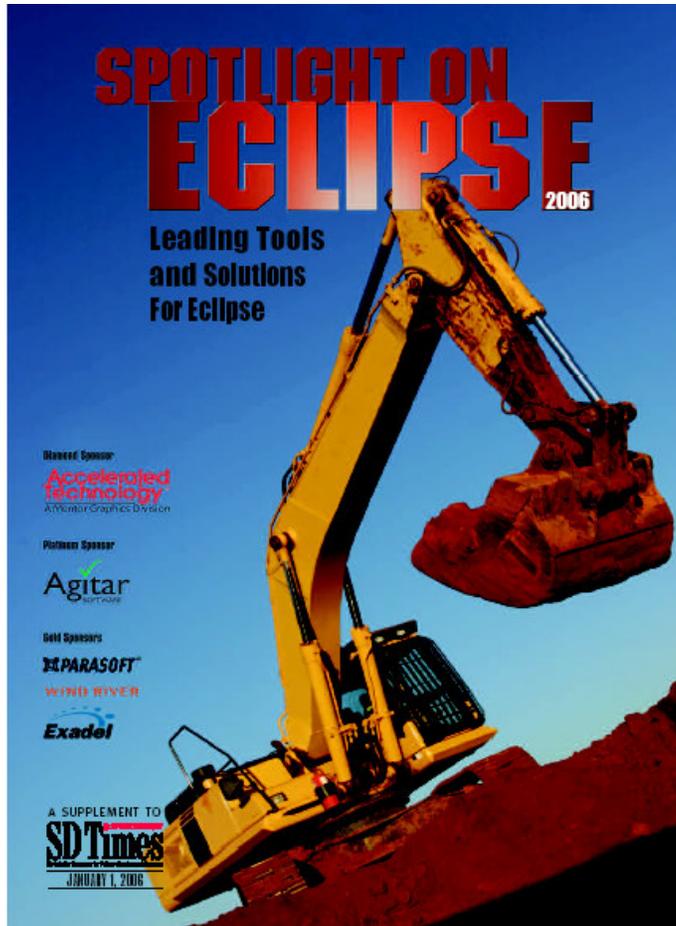
- Theme: 'Marketing Commercial Products to Eclipse Users'
- Speakers:
 - Invited Speaker: Carl Zetie, Forrester Research, Topic: Enterprise Adoption of Eclipse
 - - Invited Speaker: Stephen O'Grady, Redmonk, Topic: Bottom Up Marketing: Using Conversational Marketing to Speak to Developers
- Attendance: approx 50 people from 25+ companies

ACM Queue Eclipse Supplement



- 32 page supplement in ACM Queue's September Edition
- Featured articles on Data Tools and ALF
- 14 companies participated

SD Times Eclipse Supplement



- Spotlight on Eclipse Supplement in Jan. 1 Edition of SD Times
- Distribution at EclipseCon 2006
- Build on last year success
 - 22 companies involved
- Deadline for participation Nov. 4 2005
- Contact

Working Group Updates



- Market Research Working Group
 - Initiated project with Forrester Research
 - 'How commercial companies can sell into the Eclipse user community'
- Eclipse China Working Group
 - Eclipse Developer Seminar
- Eclipse Developer Seminars
 - 4 city series in North America in January/February timeframe

How to Get Involved



- Marketing Working Group
 - Propose a new working group
- Marketing Mailing List
- Send product announcements to news@eclipse.org
- Eclipse Aggregator: Planet Eclipse
 - <http://planet.eclipse.org/planet/>
- Eclipse Foundation Employee Blogs
 - Mike Milinkovich
 - <http://milinkovich.blogspot.com/>
 - Bjorn Freeman-Benson
 - <http://eclipse-projects.blogspot.com/>
 - Ian Skerrett
 - <http://ianskerrett.blogspot.com/>