Marketing Update for Q3/ 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://planeteclipse.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/