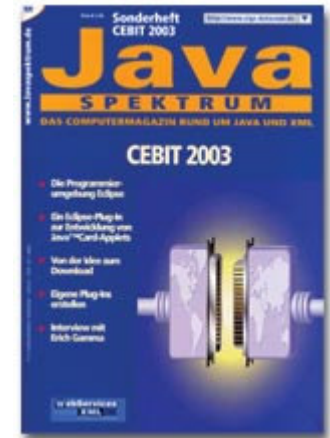


Marketing Meeting

- ★ 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



★ 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



- ★ 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.

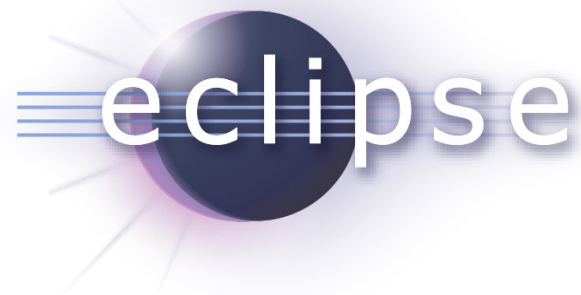
The learning curve for Eclipse development and architecture is often underestimated.



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



Marketing Meeting