Selling Eclipse to Executives

Results of the Brainstorming Session
Marketing Symposium, November 19, 2008

The brainstorming session on how to sell Eclipse to Executives was attended by approx. 15 people. Main thoughts are summarized below.

1 - Business 'portal'
» Where is the business person's communication channel at eclipse.org?
» Can we use a channel like ComputerWoche or Heise?
» Share contacts with Foundation staff at relevant publishers – e.g CIO
» Executives need to have an easy to find link from the current technical website – e. g. ecosystem link - we can't depend on the user to search
» We can support external organizations that are already doing this – e.g OSBC

2 - Create a 'slide library' - propose content
» Andrea Mörike, Helge Brzoska, Joern Weigle

Potential topics for shared slide decks:
» Risk assessment Open Source vs. commercial software vs. inhouse development
How can SOPERA / Eclipse address these risks? SOPERA has slides -> adopt the slides from SOPERA for general presentation

» EPL - comparison of licenses, benefits of EPL

3 - Eclipse Day for business people - getting started with Eclipse
» Business "Stammtisch"
» How to sell open source
» Partnering with Open Source Business Foundation (OSBF)
» Marketing eclipse internationally for business

4 - Communications initiatives
» Changing the sell to be suitable for runtimes - Eclipse communications has been geared towards selling tools
» New customers need to be educated in the eclipse approach to issues such as liability, IP protection
» Overall: A business communications strategy should complement the technical communications strategy and activities

Excerpted from "How to get good press," presented by Manuela Duft, ComPeople
» By coordinating the Open Source PR Activities of the Eclipse Members Companies in Europe:
   o For example generate common press releases, mentioning several companies that offer Open Source products & services targeted at one sector such as the banking industry or insurance companies
   o For example identify and use a news wire for the distribution of common press releases in Europe or in selected European countries
» By coordinating the PR activities in Europe with the activities of the Eclipse Foundation and their Marketing staff based in Ottawa
   o For example adapt key data & information about Open Source for the European Market: - Sort out and communicate the results of surveys regarding the   Open Source market with regard to their relevance for Europe   and/or selected European countries
   o For example communicate the importance of key events like the annual release train of the

Eclipse Foundation to the press in Europe, pointing out why this is relevant for the European market

General initiatives

» Eclipse Days targeted at verticals, e.g. banking day, embedded day or insurance day
» Creating bundles for verticals might ease the adoption - the banking stack
» (Member) Success stories
  o Background information on vertical industries – e.g. RCP use cases
  o Mission critical eclipse based projects
  o success statistics – e.g. eclipse is used in 90% of banks in xx
» eclipse.org/sales package: provide more information which supports sales

European Marketing Working Group

The European Marketing Working Group is a good place for discussing topics like these. Please find details about eclipse.org-european-marketing-wg (at) eclipse.org contact Susan Iwai or Joern Weigle for details.