



## Welcome to Eclipse

Skip McGaughey and Donald Smith

September 26, 2006

# Agenda



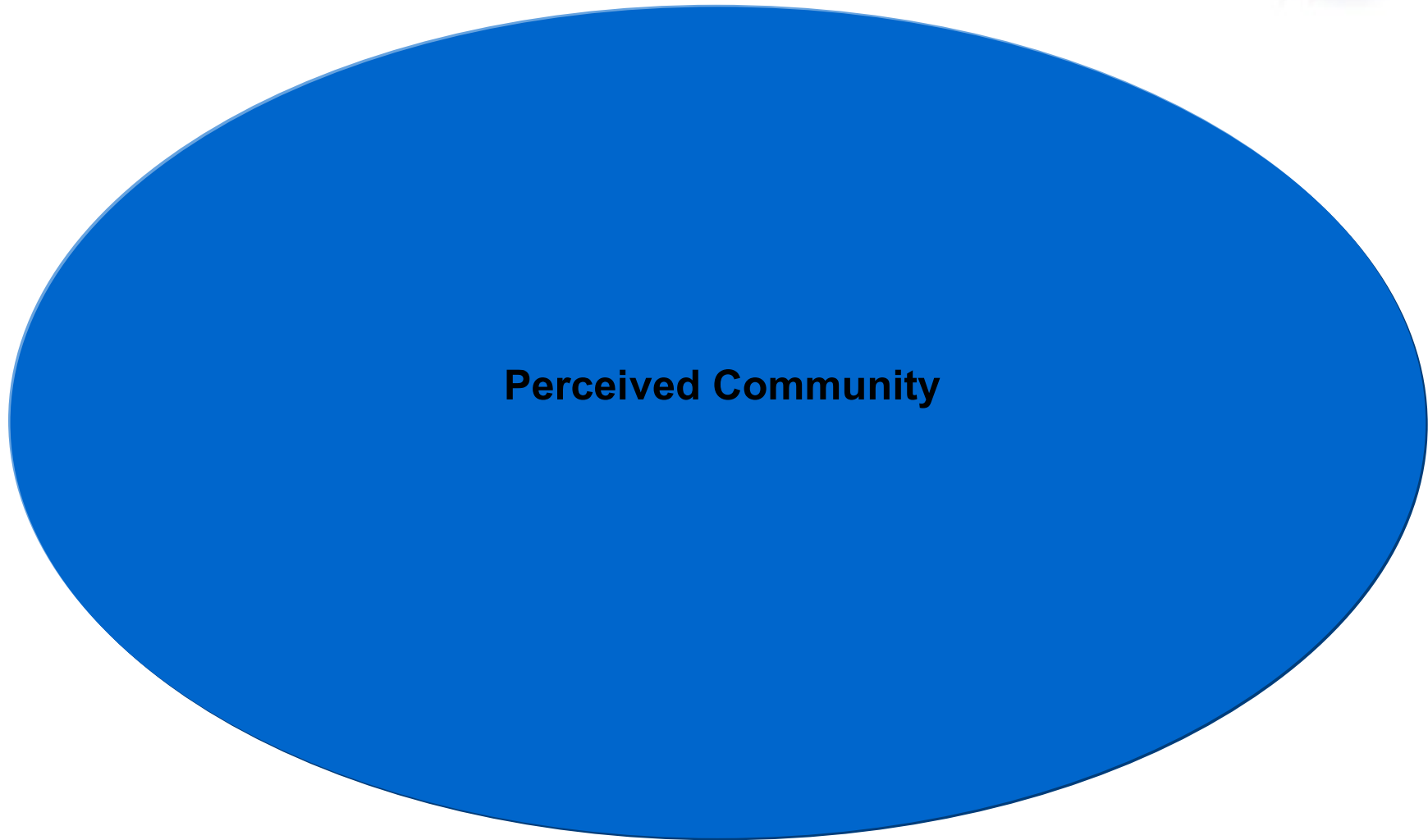
- Anatomy of the Eclipse community
  - Users, Committers, Plug in Developers, Marketing
  - Technology based communities
  
- What is Eclipse?
  
- The Eclipse Foundation and Governance Overview
  
- Role of The Eclipse Foundation
  - IT, Ecosystem and Governance, Marketing, Development Process, IP

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# The Anatomy of a Community

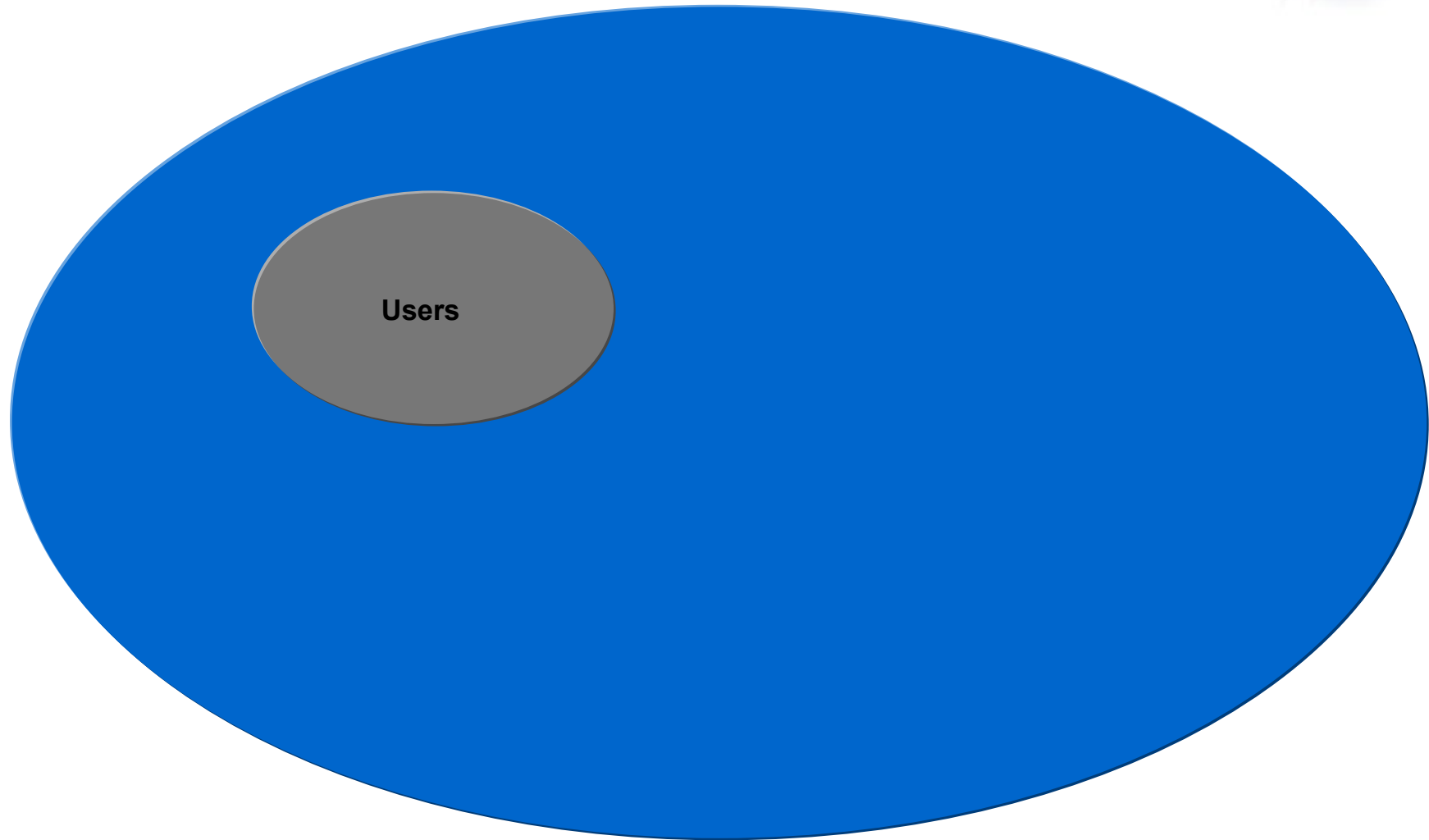


# Community Roles



- Typical open source projects have two communities: committers and users
  - Some projects have one community because the committers are the only users
  - Some projects have three communities: committers, non-committer contributors, and users
- Eclipse projects have three communities: (Mozilla and others too!)
  - Committers and contributors
  - Users – those who use the exemplary tools
  - Plug-in developers – those who use the extensible frameworks

# Community Roles



# Users



- An active and engaged user community is proof-positive that the project's **exemplary tools** are useful and needed
- Furthermore, a large user community is one of the key factors in creating a viable ecosystem around an Eclipse project, thus bringing additional open source and commercial organizations on board
- Like all good things, a user community takes time and effort to bring to fruition, but once established is nicely self-sustaining

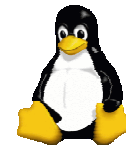


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# Users – How You Can Participate

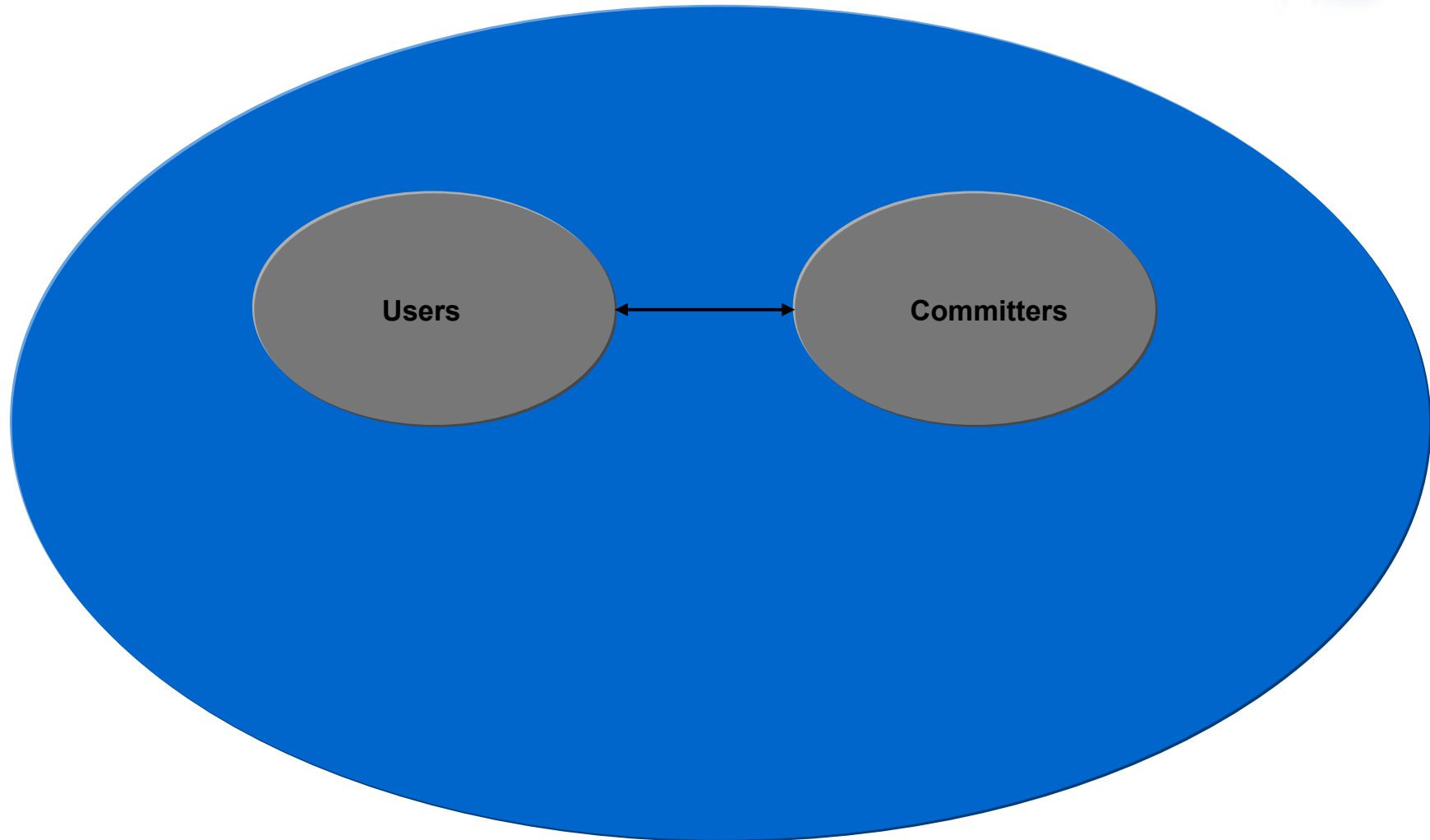


- To discover projects
  - Read the project home pages
  - Download releases and milestones
  - Monitor the blogs (<http://www.planeteclipse.org/>)
  - Subscribe to the project newsgroup
  - Watch the screencasts
  - Try the tutorials
  - Use a distribution
- About the future
  - The Eclipse Roadmap (linked from home page)





# Community Roles



# Committers

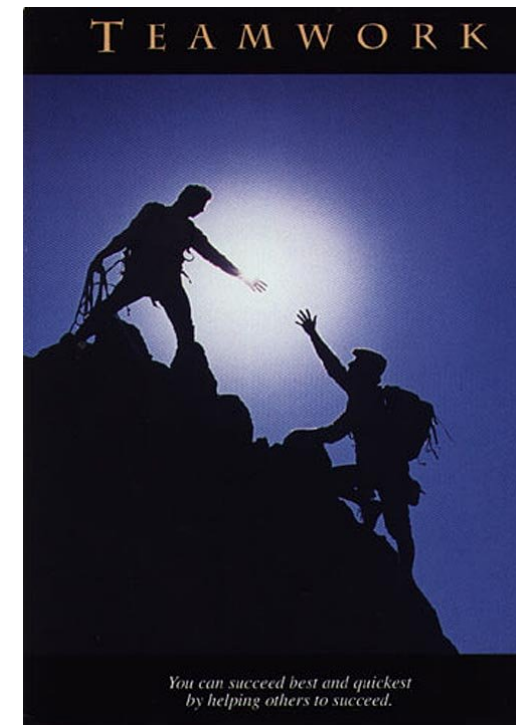


- An active, open, transparent, and inclusive community of Committers, developers, and other non-Committer contributors is essential for the health of the project
- Attracting new contributors and committers to an open source project is time consuming and requires active recruiting, not just passive "openness"
  - The project leadership must go out of its way to encourage and nurture new contributors
- A Committer community comprised entirely, or even in the majority, from a single company is contra-indicated for a project's long-term success as an open source project
- The long term viability of an open source project is a function of its developer community, not of the code base

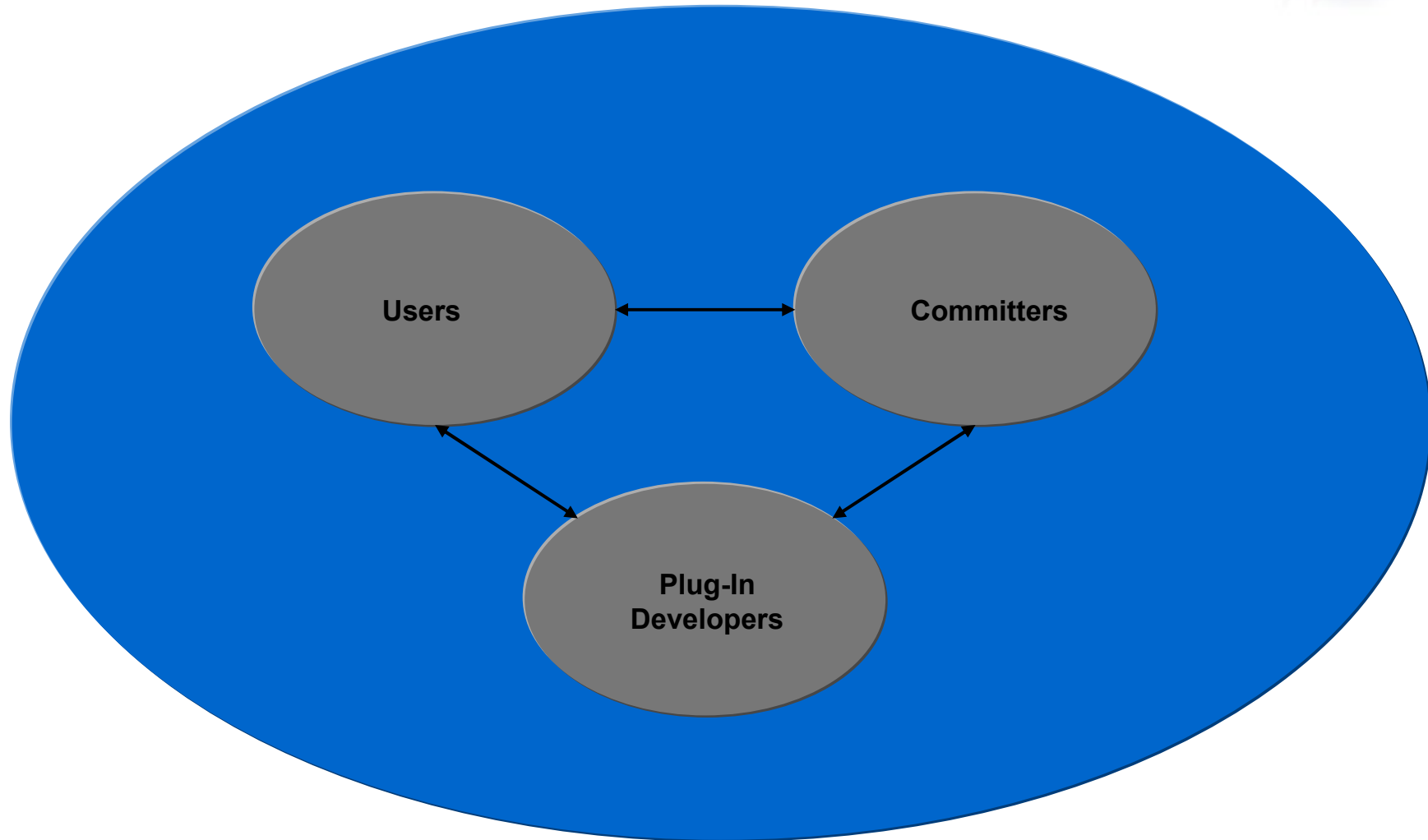
# Committers – How You Can Participate



- Eclipse projects are meritocracies ... translates to *you have to prove your abilities before being accepted.*
- Start with well-formed bug reports and feature requests.
- Build a good reputation with the existing committers on a project.
- Propose code enhancements and volunteer time to the project.
- After demonstrating your skills, ask a current project committer to sponsor you as a committer. The election process is defined in the project's charter.



# Community Roles



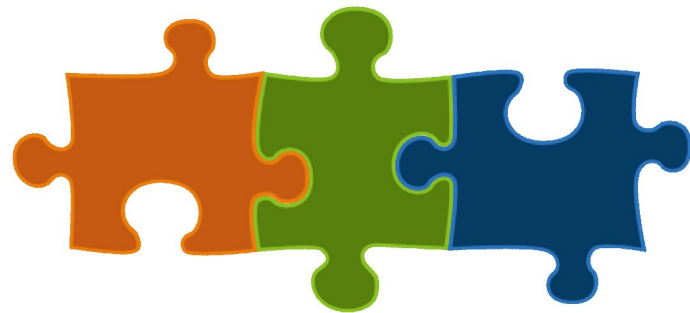
# Plug-in Developers



- An active and engaged plug-in developer community is only way to prove that an Eclipse project is providing **extensible frameworks** and extensible tools accessible via documented APIs.
- Reuse of the frameworks within the companies that are contributing to the project is necessary, but not sufficient to demonstrate a plug-in community.
- Creating, encouraging, and nurturing a plug-in developer community outside of the project's developers takes time, energy, and creativity by the project leadership, but is essential to the project's long-term open source success.

# Plug-in Developers – How You Can Participate

- Your friends are:
  - Developer mailing lists
  - Project newsgroups
  - Weekly integration builds
  - API documentation
    - Your clear and detailed feedback on the APIs
  - Bugzilla
  - Patch files

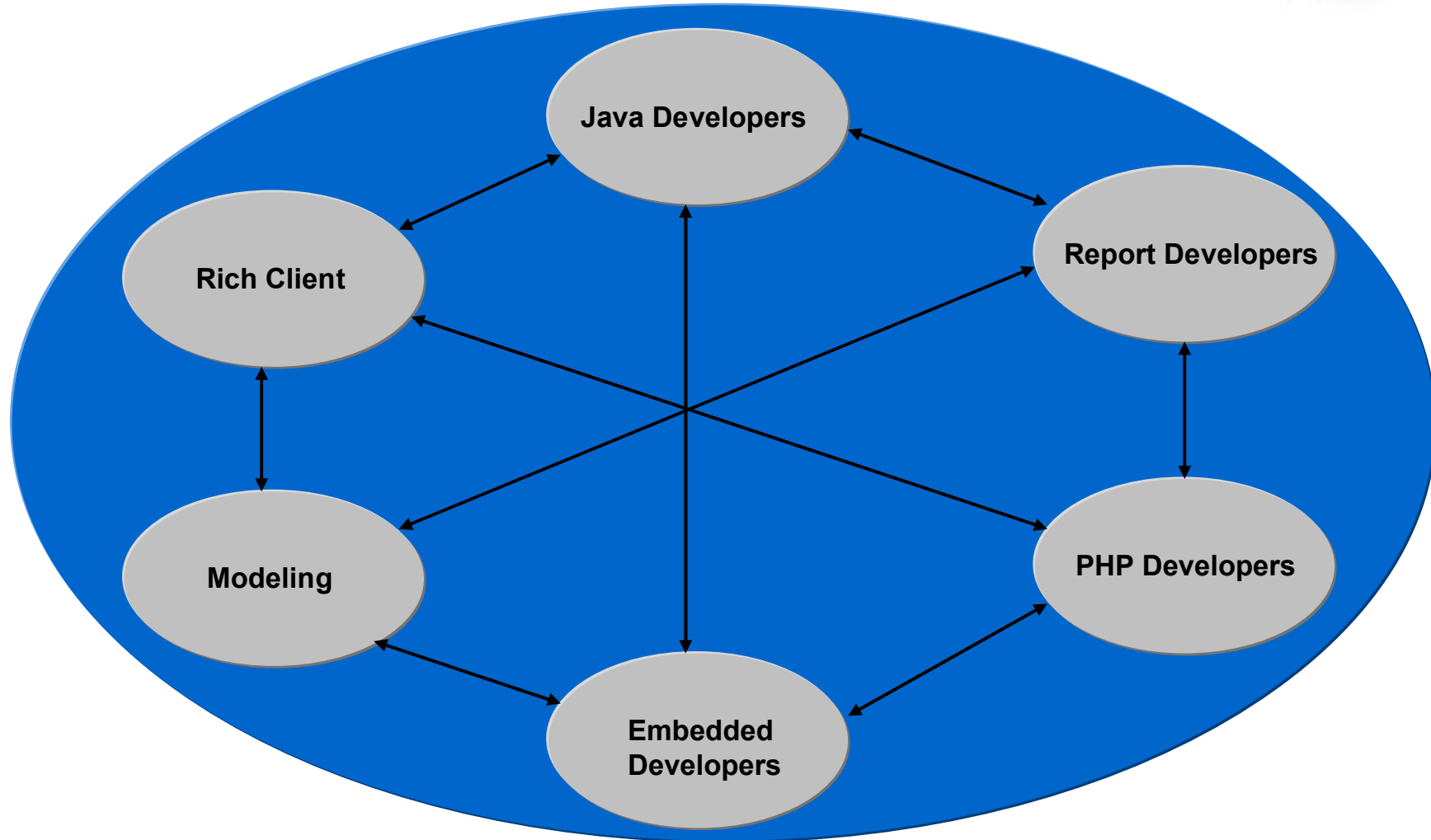


# The Eclipse Example



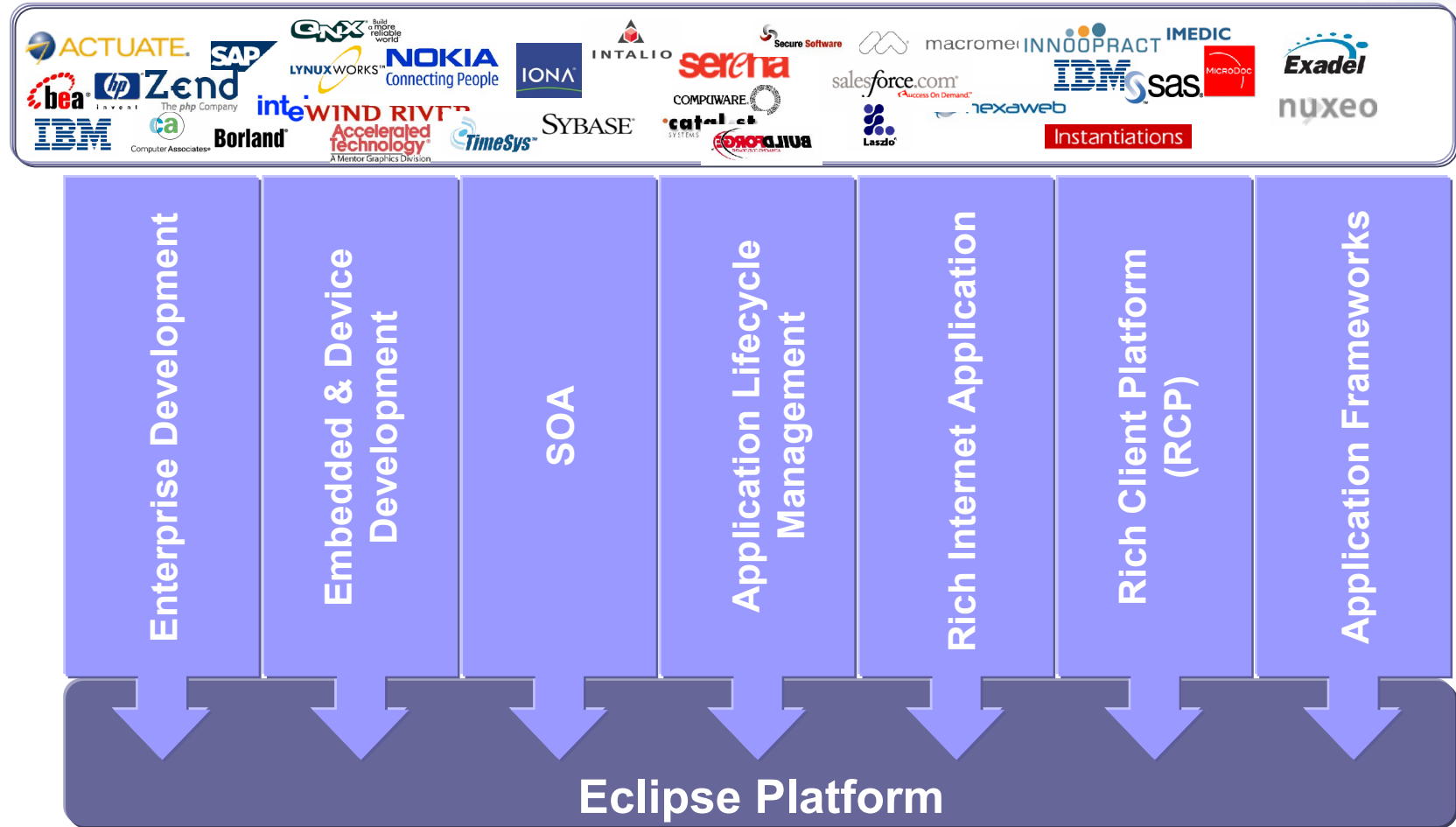
- The purpose of the Eclipse projects is "a vendor-neutral, open development platform supplying frameworks and exemplary, extensible tools... [the] tools are extensible in that their functionality is accessible via documented programmatic interfaces."
  - Eclipse Foundation Bylaws
- Essential to that purpose is the development of three inter-related communities around each project: committers, plug-in developers, and users
- The absence of any one or more of these communities as proof that the project is not sufficiently open, transparent and inviting, and/or that it has emphasized tools at the expense of extensible frameworks or vice versa

# Technology-based Communities

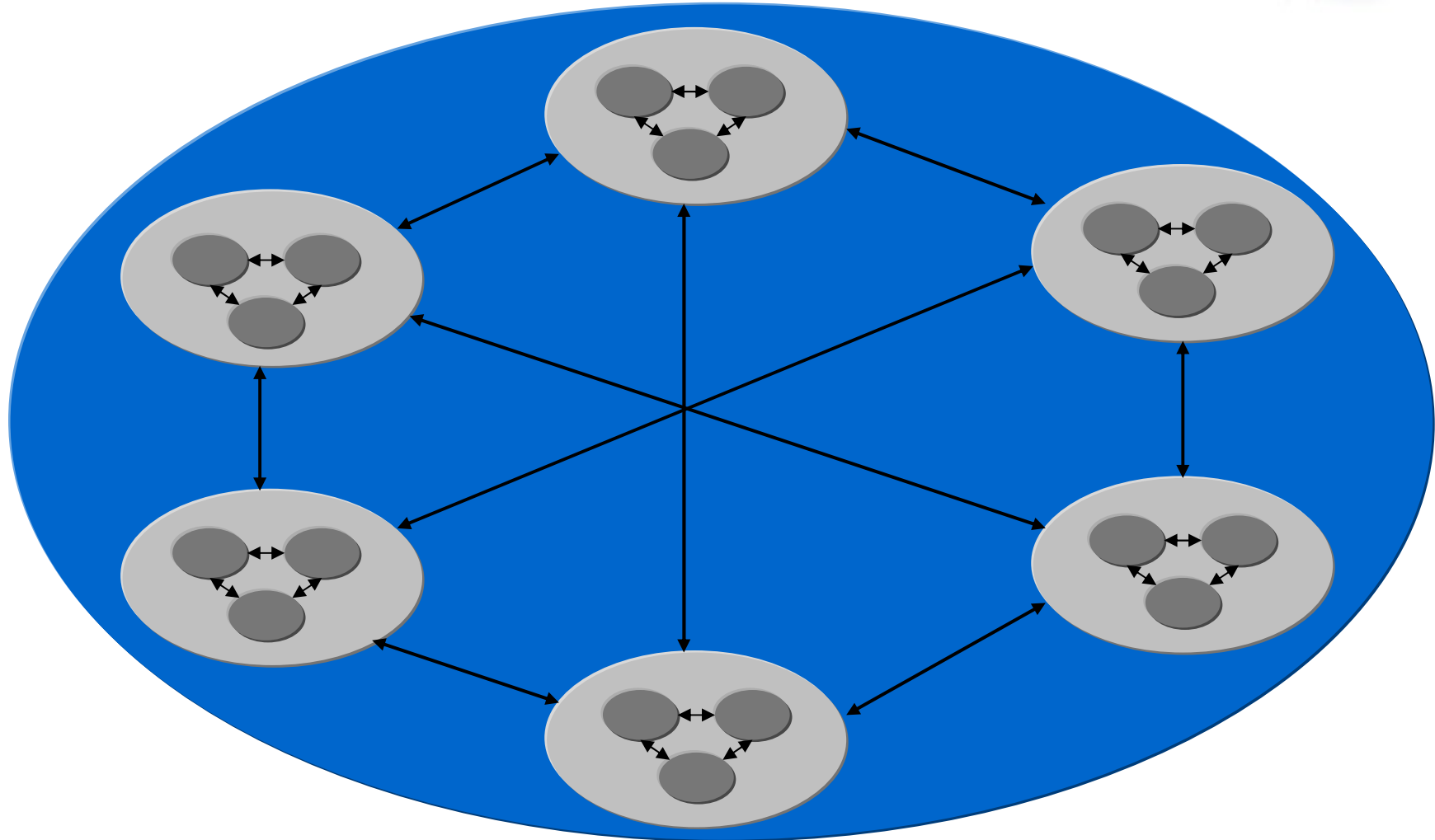




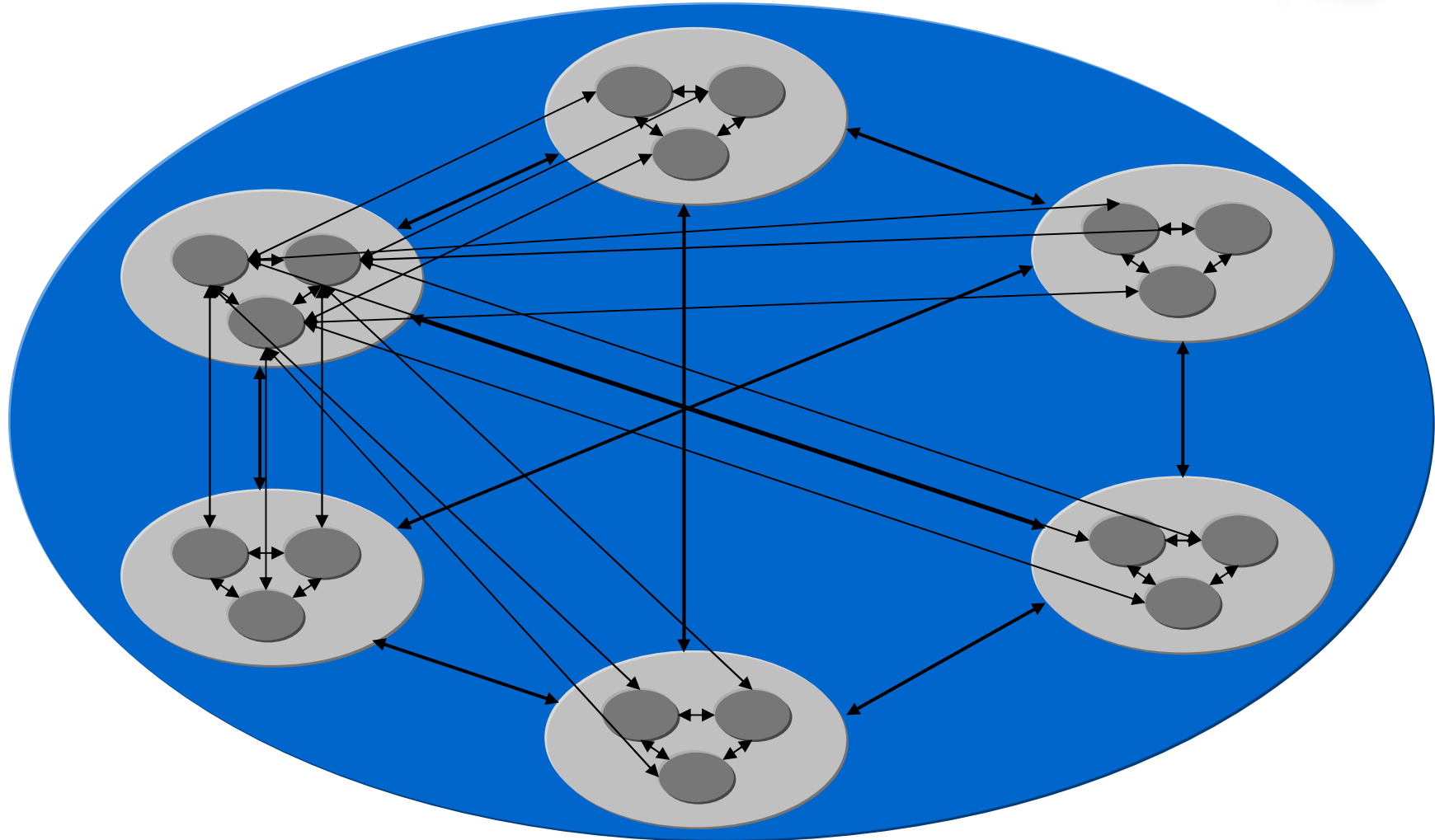
# Pillars of Eclipse – Technology Based Communities



# The Big picture



# Metcalfe's Law Works for Communities as Well



# The Fourth Dimension....



- We've already talked about:
  - Users
  - Committers
  - Plug in Developers
- We could segment these further – QA teams, build teams, Engineering managers, architects
- But there is a fourth dimension....

*Marketing!*

# Marketing and Open Source



- “Marketing” has a bad name in many **developer** circles
  - “Flacksters and Hucksters”
  - In fact, we are *all* in Marketing
- Marketing is about communication
  - Specifically – *conversations*
- One reason Open Source works so well is developers are more empowered to promote and nurture their products and communities directly

# Marketing Should Help...



- Start the conversation
- Make it easy to join the conversation
- Feed the conversation
- Invite others to be part of the community
- Remember to thank the contributors
- Enable organizations to be part of the community

# What is the marketing role



- Still need to do top-down marketing
  - High level messaging for non-technical decision makers
  - Provide support for developers trying to sell up the chain
- Be part of the community
  - Developers want to their community to be successful
  - Make sure you speak their language
  - Mentor the developers!
- Create a partnership between marketing & development

# Pitfalls



- Not all developers are good communicators; or want to be
- Marketers still want to be in control
  - Remember you win by giving up control
- Too easy to fall back into the old way of doing things
- How do you know when you are successful?



# Agenda



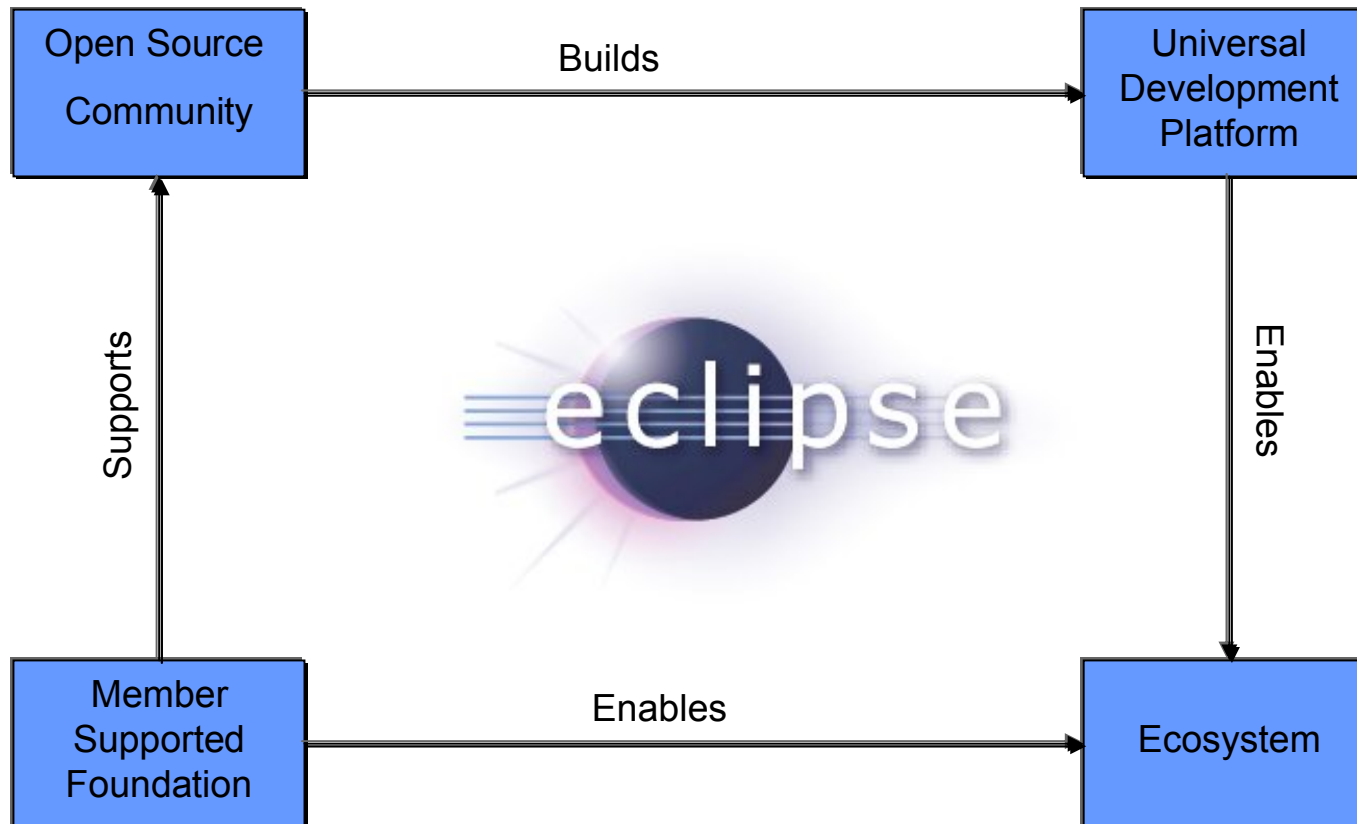
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# What Is Eclipse?



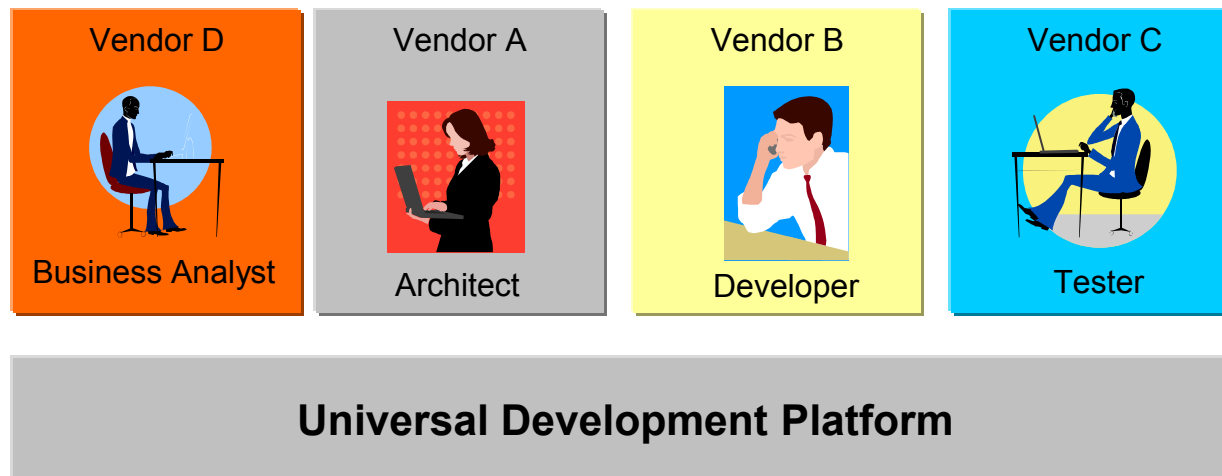
- Eclipse is an open source community focused on developing a **universal platform** of frameworks and exemplary tools that make it easy and cost-effective to build and deploy software in today's connected and unconnected world.
- Eclipse is a consortium of major software vendors, solution providers, corporations, educational and research institutions and individuals working together to create an **eco-system** that enhances, promotes and cultivates the Eclipse open platform with complementary products, services and capabilities.

# What is Eclipse?



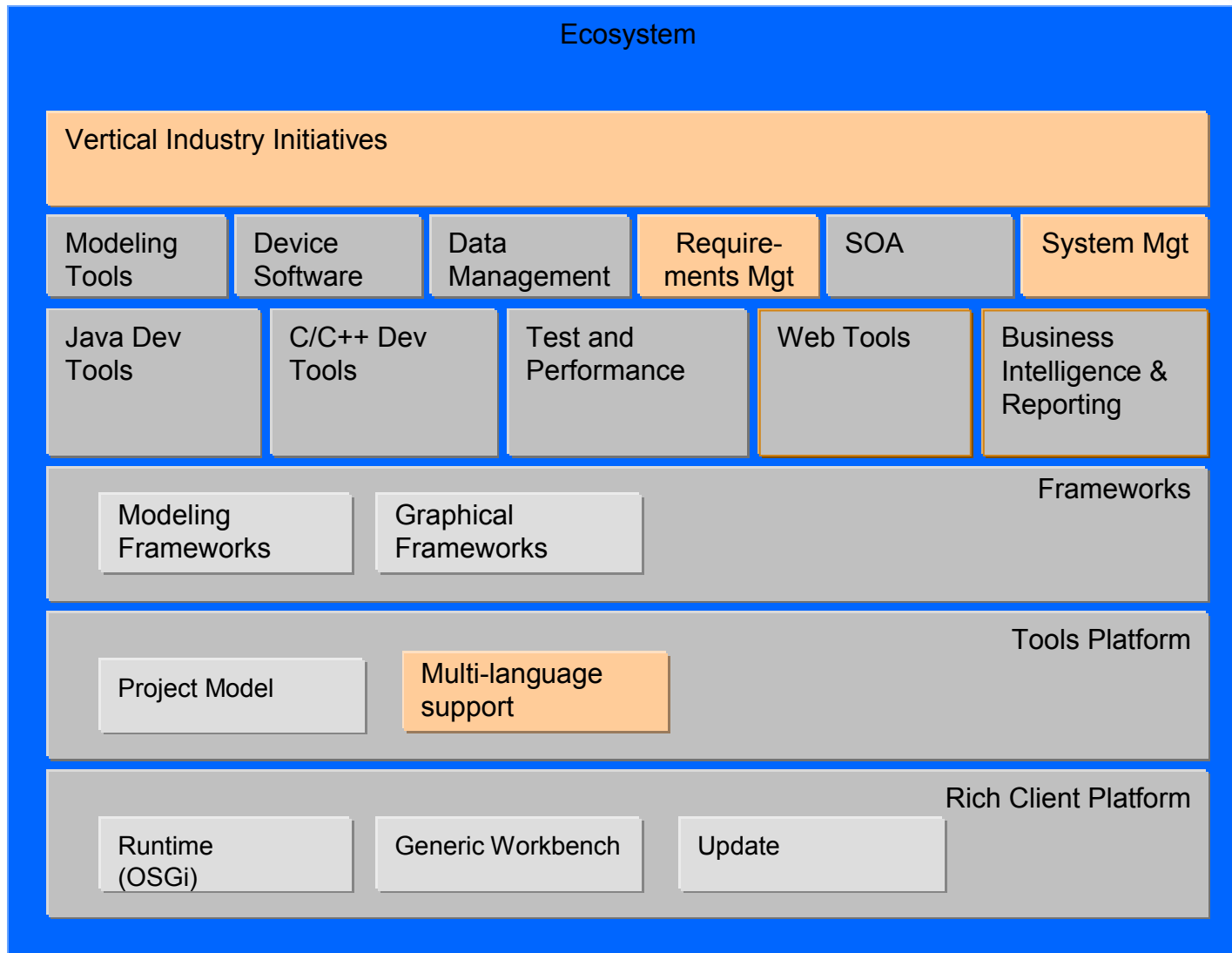


# A Universal Development Platform



- Common platform for integrating and extending tools from different vendors.
- Promotes interoperability in the software development lifecycle
- Allows for enterprise IT to add custom extensions
- Other exemplary UDPs include Win32, Apache Web Server, Linux Kernel

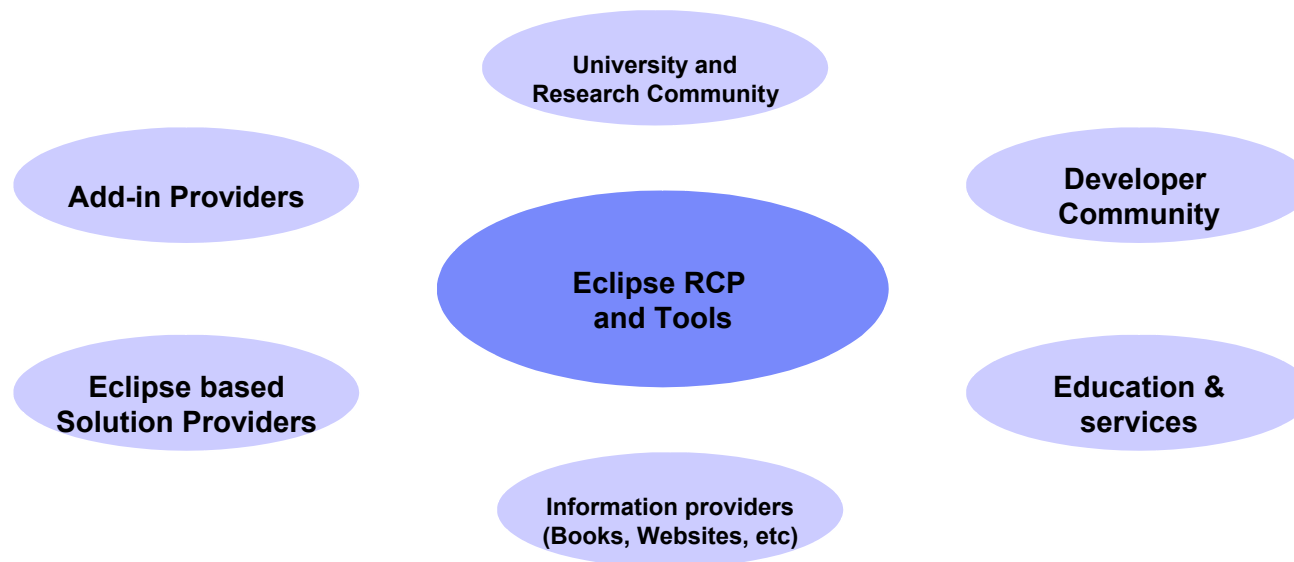
# Eclipse Architecture



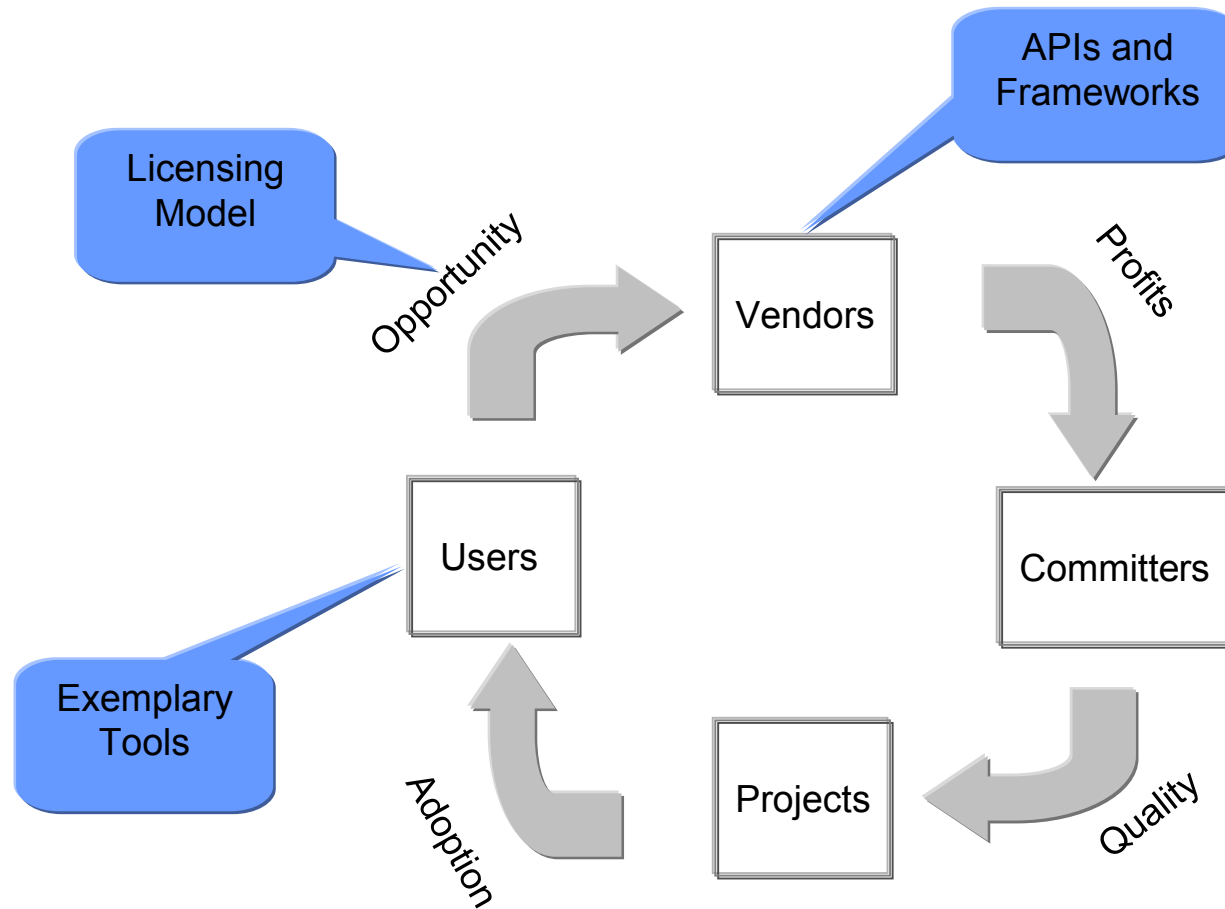
# Eclipse Ecosystem



- A vibrant ecosystem benefits all members
  - Ex. Eclipse solutions providers benefit from having community of add-in provider
- Eclipse is focused on nurturing the ecosystem to complement, and enhance the Eclipse Platform



# Eclipse Economics 101 – The Virtuous Cycle



# Agenda

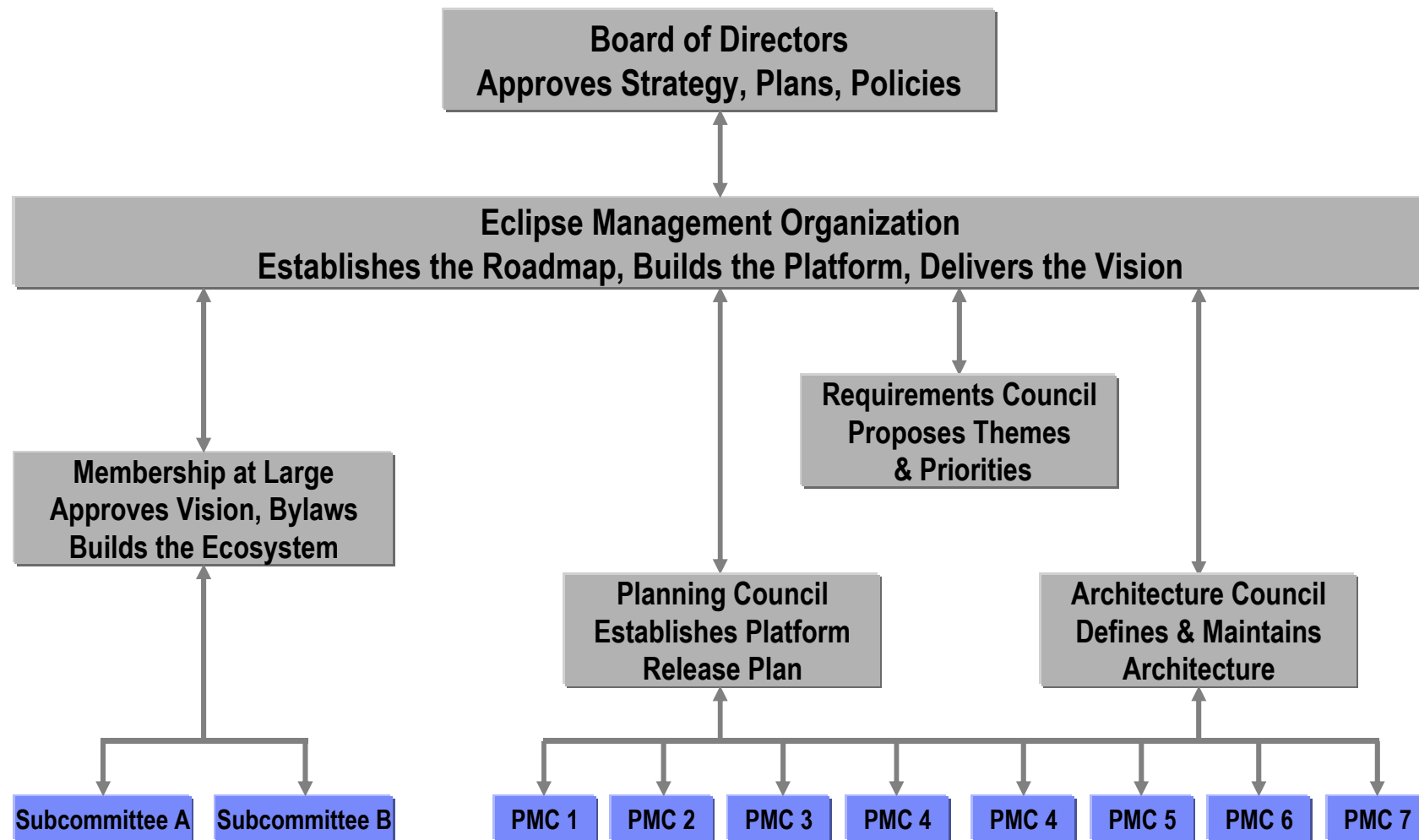


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# Eclipse Governance Structure



# Eclipse Board of Directors



- Comprised of
  - One representative of each Strategic Developer
  - One representative of each Strategic Consumer
  - Elected Add-in Provider representative(s)
  - Elected Committer representative(s)
  
- Responsibilities
  - Establish strategic context
  - Oversee the Management Organization's Executive Director
  - Approve Eclipse strategy, plans, and policies
  - Review and verify execution
  - Correct if necessary

# Eclipse Board of Directors



## ▪ Strategic Members



## ▪ Add-in Providers (Elected)

- Jochen Krause, Innoopract
- Howard Lewis, SlickEdit
- Mike Taylor, Instantiations
- Todd Williams, Genuitec

## ▪ Committers (Elected)

- Scott Lewis, Composit
- Kai-Uwe Maetzel, IBM
- Jeff McAffer, IBM
- Tim Wagner, BEA

# Eclipse Management Organization (EMO)



- Led by an Executive Director
  - Reports to the Eclipse Board of Directors
  - Establishes the organizational structure
  - Recruits paid professional staff
  - Attains the Vision by establishing and executing the Roadmap
  
- Responsible for
  - Directing and Managing the Eclipse Foundation
  - Engaging with Open Source projects, commercial development organizations, consumers, academic and research communities, standards bodies, tools interoperability groups and individuals.
  - Establishing, extending, and implementing the Roadmap
  - Soliciting requirements
  - Facilitating collaborative development among the Strategic Producers
  - Protecting intellectual property
  - Positioning and promoting the Eclipse Platform and Ecosystem

# Eclipse Executive Director

Responsible for the Eclipse Management Organization (“EMO”)



- Organize and select the chair of the Architecture, Planning, and Requirements Councils
- Lead the Eclipse Platform development, including execution and maintenance of the then current Eclipse Development Process
  - Nominate Project Management Committee Chairs (“PMC”)
  - Produce a Roadmap that is consistent with the Eclipse
  - Establish working groups, resolving conflicts
  - Interact with standards organizations
  - Ensure the use of open source rules of engagement as defined in the project Charters
  - Provide development project infrastructure
- Enforce Eclipse Foundation policies and provisions
- Interact with the Membership At-Large by providing Eclipse Platform plans and status updates, and by soliciting requirements and feedback
- Conducting Eclipse Platform marketing, including evangelism, promotion, public relations, and industry events
- Conducting academic and research community outreach
- Assuring the availability of enablement services, including education and training programs

# Eclipse Foundation Staff



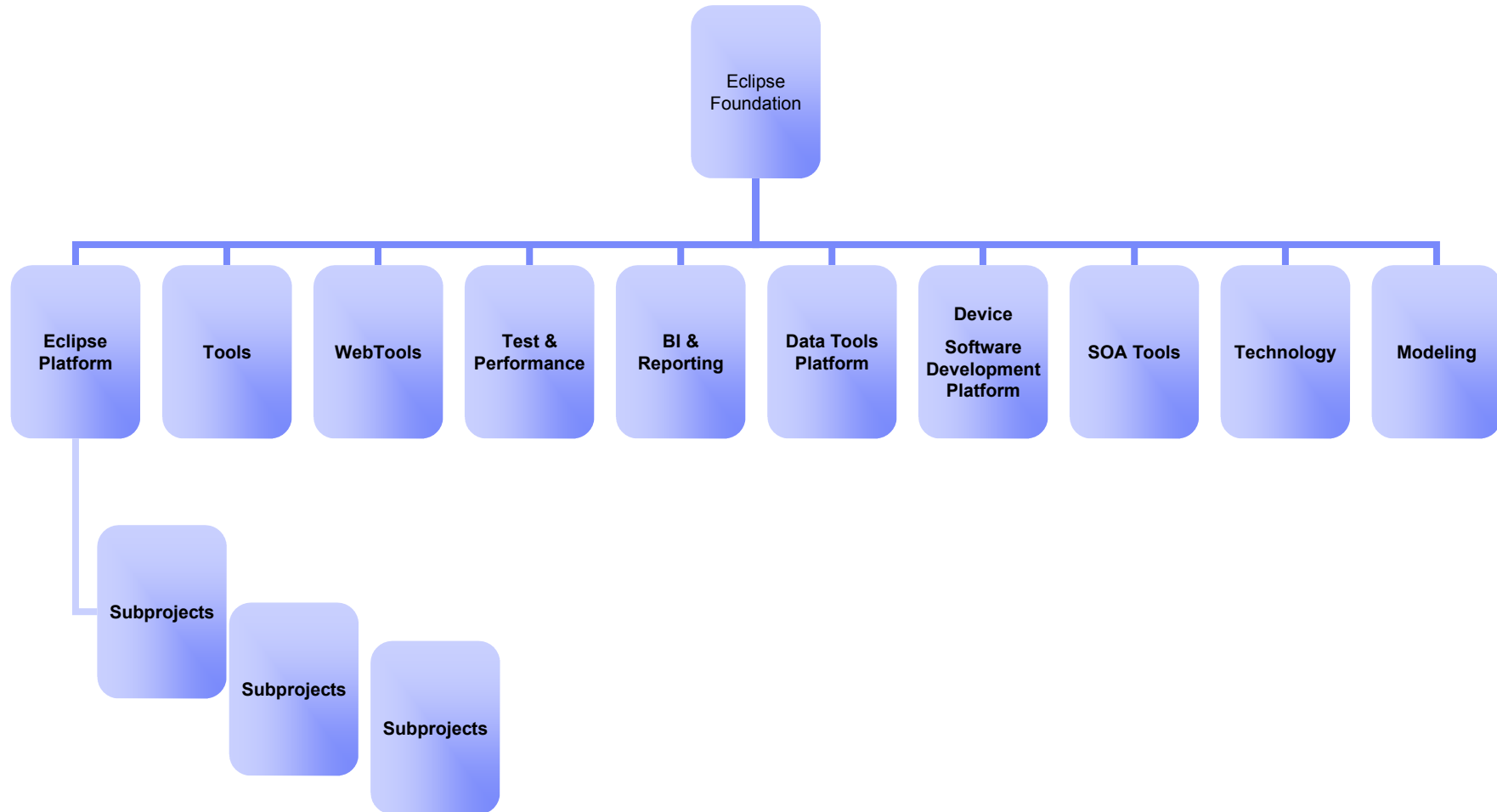
## **New Staff**

**Lynn Gayowski - Marketing Events**

## **Staff**

- Mike Milinkovich - Executive Director
- Skip McGaughey - Director, Eclipse Ecosystem
- Sharon Wolfe - Office Manager
- Ian Skerrett - Director, Marketing
- Denis Roy - Manager, IT (webmaster)
- Bjorn Freeman-Benson - Director, Open Source Process
- Janet Campbell - Manager, Intellectual Property
- Jihong Yang – Intellectual Property Analyst
- Wayne Beaton, Eclipse Evangelist
- Matt Ward, Web and IT Guy
- Ward Cunningham, Director, Committer Community Development
- Ralph Mueller, Director, European Ecosystem
- Donald Smith, Director Ecosystem Development
- Nathan Gervais – Web Developer
- Sharon Corbett - IP Operations Support
- Anne Jacko – Communications Facilitator

# Eclipse Top-level Projects



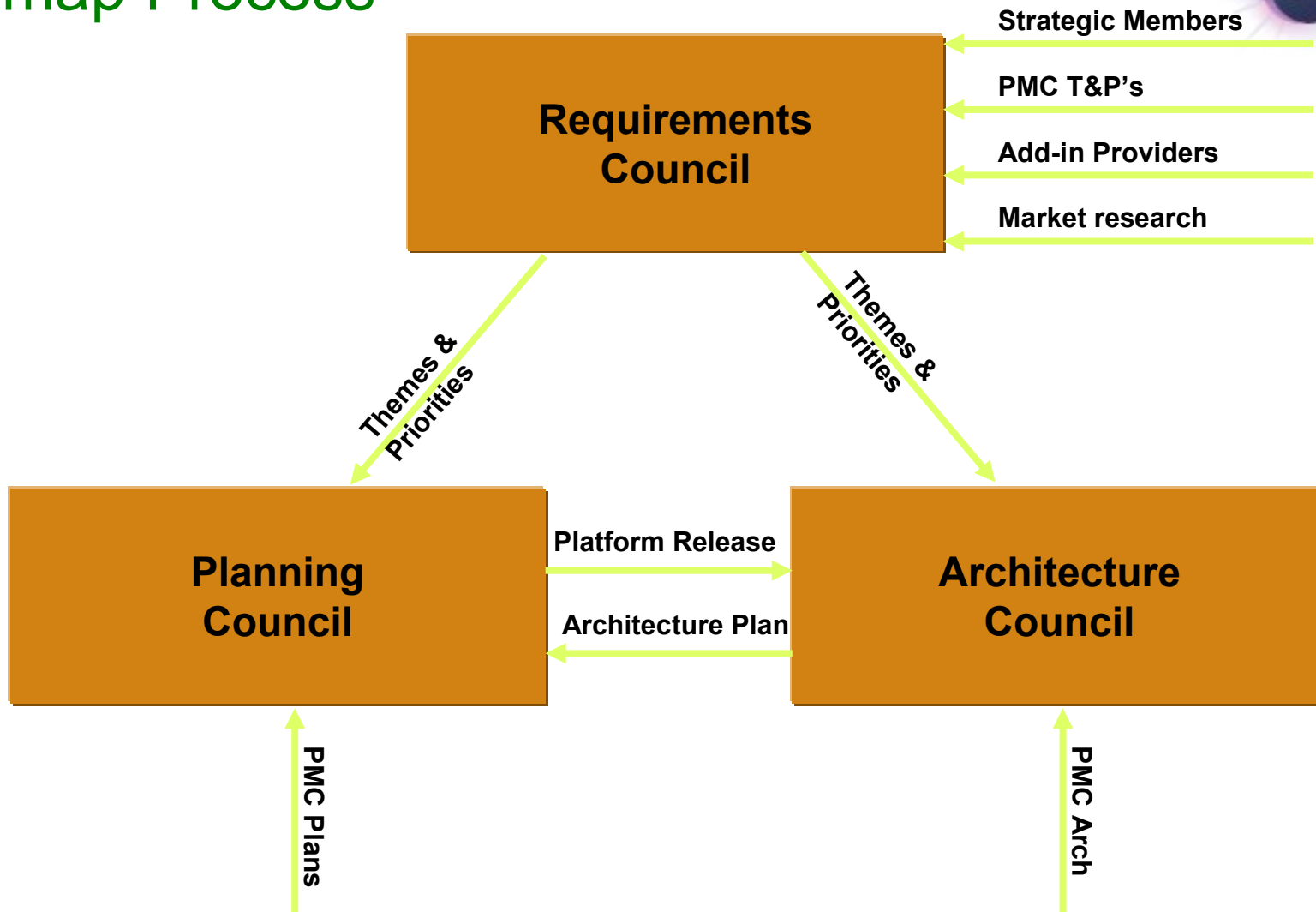
# Project Management Committee (PMC )



- Created to Maintain and Manage an Eclipse Project Charter
- Eclipse Top Level Project
  - Describes the purpose, scope, and operational rules for the Top Level Project
  - Eclipse Board approves
  - The EMO recruits a PMC Lead
  - PMC Leads the Project
- PMCs ensure
  - Projects operate effectively by providing leadership
    - Provide overall direction and by removing obstacles, solving problems, and resolving conflicts
  - All Project plans, technical documents and reports are publicly available
  - All Projects operate using open source rules of engagement
    - meritocracy,
    - transparency,
    - open participation
  - . Anyone can participate in Project



# Roadmap Process



# Requirements, Planning, and Architecture Councils



- **Requirements Council**
  - Proposes Themes and Priorities that will drive the Roadmap
  - One representative from each Strategic Developer
  - One representative from each Strategic Consumer
  
- **Planning Council**
  - Establishes and maintains the Platform Release Plan
  - One representative from each Project Management Committee (PMC)
  - One representative of any Strategic Developer not leading a PMC
  - One representative elected by Strategic Consumers
  - One representative of any Strategic Consumer contributing 8 or more developers
  - Other individuals appointed by the EMO
  
- **Architecture Council**
  - Develops, syndicates and maintains the Eclipse Platform Architecture
  - One representative from each PMC
  - One representative of any Strategic Developer not leading a PMC
  - One representative elected by Strategic Consumers
  - One representative of any Strategic Consumer contributing 8 or more developers
  - Other individuals appointed by the EMO

# Membership at Large



- Objective is to build the World Wide Eclipse Ecosystem
- Approve Vision, Bylaws
- Quarterly feedback
  - (i) status reports on development projects,
  - (ii) financial information reports,
  - (iii) membership information reports
  - (iv) any other material information with respect to the Eclipse Foundation.
- Participation in common interest committees from technology to market segments to after market creation activities
- **5 Classes of Membership.**
  - (i) Strategic Developer Members;
  - (ii) Strategic Consumer Members;
  - (iii) Add-In Provider Members;
  - (iv) Committer Members;
  - (v) Associate Members.

# The Members of Eclipse



- 142 member companies
  - 18 Strategic Members
  - 107 Add-in Providers
  - 17 Associate Members (Publishers, Research Institutes, Standards Org., etc.)
- 713 committers, representing 50+ organizations

## Strategic Members



# Add-In Providers (107)



# Associate Members (17)



DSCM  
CONSORTIUM



**BZ Media**



Addison  
Wesley

**SocialPhysics.org**



Fraunhofer  
Institut für Offene  
Kommunikationssysteme



# Membership Classes and Dues



- **Strategic Developers: general tool providers / contributors**
  - Build application development tooling that incorporates the Eclipse Tooling
  - Lead development of a PMC by contributing a Development Team of 8 or more people
  - Contribute annual dues of .12% of revenues (max of \$250K)
- **Strategic Consumers: industry verticals / users**
  - Build application development tooling that incorporates the Eclipse Tooling
  - Contribute annual dues of .2% of revenues (min of \$50K, max of \$500K)
  - May contribute 1 or 2 developers to reduce dues by \$125K each (not below \$50K min)
- **Add-in providers: companies that complement the Eclipse platform**
  - Build Eclipse plug-in products or services
  - Contribute annual dues of \$5K
- **Committers: developers that have attained the right to modify code**
  - Individuals elected by their peers and authorized to commit changes to Eclipse hosted projects
  - Committers employed by the same company share one vote
  - No annual dues
- **Associates: standards organizations, academic and research institutions**
  - Publishers, Academic Institutions, Research Institutions, Standards Bodies, Open Source Organizations
  - Non-voting
  - No annual dues

## Membership Qualifications



- Make available a commercial Eclipse-based offering within twelve (12) months of joining the Eclipse Foundation or use the Eclipse Platform in the development of a commercial offering within twelve (12) months of joining the Eclipse Foundation; (except for Associate Members and Committer Members)
- Express public support for the Eclipse Foundation and the Eclipse Platform;
- Sign the Eclipse Foundation Membership Agreement and abide by its terms.
- Sign the Eclipse Foundation Logo Agreement



# Eclipse Rights by Membership Category



	Strategic Developer	Strategic Consumer	Add-in Provider	Committer	Associate
Joins Architecture and Planning Boards	✓				
Approves Release Roadmap	✓	✓	*	*	
Approves Top Level Projects	✓	✓	*	*	
Hires & fires Executive Director	✓	✓	*	*	
Approves Eclipse Management Org. budget	✓	✓	*	*	
Sets dues	✓	✓	*	*	
Approves changes to Development Process	✓	✓	*	*	
Approves formal affiliations	✓	✓	*	*	
Selects standards organizations	✓	✓	*	*	
Governs Eclipse Public License	✓	✓	*	*	
Selects legal counsel, IP, & antitrust policy	✓	✓	*	*	
Terminates and reinstates Members	✓	✓	*	*	
Approves Bylaws & Membership Agreement	✓	✓	✓	✓	
Approves Vision	✓	✓	✓	✓	
Approves Organization Name	✓	✓	✓	✓	
Approves actions affecting member liabilities	✓	✓	✓	✓	
Submits requirements	✓	✓	✓	✓	✓
Participates in Project reviews	✓	✓	✓	✓	✓
Contributes Developers to Projects	✓	✓	✓	✓	✓

\* Via Board representation

# Eclipse Representation by Membership Category



	Strategic Developer	Strategic Consumer	Add-in Provider	Committer	Associate
Member of Board of Directors	✓	✓			
Represented on Board of Directors	✓	✓	✓	✓	
Voting member of Eclipse	✓	✓	✓	✓*	
Member of Eclipse	✓	✓	✓	✓	✓
Denizen of Eclipse Ecosystem	✓	✓	✓	✓	✓

\* All Committers employed by the same organization share a single vote.

# Membership Process



1. Proposed Member (company, organization or individual committer) determine if they meet the Membership Qualifications
2. Proposed Member submit:
  1. Application form
  2. Application presentation
    1. Slide on company name and primary business
    2. Slide on Proposed Member's use of Eclipse in commercial offering
    3. PR commitment
  3. Signed Membership Agreement and signed Logo Agreement
3. Membership application reviewed and proposed Member is notified
4. Members can change their representative by completing a new application
5. Member Company Presentation & Logo is posted to [www.eclipse.org](http://www.eclipse.org) site

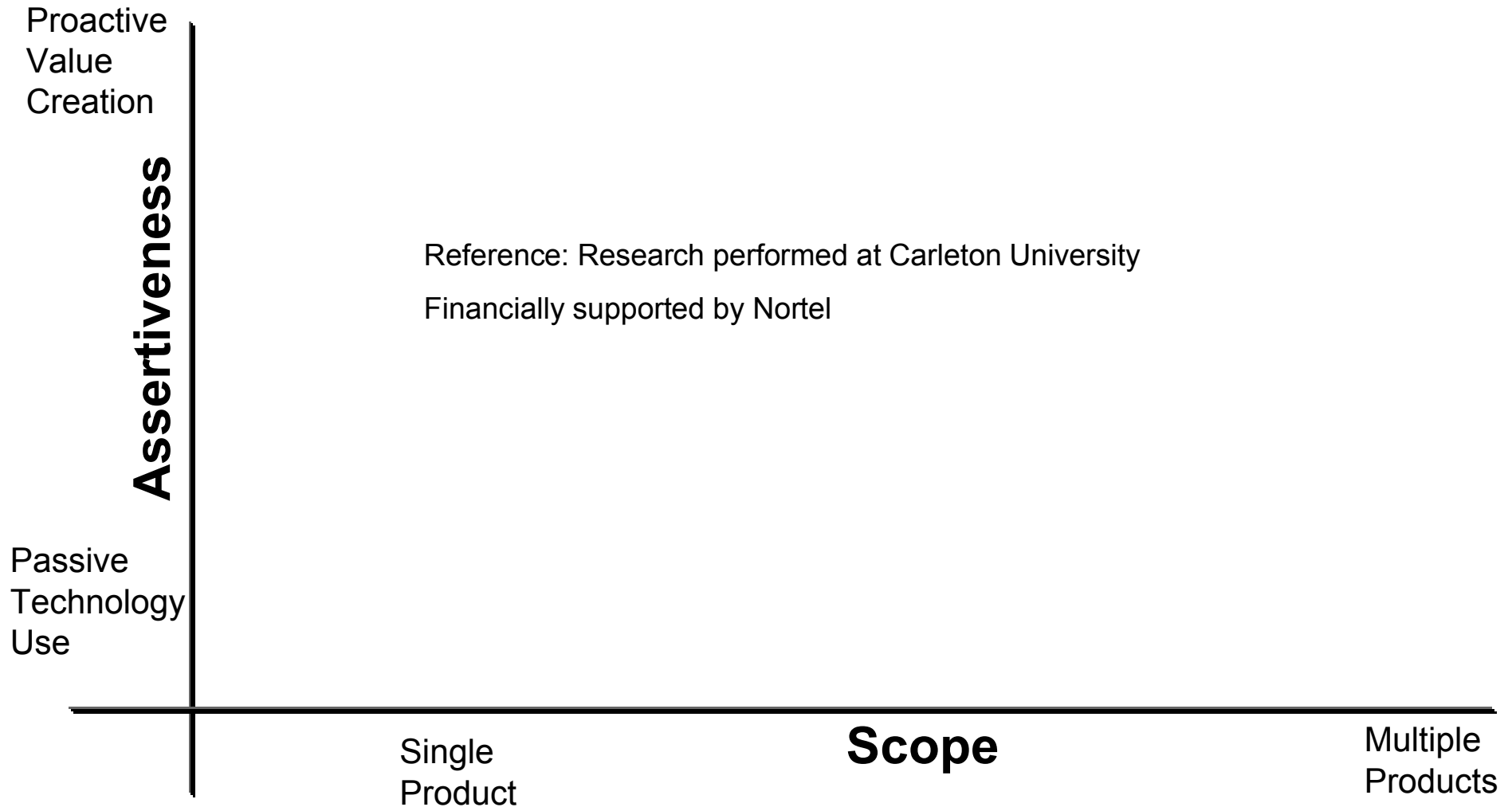
# How Can I Get Involved?



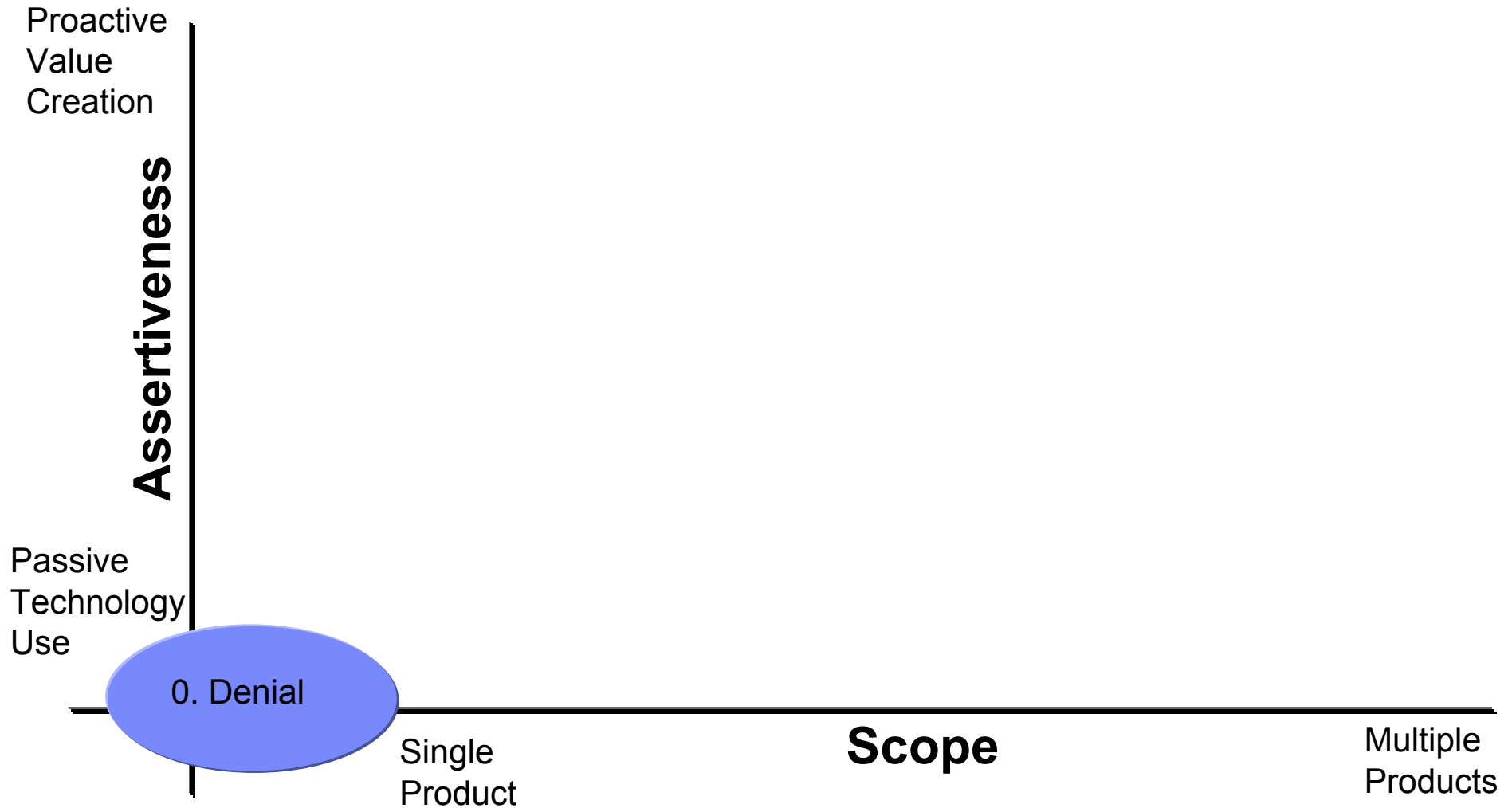
- Open Source Projects
  - Contributors are always welcome!
  - Becoming a committer takes additional effort
    - Open          Transparent          Meritocracy
  - Leading a project may be an approach
  
- Working Groups
  - Marketing Working Group
  - Embedded Marketing Working Group
  - Market Research Study
  - Eclipse Japan Working Group

<http://www.eclipse.org/membership/newmemberwelcome.php>

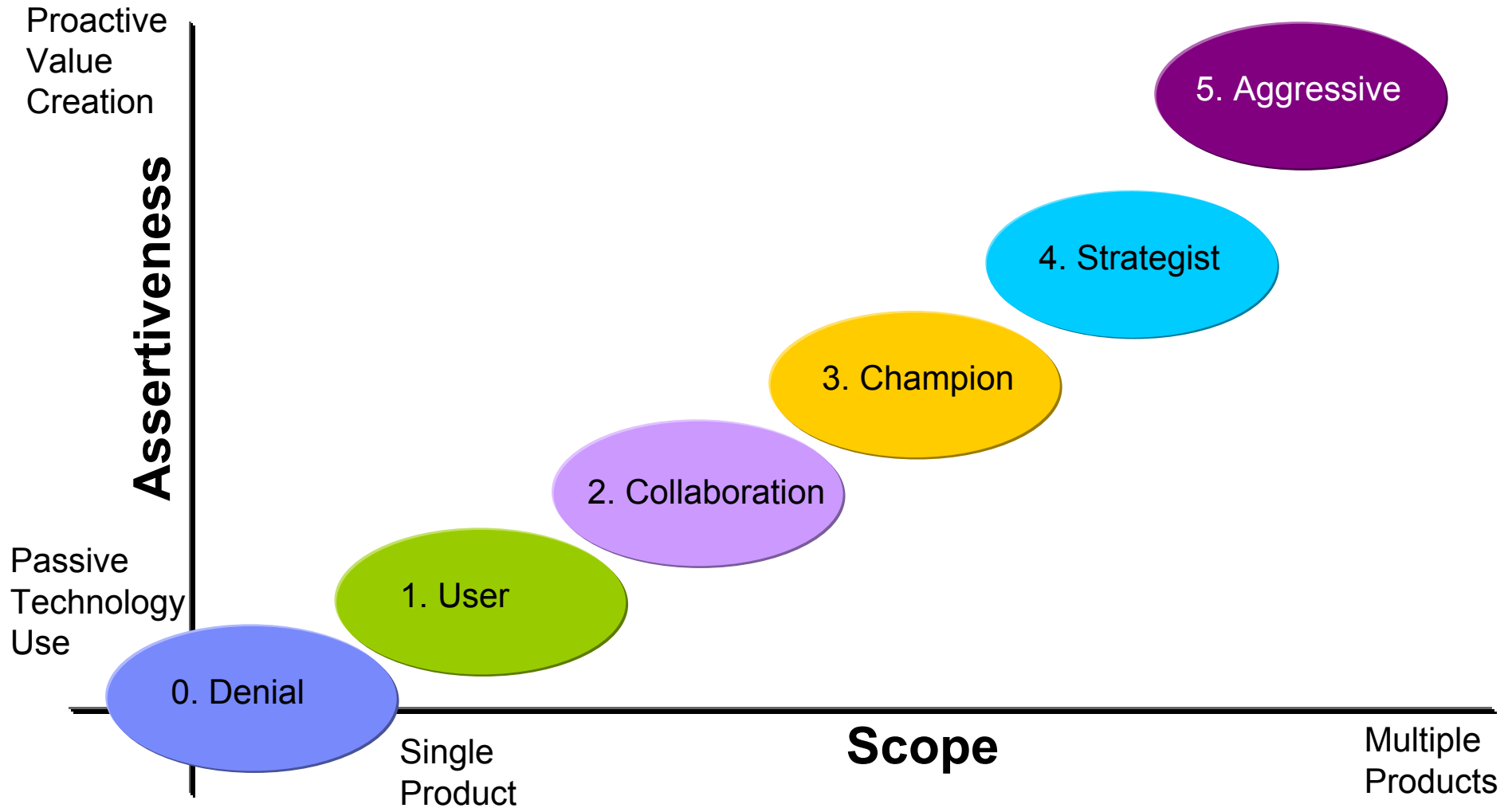
# Find Your Organizational Sweet Spot



# Hopefully You're NOT Here...



# Find Your Zone And Plan For Future



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Role of The Eclipse Foundation or:

How I Learned to Stop Worrying  
and Love The Foundation

September 26, 2006

# The Five Key Roles of The Eclipse Foundation

- Ecosystem and Governance
- Marketing
- IT
- Development Process
- IP

# Ecosystem and Governance



- Membership processes and dues
- Voting for Add In Provider and Committer Board Representatives
- Members Meetings, Board Meetings, Council Meetings
- Member Value Projects
  - EPIC
  - University Research Projects
  - Etc.

# Marketing



- Press Releases
- Supporting Member Organizations Marketing Activities
  - Supporting member events
  - Supporting member press activities
- Managing member requested projects such as:
  - Eclipse seminars
  - Sponsoring surveys and industry research

# IT



- Running eclipse.org and many supporting websites
  - Alexa ranked in the top 2500 websites worldwide
- Committer tools
  - CVS, Buzilla, Mail lists, newsgroups, etc
  - Over 700 committers worldwide
- Triage for Foundation Staff of 17+

# Development Processes



- Project
  - Proposals
  - Reviews
  
- People
  - Committer Agreements
  
- Code
  - IP Policy and Contributions
  
- Community
  - Open, Transparent, Permeable

# Why these Processes?



- Open to external input via a well-defined mechanism
- Transparently telling the world what is going on and how decisions are made
- Permeable (welcoming) of new individuals and ideas
- Safety with clean IP trail
- Predictable and Reliable releases that ISVs can build upon
- Three Communities: users, add in providers, and committers

# Where does one find these Processes?



- <http://www.eclipse.org/projects/>
- Project
  - Development Process
  - RSS feed of proposals and reviews
- People
  - New Committer Process
- Code
  - Contribution Questionnaire
  - IP Process
- Community
  - How to... & Project Status Infrastructure
  - Dashboard, Timeline, and more

## Useful Links

- [Development Process](#)
- [How to: Release Review](#)
- [How to: Creation Review](#)
- [Project Status Infrastructure](#)
- [IP Process Flowchart](#)
- [Contribution Questionnaire](#)
- [New Committer Process](#)
- [Committer Guidelines](#)
- [Dashboard](#)
- [Timeline](#)



# Where is the Dashboard?



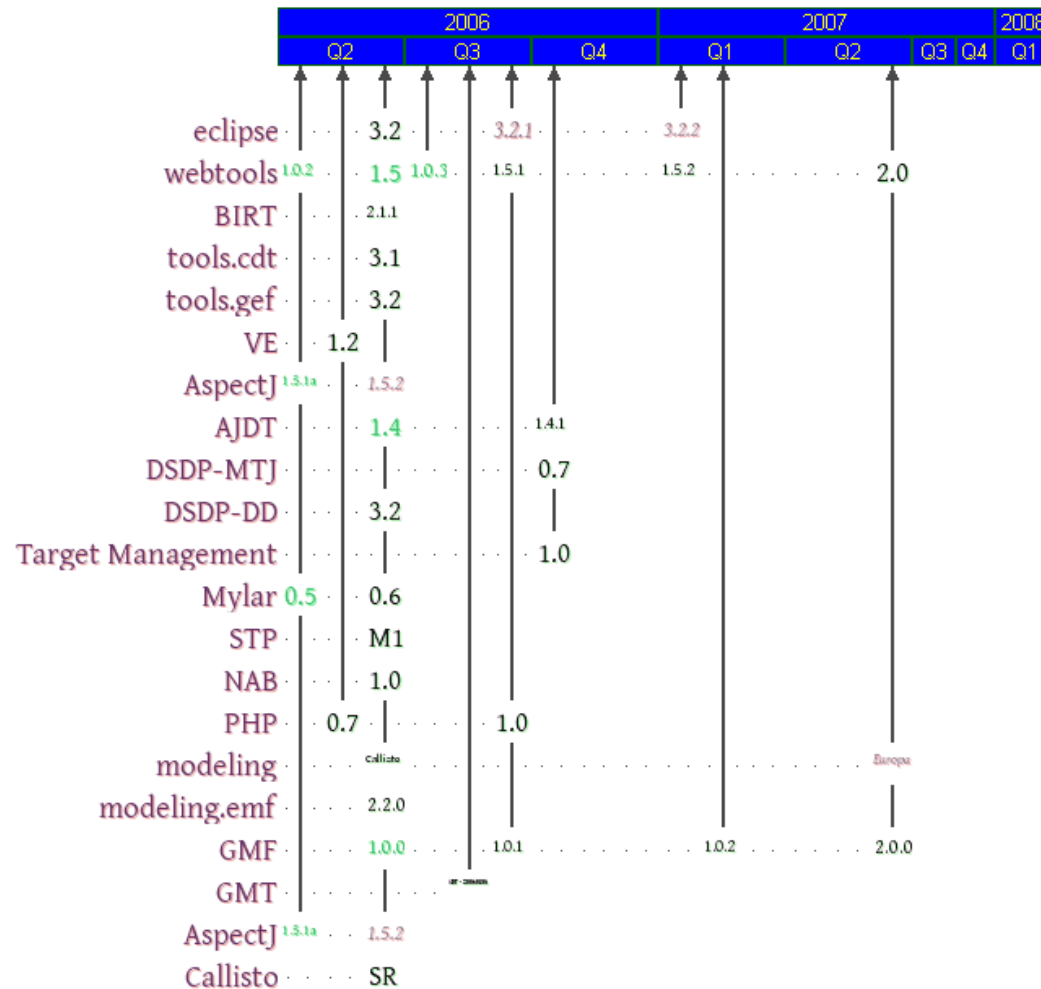
- <http://www.eclipse.org/projects/dashboard/>

Click to sort by these columns		Click on the project name to go to detail page		
Project name	Liveness	Bugs	News	
Business Intelligence and Reporting Tools (BIRT) Project	42			
Mylar Project	27			
Voice Tools Project	22			
EMF	18			
Dash, Tools for Committers	17			
AJDT - AspectJ Development Tools Project	15			
Graphical Modeling Framework	14			
Data Tools Platform	8			
PTP - Parallel Tools Platform	6			
Eclipse Test and Performance Tools Platform Project	5			
Eclipse Project	4			
Device Software Development Platform	-1			
Eclipse Model Framework Technology	-3			
Eclipse Web Tools Platform Project	-3			
GMT - Generative Model Transformer	-4			
Device Debugging	-5			
Target Management	-5			
GEF - Graphical Editor Framework	-6			

# Where is the Timeline?



- <http://www.eclipse.org/projects/timeline/>



# When are the Process checkpoints?



- Project
  - Proposal and Creation Review – proposed, reviewed by the community, takes a month or two
  - Release Review – approximately one month before a release
- People
  - Elected by peers
  - Paperwork before they can write to the CVS repository
- Code
  - IP Review before official releases
  - Contribution Review before large initial contributions
  - Contribution Review for third-party code with encryption, other licenses, etc.
- Community
  - All the time!

# How does one follow the Processes?



- Ask!
- All the processes are documented on the website.
- And the next few slides...

# Project Types and Phases



- Proposal – just an idea
- Incubation – starting up; building community
- Project – working on a technology
- Top-Level Project – working on technology **and** providing leadership in a technical area
- Archived – end of project lifecycle

# New Project



1. Work with a PMC to figure out where the project fits
2. Write a proposal with help from PMC and EMO
  - Common issue: talk about tools instead of frameworks
  - Common issue: lack of references
  - Common issue: too many buzzwords
  - Common issue: no plan
3. Post the proposal
4. Accept feedback from the community
  - Common issue: not talking to the community
5. Creation Review
6. Committer Paperwork
7. IP Contribution Paperwork

# Graduating from Incubation



- A working and demonstrable code base.
- Active communities:
  - An active framework user (plug-in provider) community.
  - An active tool user community.
  - An active multi-organization committer/contributor/developer community.
- The project is operating fully in the open using open source rules of engagement, e.g., bugzilla, schedules, decisions in public, etc.
- The project team members have learned the ropes and logistics of being an Eclipse project. In Apache parlance, the project "gets the Eclipse way".
- An in-depth review of the technical architecture of the project, and its dependencies and interactions with other projects.

# Existing Project



Project Proposals	
Proposal	Current State
Dynamic Languages Toolkit	gathering community
ECM Rich Client Platform (Apogee)	gathering community
Enterprise Component Framework	gathering community
Java Workflow Toolbox	gathering community
Rich AJAX Platform (RAP)	gathering community
Supplement Widgets for SWT (Nebula)	creation review <b>Wed, 05 Apr 2006 at 1600 UTC</b>

Green is good. Saturated green is better. White is in progress. Yellow is a stale proposal.

Reviews are held on a conference call: 613.287.8000 or 866.362.7064 passcode 874551#

Approved, Waiting for Provisioning	
	Current State
AJAX Toolkit Framework (ATF)	waiting for project lead
Eclipse PHP Integrated Development Environment	waiting for PMC
Modeling Top-Level	waiting for Board
Tools Services Framework (Corona)	waiting for project lead



# New Committer



**1** The PMC follows the process described in their top-level project charter for selecting, vetting, and electing a new Committer. Most top-level project charters are based on **the generic top-level charter (see the section titled "Committers")**. (Note: for Technology projects, the project lead follows this process and then confirms the results with the PMC.)

**2** The PMC educates the new Committer on their responsibilities for safeguarding the intellectual property of Eclipse and that they have read, understood, and agree to follow the **Committer Guidelines**. Being a Committer at Eclipse is more than just having write-access to the CVS repository and/or website - there are specific IP due diligence and record keeping activities that Committers must follow. The PMC is responsible for ensuring that their committers understand and follow these responsibilities.

**3** Then...the PMC fills out the on-line **new committer request form**

Then one of these three choices...

**4a** If the new committer (i) works for a Member company and (ii) that Member company has signed and submitted a **Member Committer Agreement** covering all of their employees who contribute to Eclipse, then:

1. The new Committer fills out the online **Member Committer Questionnaire**

**4b** If the new committer (i) works for a Member company but (ii) that Member company has **NOT** signed a **Member Committer Agreement**,

1. The new Committer fills out the online **Individual Committer Questionnaire**
2. The new Committer prints and signs and

**4c** If the new committer does NOT work for a Member company, then:

1. The new Committer fills out the online **Individual Committer Questionnaire**
2. The new Committer prints and signs and faxes or postal mails an **Individual Committer**

# IP Processes – Why?



- Software is protected by Intellectual Property Laws
  - Copyright© law
  - Patent law
  - Trademark™ law
- The act of *distributing* software requires diligence
- The act of creating *derivative works* of software requires diligence
- Enabling an Ecosystem requires a well thought out license
  - Encourage adoption, extension and distribution
  - Validate pedigree of code
- Hence the importance of the Eclipse Public License, *EPL*

# IP Processes (SEE PDF)



# Community Outreach



- `project-info.xml`
- [see Ward's keynote on Wednesday afternoon]
- [we're still working on this]

- About
- Description
- Project Plan
- Leadership
- Committers
- Contributors
- IP Log
- Downloads
- Getting Started
- Development
- Project Plan
- Mailing Lists
- CVS
- Bugs

# How is easy is all this?



- Well...
  - I'd like to say that it's really easy.
  - I admit that there is a small overhead to being open, transparent, welcoming, and IP clean.
- But...
  - We're really trying to keep the overhead small; very small.
- And Yet...
  - It takes more **calendar time** than you think because one has to allow time for the rest of the community to provide feedback.