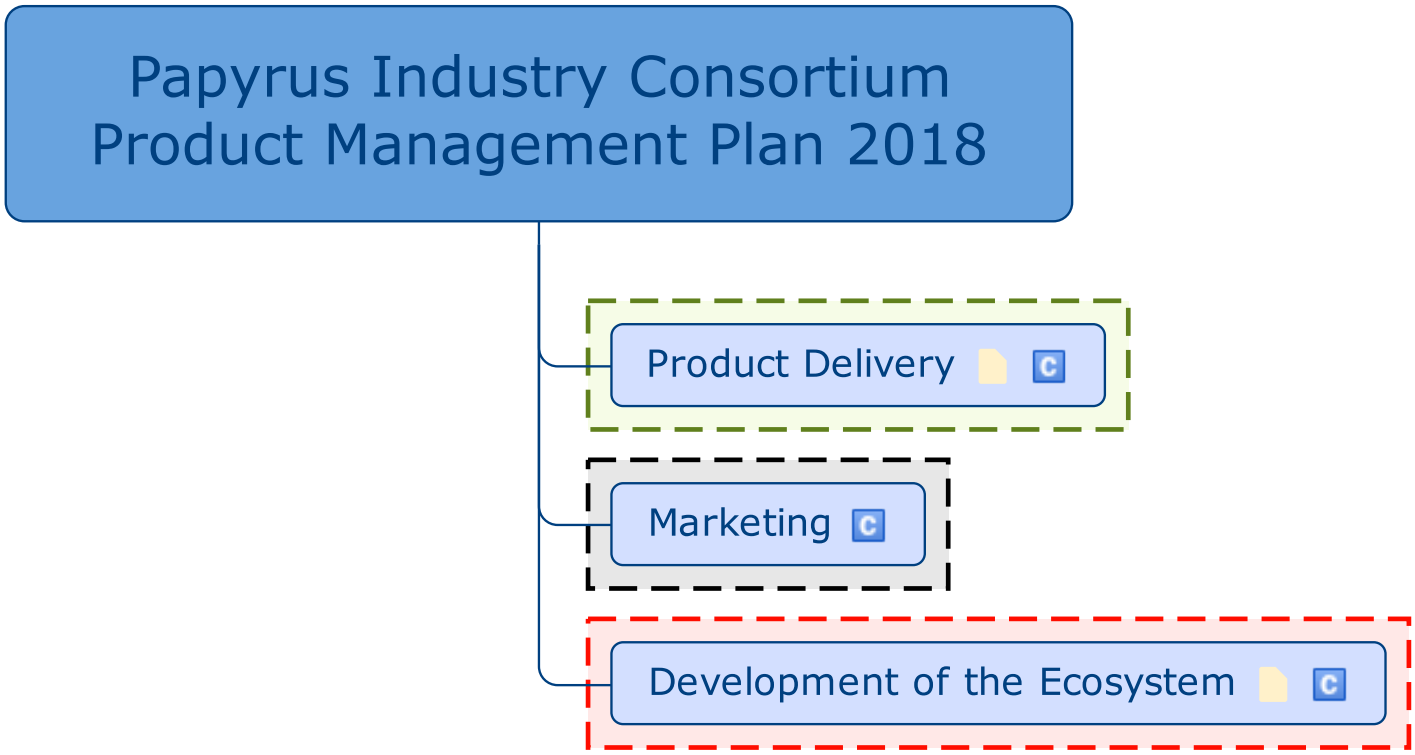
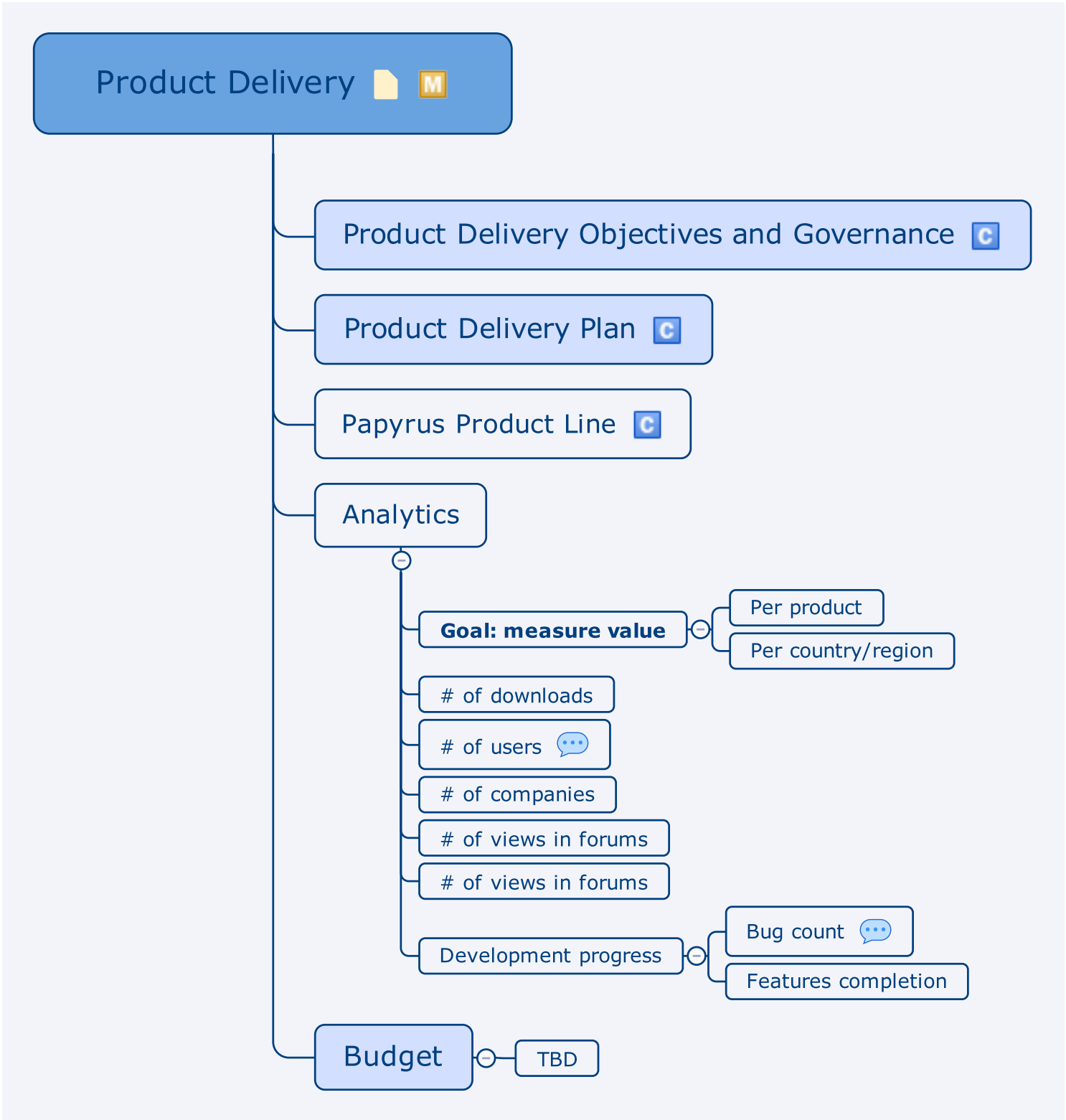
DRAFT


Papyrus Industry Consortium
Product Management Plan 2018
Product Delivery
Marketing
Development of the Ecosystem

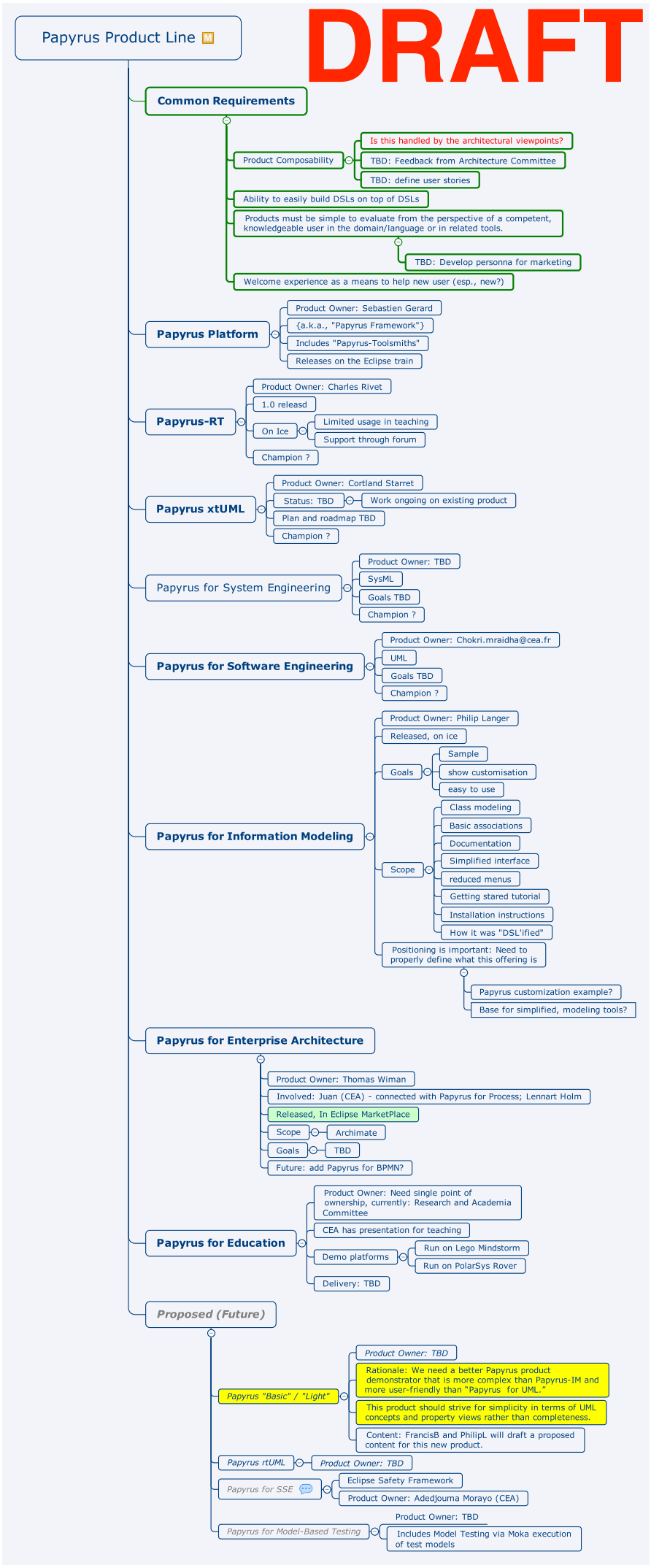
DRAFT


Product Delivery
Product Delivery Objectives and Governance
Product Delivery Plan
Papyrus Product Line
Analytics
Goal: measure value
Per product
Per country/region
# of downloads
# of users
# of companies
# of views in forums
# of views in forums
Development progress
Bug count
Features completion
Budget
TBD

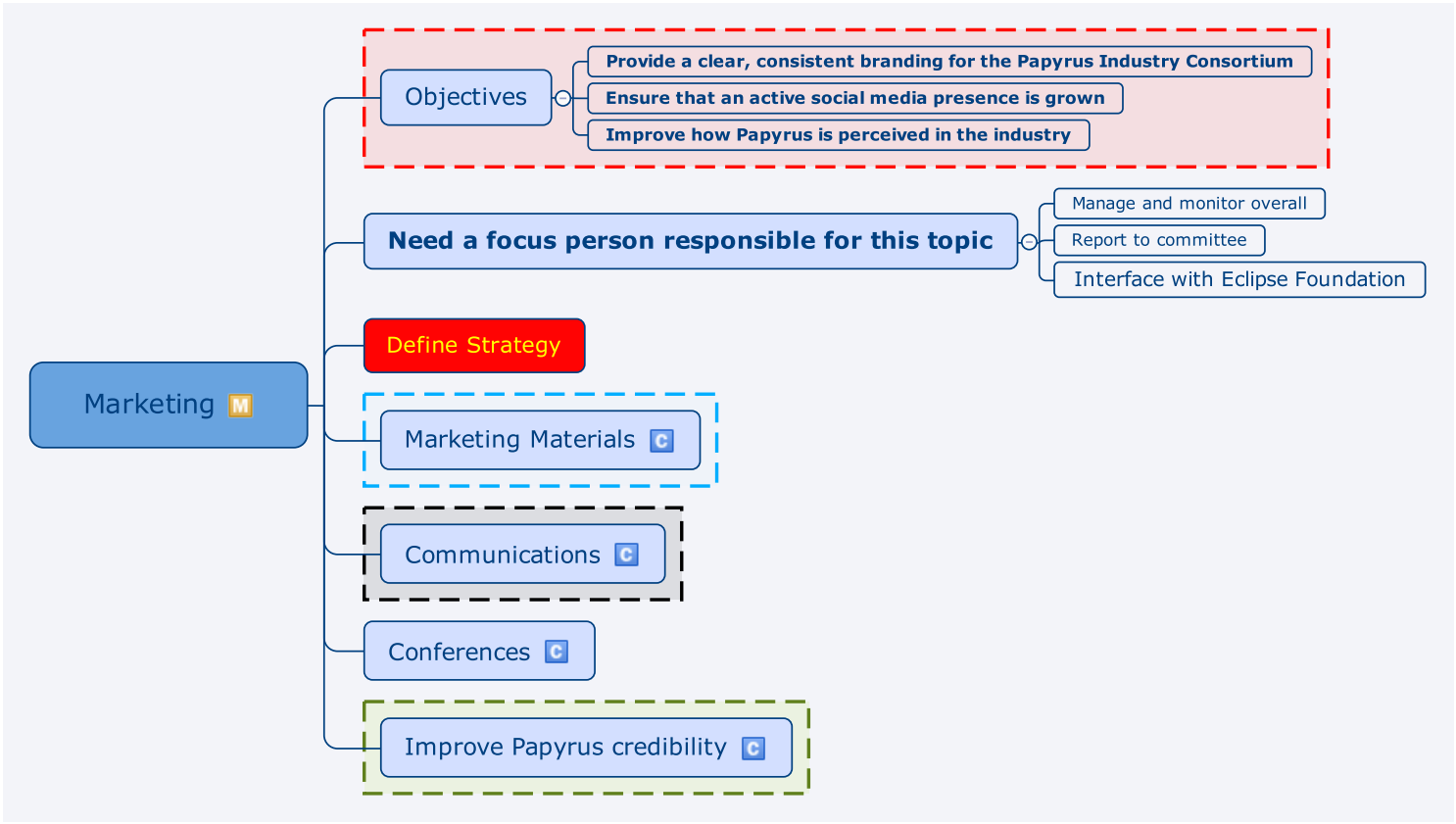
DRAFT

Product Delivery Plan

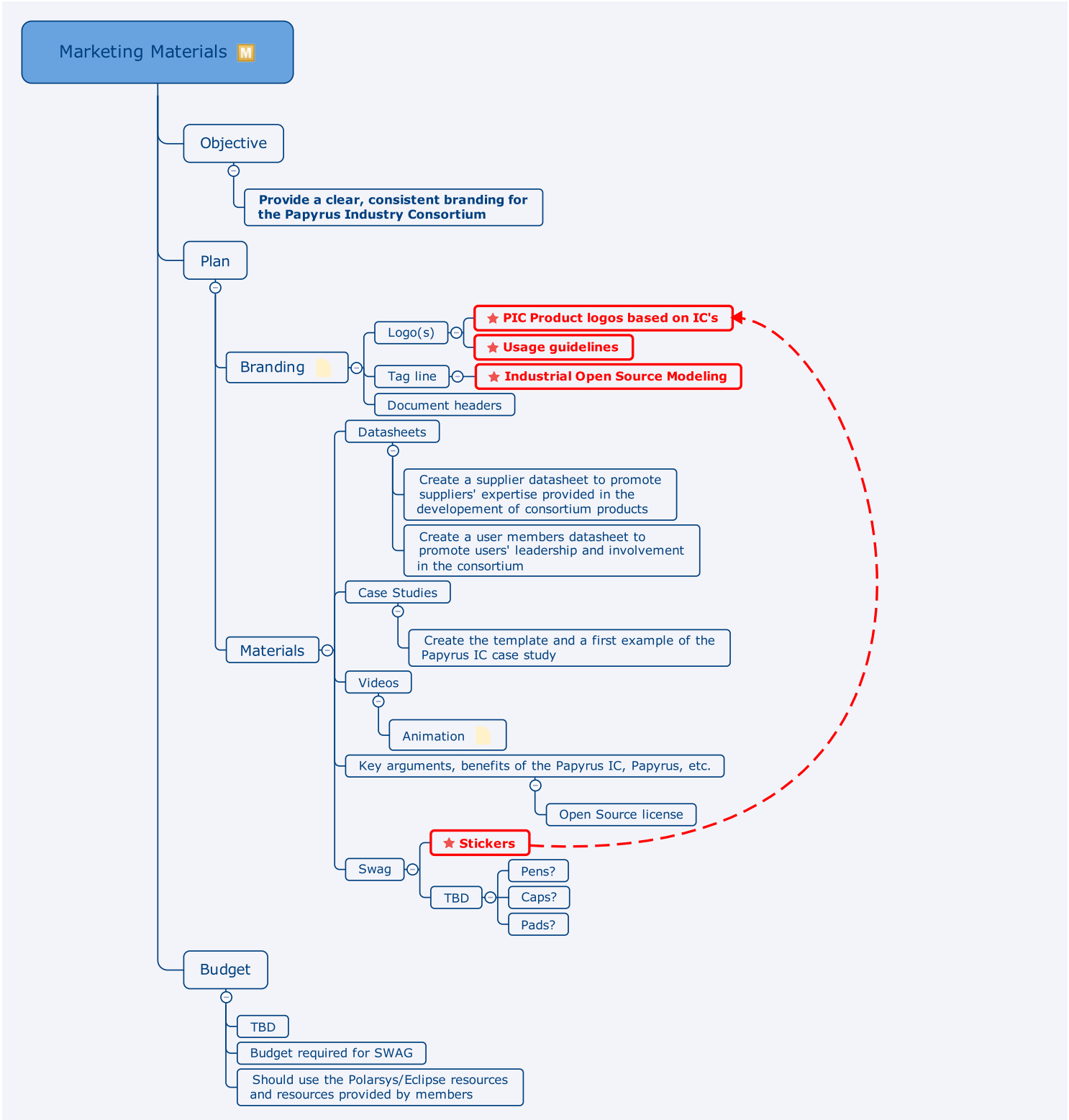
- **Create and manage ranked list of product goals and priorities for the year, based on list of member-provided Goals and Priorities and proposed contributions from members**
- **Create and manage product roadmap, based on the list of goals, priotities, and features**
  - Work with technical roadmap, based on Architecture Committee input
- **Ask Eclipse Foundation for way to annotate bugzilla bugs for projects funded by the Papyrus IC, e.g., UML2 work being sponsored for Photon, with hints for priority, etc. And to enable better tracking and reporting (see note for more information)**
- Create inventory of what we currentlty have
  - User personas
  - User interaction points
  - Documentation
- **Need clear plans on all addressed, prioritised topics**
  - **Modeling Languages to be supported**
    - 1 **UML**
    - 2 **SysML**
    - ~~UML-RT~~
    - xtUML
      - OneFact
      - Saab
    - BPMN
      - Other Eclipse tools?
    - ~~Enterprise Architecture~~
      - Archimate
  - **User Experience**
    - consolidate and strengthen
  - **Toolsmith Experience**
    - DSML support and management
  - **"Documentation"**
    - Not conventional
    - Establish framework for contributions
    - Users' needs to get answers to questions
    - Goal to facilitate usage
  - **Importers**
    - Topcased
      - Airbus
        - Airbus Helicopter
        - Airbus Commercial
        - Airbus Defence and Space
      - In progress
        - Missing functionality
          - HTML export
          - Requirement traceability
        - Harmonise requirements
    - Rhapsody
      - In progress
        - Class diagrams
        - State machines
        - IBD
        - BDD
        - Parametrics
        - Expected to be ready by end of year
    - MagicDraw
    - Enterprise Architect
  - **Documentation generation**
    - GenDoc
      - Improvement wiki
    - HTML
      - Through GenDoc?
    - M2Doc (?)
  - **Installation**
    - OOMPH?
    - RCP?
  - **Collaborative Modeling**
    - SCM integration
    - Diff/Merge
      - EMF Compare
      - Per language
        - Language-specific variants/support
        - DSML
    - Review
  - **Requiremenents Engineering**
    - Traceability
    - ReqIF?

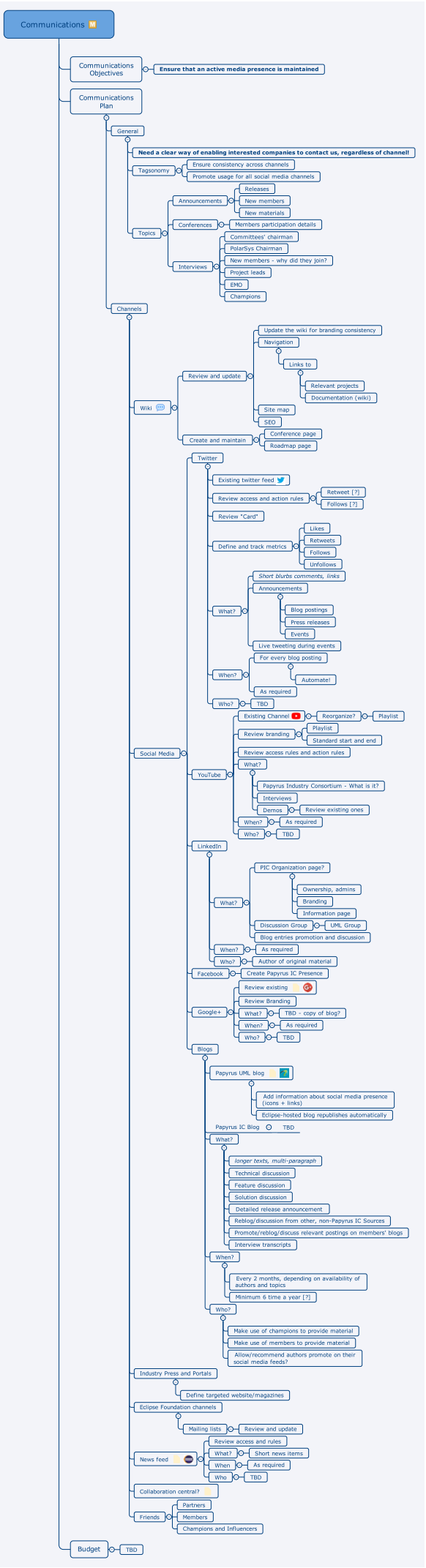

Papyrus Product Line
DRAFT
Common Requirements
Product Composability
Is this handled by the architectural viewpoints?
TBD: Feedback from Architecture Committee
TBD: define user stories
Ability to easily build DSLs on top of DSLs
Products must be simple to evaluate from the perspective of a competent, knowledgeable user in the domain/language or in related tools.
TBD: Develop personna for marketing
Welcome experience as a means to help new user (esp., new?)
Papyrus Platform
Product Owner: Sebastien Gerard
{a.k.a., "Papyrus Framework"}
Includes "Papyrus-Toolsmiths"
Releases on the Eclipse train
Papyrus-RT
Product Owner: Charles Rivet
1.0 releasd
On Ice
Limited usage in teaching
Support through forum
Champion ?
Papyrus xtUML
Product Owner: Cortland Starret
Status: TBD
Work ongoing on existing product
Plan and roadmap TBD
Champion ?
Papyrus for System Engineering
Product Owner: TBD
SysML
Goals TBD
Champion ?
Papyrus for Software Engineering
Product Owner: Chokri.mraidha@cea.fr
UML
Goals TBD
Champion ?
Papyrus for Information Modeling
Product Owner: Philip Langer
Released, on ice
Goals
Sample
show customisation
easy to use
Scope
Class modeling
Basic associations
Documentation
Simplified interface
reduced menus
Getting stared tutorial
Installation instructions
How it was "DSL'ified"
Positioning is important: Need to properly define what this offering is
Papyrus customization example?
Base for simplified, modeling tools?
Papyrus for Enterprise Architecture
Product Owner: Thomas Wiman
Involved: Juan (CEA) - connected with Papyrus for Process; Lennart Holm
Released, In Eclipse MarketPlace
Scope
Archimate
Goals
TBD
Future: add Papyrus for BPMN?
Papyrus for Education
Product Owner: Need single point of ownership, currently: Research and Academia Committee
CEA has presentation for teaching
Demo platforms
Run on Lego Mindstorm
Run on PolarSys Rover
Delivery: TBD
Proposed (Future)
Papyrus "Basic" / "Light"
Product Owner: TBD
Rationale: We need a better Papyrus product demonstrator that is more complex than Papyrus-IM and more user-friendly than "Papyrus for UML."
This product should strive for simplicity in terms of UML concepts and property views rather than completeness.
Content: FrancisB and PhilipL will draft a proposed content for this new product.
Papyrus rtUML
Product Owner: TBD
Papyrus for SSE
Eclipse Safety Framework
Product Owner: Adedjouma Morayo (CEA)
Papyrus for Model-Based Testing
Product Owner: TBD
Includes Model Testing via Moka execution of test models

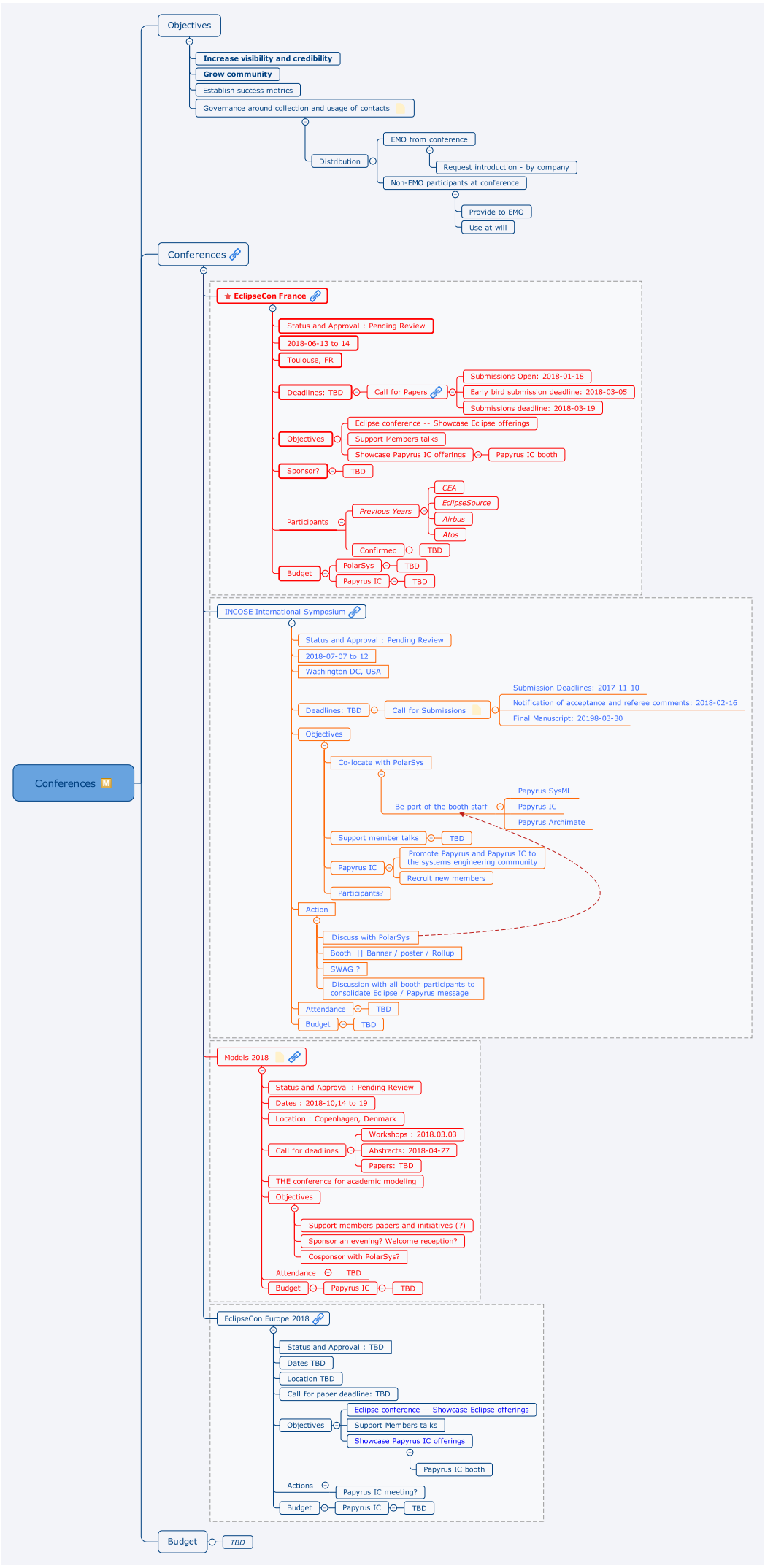
DRAFT

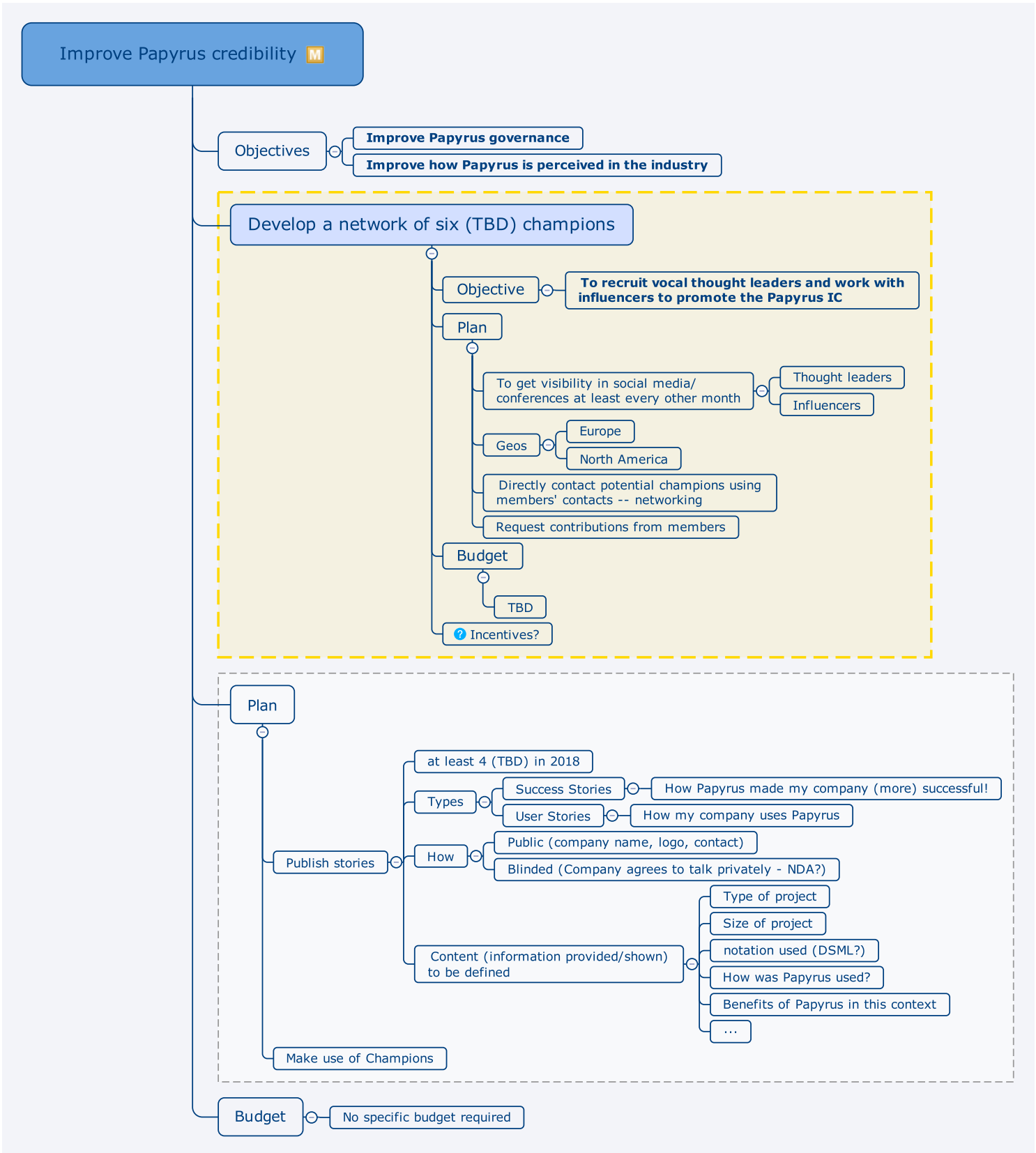

Marketing
Objectives
Provide a clear, consistent branding for the Papyrus Industry Consortium
Ensure that an active social media presence is grown
Improve how Papyrus is perceived in the industry
Need a focus person responsible for this topic
Manage and monitor overall
Report to committee
Interface with Eclipse Foundation
Define Strategy
Marketing Materials
Communications
Conferences
Improve Papyrus credibility

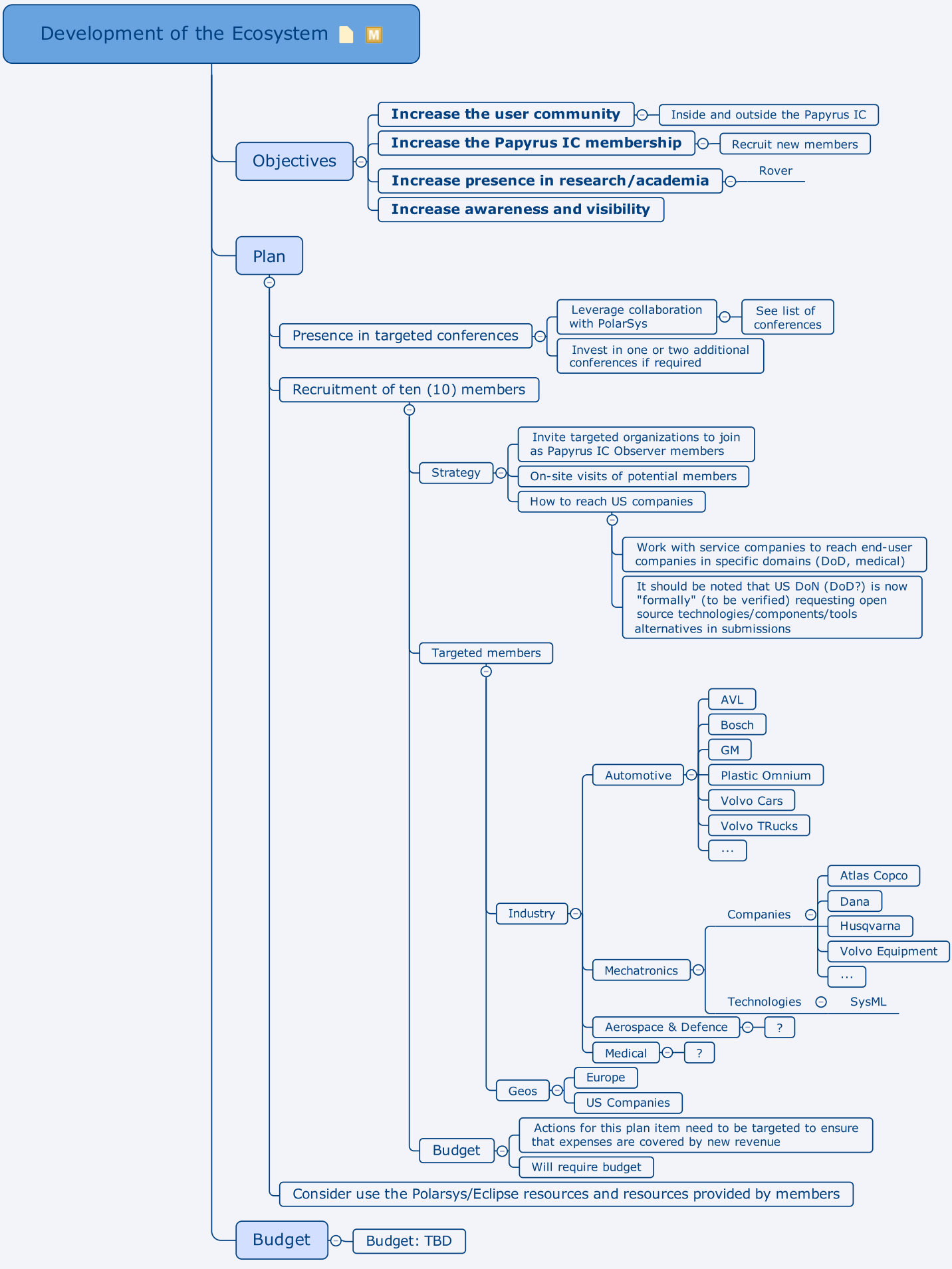
DRAFT


Marketing Materials
Objective
Provide a clear, consistent branding for the Papyrus Industry Consortium
Plan
Branding
Logo(s)
PIC Product logos based on IC's
Usage guidelines
Tag line
Industrial Open Source Modeling
Document headers
Materials
Datasheets
Create a supplier datasheet to promote suppliers' expertise provided in the developement of consortium products
Create a user members datasheet to promote users' leadership and involvement in the consortium
Case Studies
Create the template and a first example of the Papyrus IC case study
Videos
Animation
Key arguments, benefits of the Papyrus IC, Papyrus, etc.
Open Source license
Swag
Stickers
TBD
Pens?
Caps?
Pads?
Budget
TBD
Budget required for SWAG
Should use the Polarsys/Eclipse resources and resources provided by members


Communications
Communications Objectives
Ensure that an active media presence is maintained
Communications Plan
General
Need a clear way of enabling interested companies to contact us, regardless of channel!
Tagsonomy
Ensure consistency across channels
Promote usage for all social media channels
Topics
Announcements
Releases
New members
New materials
Conferences
Members participation details
Interviews
Committees' chairman
PolarSys Chairman
New members - why did they join?
Project leads
EMO
Champions
Channels
Wiki
Review and update
Update the wiki for branding consistency
Navigation
Links to
Relevant projects
Documentation (wiki)
Site map
SEO
Create and maintain
Conference page
Roadmap page
Social Media
Twitter
Existing twitter feed
Review access and action rules
Retweet [?]
Follows [?]
Review "Card"
Define and track metrics
Likes
Retweets
Follows
Unfollows
What?
Short blurbs comments, links
Announcements
Blog postings
Press releases
Events
Live tweeting during events
When?
For every blog posting
Automate!
As required
Who?
TBD
YouTube
Existing Channel
Reorganize?
Playlist
Review branding
Playlist
Standard start and end
Review access rules and action rules
What?
Papyrus Industry Consortium - What is it?
Interviews
Demos
Review existing ones
When?
As required
Who?
TBD
LinkedIn
What?
PIC Organization page?
Ownership, admins
Branding
Information page
Discussion Group
UML Group
Blog entries promotion and discussion
When?
As required
Who?
Author of original material
Facebook
Create Papyrus IC Presence
Google+
Review existing
Review Branding
What?
TBD - copy of blog?
When?
As required
Who?
TBD
Blogs
Papyrus UML blog
Add information about social media presence (icons + links)
Eclipse-hosted blog republishes automatically
Papyrus IC Blog
TBD
What?
longer texts, multi-paragraph
Technical discussion
Feature discussion
Solution discussion
Detailed release announcement
Reblog/discussion from other, non-Papyrus IC Sources
Promote/reblog/discuss relevant postings on members' blogs
Interview transcripts
When?
Every 2 months, depending on availability of authors and topics
Minimum 6 time a year [?]
Who?
Make use of champions to provide material
Make use of members to provide material
Allow/recommend authors promote on their social media feeds?
Industry Press and Portals
Define targeted website/magazines
Eclipse Foundation channels
Mailing lists
Review and update
News feed
Review access and rules
What?
Short news items
When
As required
Who
TBD
Collaboration central?
Friends
Partners
Members
Champions and Influencers
Budget
TBD


Conferences
Objectives
Increase visibility and credibility
Grow community
Establish success metrics
Governance around collection and usage of contacts
Distribution
EMO from conference
Request introduction - by company
Non-EMO participants at conference
Provide to EMO
Use at will
Conferences
EclipseCon France
Status and Approval : Pending Review
2018-06-13 to 14
Toulouse, FR
Deadlines: TBD
Call for Papers
Submissions Open: 2018-01-18
Early bird submission deadline: 2018-03-05
Submissions deadline: 2018-03-19
Objectives
Eclipse conference -- Showcase Eclipse offerings
Support Members talks
Showcase Papyrus IC offerings
Papyrus IC booth
Sponsor?
TBD
Participants
Previous Years
CEA
EclipseSource
Airbus
Atos
Confirmed
TBD
Budget
PolarSys
TBD
Papyrus IC
TBD
INCOSE International Symposium
Status and Approval : Pending Review
2018-07-07 to 12
Washington DC, USA
Deadlines: TBD
Call for Submissions
Submission Deadlines: 2017-11-10
Notification of acceptance and referee comments: 2018-02-16
Final Manuscript: 20198-03-30
Objectives
Co-locate with PolarSys
Be part of the booth staff
Papyrus SysML
Papyrus IC
Papyrus Archimate
Support member talks
TBD
Papyrus IC
Promote Papyrus and Papyrus IC to the systems engineering community
Recruit new members
Participants?
Action
Discuss with PolarSys
Booth || Banner / poster / Rollup
SWAG ?
Discussion with all booth participants to consolidate Eclipse / Papyrus message
Attendance
TBD
Budget
TBD
Models 2018
Status and Approval : Pending Review
Dates : 2018-10,14 to 19
Location : Copenhagen, Denmark
Call for deadlines
Workshops : 2018.03.03
Abstracts: 2018-04-27
Papers: TBD
THE conference for academic modeling
Objectives
Support members papers and initiatives (?)
Sponsor an evening? Welcome reception?
Cosponsor with PolarSys?
Attendance
TBD
Budget
Papyrus IC
TBD
EclipseCon Europe 2018
Status and Approval : TBD
Dates TBD
Location TBD
Call for paper deadline: TBD
Objectives
Eclipse conference -- Showcase Eclipse offerings
Support Members talks
Showcase Papyrus IC offerings
Papyrus IC booth
Actions
Papyrus IC meeting?
Budget
Papyrus IC
TBD
Budget
TBD


Improve Papyrus credibility
Objectives
Improve Papyrus governance
Improve how Papyrus is perceived in the industry
Develop a network of six (TBD) champions
Objective
To recruit vocal thought leaders and work with influencers to promote the Papyrus IC
Plan
To get visibility in social media/ conferences at least every other month
Thought leaders
Influencers
Geos
Europe
North America
Directly contact potential champions using members' contacts -- networking
Request contributions from members
Budget
TBD
Incentives?
Plan
Publish stories
at least 4 (TBD) in 2018
Types
Success Stories
How Papyrus made my company (more) successful!
User Stories
How my company uses Papyrus
How
Public (company name, logo, contact)
Blinded (Company agrees to talk privately - NDA?)
Content (information provided/shown) to be defined
Type of project
Size of project
notation used (DSML?)
How was Papyrus used?
Benefits of Papyrus in this context
...
Make use of Champions
Budget
No specific budget required


Development of the Ecosystem
Objectives
Increase the user community
Inside and outside the Papyrus IC
Increase the Papyrus IC membership
Recruit new members
Increase presence in research/academia
Rover
Increase awareness and visibility
Plan
Presence in targeted conferences
Leverage collaboration with PolarSys
See list of conferences
Invest in one or two additional conferences if required
Recruitment of ten (10) members
Strategy
Invite targeted organizations to join as Papyrus IC Observer members
On-site visits of potential members
How to reach US companies
Work with service companies to reach end-user companies in specific domains (DoD, medical)
It should be noted that US DoN (DoD?) is now "formally" (to be verified) requesting open source technologies/components/tools alternatives in submissions
Targeted members
Industry
Automotive
AVL
Bosch
GM
Plastic Omnium
Volvo Cars
Volvo TRucks
...
Mechatronics
Companies
Atlas Copco
Dana
Husqvarna
Volvo Equipment
...
Technologies
SysML
Aerospace & Defence
?
Medical
?
Geos
Europe
US Companies
Budget
Actions for this plan item need to be targeted to ensure that expenses are covered by new revenue
Will require budget
Consider use the Polarsys/Eclipse resources and resources provided by members
Budget
Budget: TBD