

Jakarta EE Marketing Plan

Covering Period:

Q3: August & September 2018

Q4: October to December 2018

Version 1.0

Version History

Version	Author	Notes
0.1	T. Mashologu	Skeleton plan
0.2	T. Mashologu	Draft for review 07/25/18
0.3	Open to Committee feedback	Comments provided in Suggesting mode from 7/26/18 - 8/16/18
1.0	T. Mashologu	Adopted by Committee 08/16/18

Contents

“If you fail to plan, you are planning to fail.” — Sir Winston Churchill

Section	Description
Strategy and Goals	Mission statement, what we need to accomplish; what actions we need others to take
Environmental Analysis	Market context, key trends, opportunities, challenges, etc. i.e. the conditions under which we are operating
Audience and Segmentation	Who we must reach and convince, what are their motivations, goals and values
Messaging	Specific messages that will move our audience to action
Marketing Tactics	How we will deliver our messages
Action Plan	Actions we will take in calendar Q3 & Q4 2018
Resources	Resources required to deliver on the plan
Metrics	How we will measure progress and achievement of goals

Strategy and Goals

Mission Statement

Jakarta EE is the future for Enterprise Java for microservices, cloud-native, light-weight, and traditional enterprise Java applications. As such, we aim at promoting Jakarta EE to developers, architects, and decision makers at organizations (existing Jakarta EE Working Group members and non-members) with the goal of increasing awareness, contributions, adoption and support.

Goals

The goals of this marketing plan covering August to December 2018 are outlined below. See the Metrics section for associated success measures and KPIs.

- Drive community engagement and adoption
 - Develop jakarta.ee as the primary site for all activities related to the Jakarta EE community
 - Create content that meets the needs of our three (3) target audiences: developers, architects, and decision makers at organizations
 - Distribute content through their preferred channels
 - Demonstrate thought leadership by gathering and sharing insights on the technology landscape
 - Deliver events that attract/educate/inspire/connect our community
 - Represent Jakarta EE at 3rd party events of relevance to our community
- Promote awareness of Jakarta EE specifications (i.e. APIs, TCKs)
 - Announce release of specifications
 - Announce release of TCKs to open source
 - Announce approval of Specification projects
 - Announce election of committers on Specification projects
- Communicate Jakarta EE Working Group's short and long term strategies
 - Ensure stakeholders and broader market understand where the technology is going and feel confident in investing
- Drive acquisition of new Working Group members and support the conversion of existing Participant members to Enterprise / Strategic members
 - Position the benefits of Working Group to increase members
 - Generate qualified membership leads
 - Enable acquisition of new Working Group members
- Build awareness of the Jakarta EE brand
 - Plan and execute a PR / AR campaign to raise the profile of Jakarta EE as the new home for cloud-native Java

- Establish, track and report marketing metrics
 - Measure and report on the impact of our marketing tactics to see how well we are achieving our goals

Environmental Analysis

For many years, Java EE has been the de facto platform for enterprise systems — offering reliable multi-vendor standards, ubiquitous in datacenters across every industry, and delivering stability and scalability on the back-end of the world's mission critical applications. Java EE provides essential middleware capabilities that have continually evolved over the years, often driven by feedback from the wider community. The additions of the Web Profile and CDI are prime examples of this.

In order to accelerate this innovation process for a cloud-native world, Java EE technologies have moved to the Eclipse Foundation where they will evolve under the Jakarta EE Working Group, a consortium of vendors working collaboratively with a global community of open source developers operating under the auspices of the Eclipse Foundation.

Key Insights from the 2018 Developer Survey

According to the Eclipse Foundation [survey](#) of more than 1,800 developers worldwide conducted in March 2018, two critical gaps in Java EE are now top priorities for Jakarta: better support for microservices and cloud native integration with Kubernetes. At the same time, developers want to see more releases and more rapid innovation. The key survey findings are summarized below.

The top three critical areas cited for improvement by the community:

- Better support for microservices (60%)
- Native integration with Kubernetes (57%)
- Faster pace of innovation (47%)

Top three titles of survey respondents:

- Senior developer (44%)
- Architect (24%)
- Junior developer (12%)

57% of respondents work in organizations with fewer than 500 employees.

- Less than 100 (38%)
- 100 - 500 (19%)

- More than 10,000 (15%)
- 1,001 - 5,000 (13%)
- 501 - 1,000 (8%)
- 5,001 - 10,000 (6%)

The top five industry verticals represented by the respondents were

- IT / Telecommunications (46%)
- Financial Services (e.g., banking, insurance, etc.) (19%)
- Other (7%)
- Education (6%)
- Retail & Consumer Services (6%)

Most of the developers surveyed are personally located in Europe.

- EMEA (57%)
- NA (19%)
- CALA (13%)
- APAC (12%)

We live in a polyglot world: most enterprises today have developers working in multiple languages.

- 33% are using multiple languages to construct > 80% of their applications.
- 46% are using Java to construct > 80% of the applications they deploy in a production environment.
- 41% are using Java to build between 40 – 80% of their production applications.

When it comes to deploying applications in a production environment Java clearly dominates.

- 43% of respondents report more than 80% of their applications running in production are based on Java
- 25% say 60-80% of their production applications are written in Java
- 17% say 40-60% of their production applications are written in Java

When it comes to Java EE, there is more reliance on older versions.

- Java EE 7: 55%
- Java EE 6: 38%
- Java EE 8: 21%

There is clearly an opportunity for improvement when it comes to enticing organizations to embrace the latest and greatest Java innovations.

Why do organizations continue to rely on Java EE?

- 22% stability
- 21% specifications
- 19% availability of Java developers

That success comes despite there being multiple implementations by different vendors over the years. Jakarta EE may help overcome this issue once and for all.

There is no shortage of diversity when it comes to Java EE specifications. The most widely used are:

- Java Persistence API (76%)
- Java API for RESTful Web Services (75%)
- Servlet (59%)
- Enterprise JavaBeans (51%)

Sometimes it is all too easy to take for granted a technology that most enterprise IT organizations rely on to run their most critical applications. The most frequently cited issues when working with Java EE are:

- large memory requirements (40%)
- slow startup times (40%)
- missing technologies and specifications (20%).

How many developers will run their Java applications in the cloud?

- Today: 50% will run fewer than 20% of their Java applications in the cloud.
- Within 2 years: Over 30% expect to run > 60% of their Java applications in the cloud.

These rates will only increase as developers become more familiar with Jakarta EE and building microservices.

- Now: 45% are using Java to build microservices.
- Within 1 year: 21% planning to build microservices.

The Spring and Spring/Boot frameworks (57%) dominate today when it comes to building microservices using a derivative of Java.

But as Jakarta EE continues to evolve it's also more than apparent that other frameworks are gaining traction:

- Node.js (22%),
- Jersey (19%)
- Eclipse MicroProfile (15%)

Audience and Segmentation

Who are we trying to reach? *"The key to failure is trying to reach everybody"*

- Segmentation
 - Primary target demographic:
 - Senior Java developers in EMEA & NA. Key industry verticals to target are IT/Telecommunications and Financial Services.
 - Enterprise architects. Individuals making technology strategy decisions about what they are going to build in the next 6 - 12 months.
 - Secondary target:
 - C-level - Open Source Strategy. Membership decision makers within potential member organizations.
- Key Audience Personas. We are marketing to people after all. What are their needs, pain points, motivations and goals. A [persona](#) helps craft messaging and develop tactics that are more likely to resonate.
 - Senior Java Developer (to be developed)
 - Enterprise Architect (to be developed)
 - C-level - Open Source Strategy (to be developed)

Messaging

Why will our audiences care? What's in it for them?

- What is in it for Senior Developers?
 - Becoming aware that the Jakarta EE specification process is underway. A Java EE 8-compatible server built from Jakarta EE sources is coming.
 - We are fast moving. [Communicate short term goals as evidence]
 - We are in an environment that is safe: open, honest and transparent. [We aim to be polar opposite of what people experienced with Java EE]
 - Trust the process. E.g. [when Jakarta EE specifications are defined] message is "we said we were going to do it by this date and as a community we did it"
 - Participating in the Jakarta EE platform ensures that it addresses cloud-native and other critical enterprise requirements / use cases
 - We have a long term direction and will be here for you in 3-5 years.
 - Gaining and sharing experience, advice, best practices, and ideas
- What is in it for Enterprise Architects?
 - Jakarta EE have a long term direction and will be here for you in 3-5 years.
 - Participating in the Jakarta EE platform ensures that it cloud-native and other critical enterprise requirements / use cases
 - Trust the process. E.g. [when Jakarta EE specifications are defined] message is "we said we were going to do it by this date and as a community we did it"
- What is in it for C-level Decision Makers of Potential Members?
 - Playing a role in defining Jakarta EE strategic themes and priorities
 - Gaining insights into the Jakarta EE technology roadmap
 - Collaborating through professionally managed development initiatives
 - Protecting their strategic investment in the Java EE space
 - Providing a desirable career path for developers and experts

Marketing Tactics

Calls-to-Action:

What is the desired reaction of the target audiences?

- Visit jakarta.ee to learn more and get involved
- Subscribe to the Jakarta EE newsletter
- Become a member of the Jakarta EE Working Group
- Join the Jakarta EE community mailing list
- Join the Working Group mailing list
- Follow and engage with the Jakarta EE Working Group on social media

Channel Selection:

How will we reach our audiences? Keep in mind where our audiences members “live”

- jakarta.ee
- Twitter
- LinkedIn
- Facebook
- Youtube
- Blogs
 - Member blogs
 - <http://www.planeteclipse.org/planet/>
- Developer events
- Search engine marketing - Google Ads

Action Plan

In this section we will capture actions we will take in Q3 & Q4 2018.

- Announcements (**Note: announcements are dependent on delivery of plan of record, i.e. status of specifications, other new & noteworthy deliverables**)
 - Eclipse GlassFish 5.1 certified with Java EE 8 - by Sept 30, 2018
 - Jakarta EE 8 specifications defined and made official - target Oct 1, 2018
 - Eclipse GlassFish 5.2 Jakarta EE 8 certified - target Dec 15, 2018
 - Provide ongoing specification status updates i.e. linking to <https://www.eclipse.org/ee4j/status.php>
 - If decision is taken to have JakartaOne 2019, by Dec 31, 2018, announce JakartaOne is happening in 2Q 2019
- Blogs (Members and Foundation)
 - Provide community with frequent updates on status, direction, vision, etc.

- Events
 - 1 video call per month with pre-set agenda open to community [constant]
 - Promote EclipseCon Europe 2018
 - Promote Jakarta EE at Oracle Code One 2018
 - Promote Jakarta EE at Devovx BE 2018
 - Promote JakartaOne Live Virtual Conference
 - If decision is taken to have JakartaOne 2019, create a conference website for JakartaOne
 - Promote Jakarta EE [community events](#)
- Content
 - Expand and promote Jakarta EE video playlist on YouTube (post EclipseOne Europe talks, solicit content from the community, etc.)
- Update jakarta.ee website
 - Remove references to Eclipse IDE, other non-Jakarta EE relevant content
 - Add technology section linking to EE4J [chapter](#), [technical direction](#), other content for developers
 - Create a blogs tab (similar to <http://microprofile.io/blog>) or blog aggregator (like <http://www.planeteclipse.org/planet/>)
 - Create an events tab
 - Create a projects tab pulling from <https://projects.eclipse.org/projects/ee4j> (similar to <http://microprofile.io/projects>)
 - Build out resources page
 - Insights section for market surveys & infographics
 - Add video from YouTube (example: talks, sessions around Jakarta EE), community events e.g. <https://www.youtube.com/watch?v=hrdv2wojb48>
 - Future home for articles, white papers, case studies, other collateral
 - Add embedded poll / survey (using Twitter, SurveyMonkey, or other tech) to gather community feedback.
 - Expand <https://jakarta.ee/connect/> to provide more information to members on which mailing lists are recommended, how to communicate with the community, etc.
 - Move Member logos from main page to <https://jakarta.ee/members/>
 - Replace Member logos area with Events and Submit to Events followed by Announcements
- Logowear
 - t-shirts
 - hoodies
- Stickers

Future Plans

Ideation for actions we can potentially take in 1H 2019. **Note: Resource requirements do not cover beyond 2018.**

- Create start.jakarta.ee page to enable developers to rapidly bootstrap applications
- Technical white paper
- Business white paper
- Jakarta.ee development
 - Plan for start.jakarta.ee - needs to be available off of jakarta.ee, but link on its own
 - Have a window feed with news and twitter

Resources

What kind of resources will we need to execute the plan?

- People and Time:
 - Foundation staff: brand management and communications, content development, events, member lead generation, web development and maintenance, press and analyst relations
 - Members: meetings, press, blogging, events, content development, other
 - Community: blogging, events, other
- Tools:
 - GitHub - Jakarta.ee code is public. Create a pull request for changes.
 - Adobe Illustrator and Canva for creative design
 - Tweetdeck for social media management
 - Google suite for collaborating on documents
 - Trello for task management
 - Slack for communications

Metrics

"If you can't measure it, you can't improve it." — Peter Drucker

How we will measure progress and achievement of our goals?

Goals	Metrics	Targets (by Dec 31)	Notes
Promote awareness of Jakarta EE specifications	# of analyst briefings	2	Assuming 2 announcements
	# of press interviews	4	Assuming 2 announcements
	# of articles	4	Press
	# of blogs	10	- Members (22) - Foundation
Drive community engagement	# Working Group events	2	EclipseCon Europe 2018 If decision is taken to have the event, JakartaOne Live Virtual Event
	# target audience attendees at Working Group events	500	300 at EclipseCon Europe 2018 200 at JakartaOne Live
	# events we attend	4	Oracle Code One VOXXED Days Microservices W-JAX Devovx Belgium
	# unique visitors to jakarta.ee	2500	Average 500 visitors / month
	# social referrals to jakarta.ee	50	2% visitors from social
	SEO Term “cloud Java”	Top 5	
	SEO Term “enterprise Java”	Top 10	

	SEO Term “Java EE”	Top 10	
	Avg Time on Site (Seconds)	80	
	Bounce Rate %	40%	
	Twitter - % engagement	1.6%	Average over Aug - Dec 2018
	Twitter - # followers	1,100 incremental followers (4,500 total by Dec 31)	3,400 as of 08/13/18
	YouTube - views	3,000 incremental views	Based on approx 15 new videos
	LinkedIn - members	50 new members	109 members as of 08/13/18
Drive acquisition of new Working Group members	# of qualified membership leads	30	
	# of membership prospect conversations	60	
	# of new members acquired	1-3	

Risks and Contingencies

Risk	Impact	Contingency
Failure to achieve target milestones for specifications, TCKs, etc.	Announcements are delayed JakartaOne planning and JakartaOne Live are delayed	Unknown
Resource availability for web	Unable to complete all	Triage list and identify

development	jakarta.ee website tasks	priorities
-------------	--------------------------	------------