



OpenStack Marketing  
1H 2015 Update &  
2H 2015 Plan

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# 1H 2015 Highlights



- Vancouver Summit:
  - Launched OpenStack Powered interoperability testing and commitment to identity federation
  - Began positioning OpenStack as platform for containers with ContainerDay and Google demo
  - First Superuser print publication and on-site coverage
- Major progress with analysts, including Forrester report, “OpenStack is Ready – Are You?”
- New case studies and presenters, such as Walmart, TD Bank, Nike and JPL
- Collaboration across working groups, including enterprise and product teams

# 1H 2015 OpenStack Social Media Metrics

	Community Size, June 2015	Network Growth since 2H 2014
Twitter	94,089	+16,316 (21%)
Facebook	8,902	+2,370 (36%)
LinkedIn	20,228	+5706 (39%)
LinkedIn OS Group	36,000	+7994 (29%)
LinkedIn WOS Group	538	+207 (63%)

- ▶ 100,000+ tweets mentioned #OpenStack, generating **542.6 million impressions**, peaking during the Vancouver Summit (17,000 tweets!)
- ▶ There are 100+ discussions posted **weekly** in the OpenStack LinkedIn group
- ▶ We want to share YOUR news, too! Submit your press releases and news to [openstack.org/news](http://openstack.org/news) and email [socialmedia@openstack.org](mailto:socialmedia@openstack.org) if you have announcements that you would like to share from the OpenStack social media accounts

# Our goal

Make OpenStack the most attractive platform for applications with a consistent and interoperable experience across clouds and a thriving ecosystem of tools

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## Strategy

1. Demonstrate the value of interoperability across a global network of public / private clouds running common services
2. Articulate evolution of the software platform to a tighter, stable core, with a large ecosystem of innovation
3. As a defined target with open APIs, position OpenStack as the best platform for building and running cloud applications

# Key messages

1. OpenStack Powered Planet: realizing the vision of an interoperable, global network of public / private clouds running a common set of services.
2. Integration Engine: OpenStack provides a single pane of glass for your data center technologies. Users don't want to create islands in their data centers; they want a single operating system to manage VMs, containers, bare metal and whatever comes next.
3. Platform for the next 10 years: OpenStack is a sustainable choice based on the breadth of its platform, community engagement, and integration of new technologies. Position OpenStack as the path to production for new technologies as they emerge, like containers.
4. The business case for OpenStack, focusing on end users.



# Major projects & initiatives

1. OpenStack Summit Tokyo & Other Events
2. Liberty software release
3. Continuing to promote OpenStack Powered products & interoperability test results in the Marketplace
4. Expanding our focus to new audiences, including end users & developers in major content marketing efforts





- ▶ Deadlines that marketers should be aware of:
    - ▶ Early bird registration through **Aug. 31**
    - ▶ Agenda available end of August / first week September
    - ▶ Sponsor deadline is **September 1**
  - ▶ Extending OpenStack Powered Planet theme; featured topics will include telco/NFV, public cloud, containers & app dev, enterprise use cases, internet of everything & more
  - ▶ Keep an eye out for marketing team sessions in Tokyo!
- <sup>9</sup> ▶ Watch [openstack.org/summit](http://openstack.org/summit) for more details



# OpenStack Days – 1H2015

Feb 3-4 – Tokyo

Feb 5 – Seoul

April 13-14 – Santa Clara

June 2 – Mexico City

June 4 – Istanbul

June 8 – Budapest

June 11 – Berlin

June 15 – Tel Aviv



## OpenStack Days – 2H2015

July 2 – London

July 22 – Russia

July 25 – Sao Paulo

Aug 8 – India

Aug 11 – Taiwan

Aug 20 – Seattle

Aug 26-27 – Silicon Valley

Sept 17 – Benelux



## 2H Industry Events

- ▶ August 10-13: Gartner catalyst, San Diego
  - ▶ Sponsored session: Comcast's OpenStack Journey: Building and Scaling a Private Cloud
  - ▶ Distributing "OpenStack to the core" signs for community member booths – if you're attending, please get in touch!
- ▶ Oct. 4-9: Gartner symposium, Orlando
  - ▶ Sponsored session: How & Why TD Bank Group Adopted OpenStack
  - ▶ Distributing "OpenStack to the core" signs for community member booths – if you're attending, please get in touch!



## Liberty release strategy

- ▶ Refine focus from “integrated release” to focusing on core services (Nova, Swift, Cinder, Keystone, Glance, Neutron) and
- ▶ Pick 2-3 emerging projects within the larger “big tent” to spotlight alongside the core services
- ▶ Use opportunity to provide more, high-level explanation around the evolution of “big tent” and “defcore”
- ▶ Emphasize use cases and business case benefits over individual projects and features

## Liberty release timeline (tentative dates)

- ▶ September – Gathering input from PTLs and users in the community for content development
- ▶ Week of Sept 28 – Marketing community meeting & initial materials available
- ▶ Week of Oct 5 – Webinar and/or coordinated webinars by community
- ▶ Week of Oct 12 – Analyst/press briefings
- ▶ Oct 15 – Liberty Release
  - ▶ Press release
  - ▶ Landing page ([openstack.org/liberty](http://openstack.org/liberty))
  - ▶ Demo video available

## 2H content strategy

- ▶ Build out audience-specific content
  - ▶ Extend enterprise page assets
  - ▶ Create app developer page for app development infrastructure managers and app developers
- ▶ Under consideration for end of 2015:
  - ▶ Create high-performance computing (HPC)/ government/academia/research targeted page
  - ▶ Create telco/ NFV targeted page
- ▶ Emphasize business value and business cases over technical features = supports decision-makers

## 2H major content

- ▶ August: Launch app developer section on website
  - ▶ How to write your first application for OpenStack & SDK guide at [developer.openstack.org](http://developer.openstack.org)
  - ▶ Containers whitepaper
  - ▶ App catalog [apps.openstack.org](http://apps.openstack.org)
  - ▶ Case studies & Vancouver Summit session videos
  - ▶ Public clouds marketplace to get started
- ▶ August: Add business perspective booklet to enterprise page
- ▶ Q4: Audience-specific HPC or Telco page
- ▶ Ongoing: Training promotion, Marketplace promotion, interoperability messaging





- Superuser magazine is home for OpenStack community news, how-tos, case studies and more
- Editorial Advisors are major OpenStack users
- Opportunity for community to contribute helpful content and case studies, or send tips to [editor@openstack.org](mailto:editor@openstack.org)
- Superuser Awards program to promote great use cases
- Distributed first print pub in Vancouver; planning to do it again in Tokyo!



# Superuser – How to get involved

- ▶ Superuser is looking for users to feature in the coming months and for the Summit print publication in the below areas:
  - ▶ Deploying or evaluating container technology
  - ▶ Application development on top of OpenStack
  - ▶ Big data/analytics
  - ▶ HPC / Research / Government
  - ▶ Telco / NFV
- ▶ We are also looking for OpenStack Training success stories & tips for new folks joining the community
- ▶ Superuser Awards
  - ▶ **Nominations currently open! Deadline: 8/31**
  - ▶ Nominate your customers & learn more: [superuser.openstack.org/awards](http://superuser.openstack.org/awards)
  - ▶ Finalists up for community vote; winners awarded during Tokyo Summit keynotes
- ▶ Have questions? Want to contribute? Email [editor@openstack.org](mailto:editor@openstack.org)



## 2H analyst & press activity

August – Forrester TEI study (top global retailer)

Week of Aug 24 or Sept 1 – Tokyo summit agenda preview release

Late August – 451 Group, OpenStack Pulse Report

Oct 12-15 – Briefings and PR around Liberty release

Week of Oct 19 – Press / analyst pre-briefings and potential webinar to preview Summit news

Oct 27 & 28 – Press conference & analyst session during Tokyo Summit



## How to get involved

Meet us at upcoming events:

- OpenStack Days India (Aug 9<sup>th</sup>) & Taiwan (Aug 11<sup>th</sup>)
- Gartner Catalyst (Aug 10-12<sup>th</sup> in San Diego)
- OpenStack Silicon Valley (Aug 26<sup>th</sup>, let's connect at the reception, 5:30 p.m.)

Marketing working groups:

- Analyst relations working group (monthly meetings) – subscribe for more info <http://lists.openstack.org/cgi-bin/mailman/listinfo/analyst-relations>
- Content working group – (reviving!) – watch the marketing mailing list for more info

Thanks for contributing  
to our community!

