



HOSTING + CLOUD
TRANSFORMATION SUMMIT

BELLAGIO RESORT & HOTEL
OCTOBER 6-8, 2014, LAS VEGAS



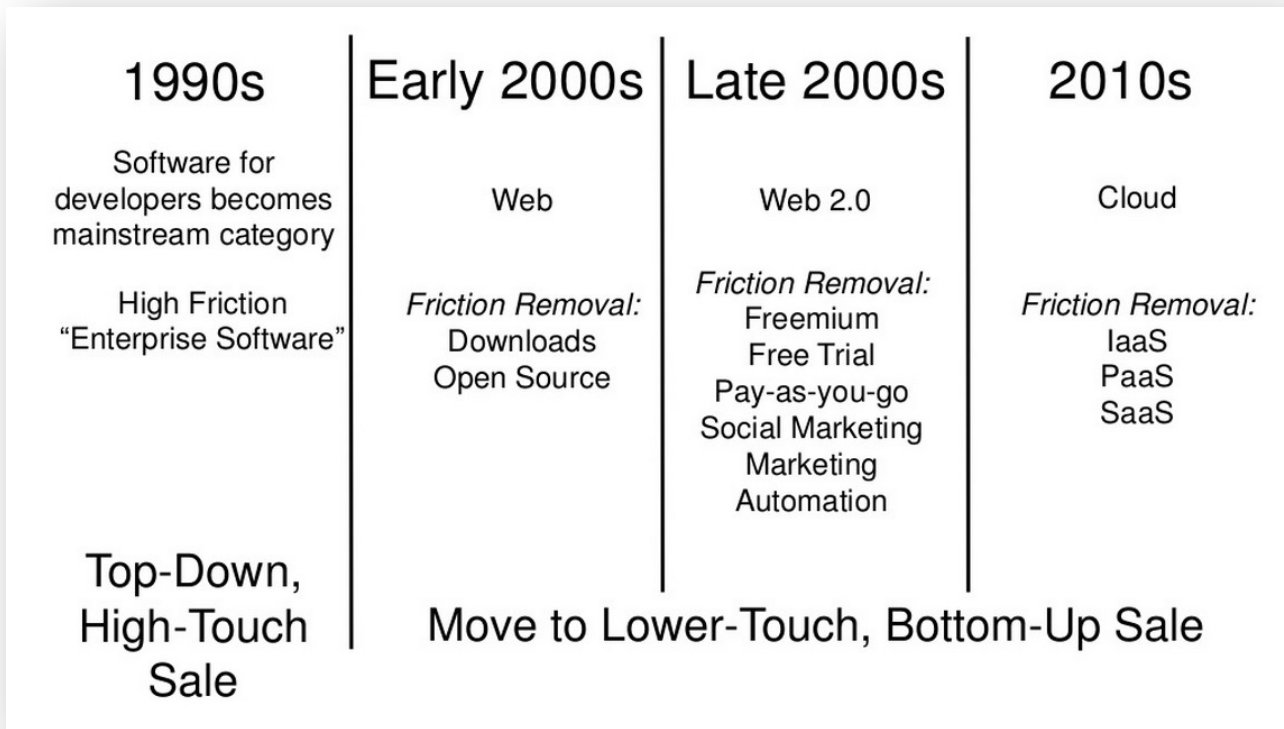
Selling to Hoodie and the Sticker-Festooned - Building a Developer Relations Program to Win Over Developers as Paying Customers (DRAFT for comment 20141003)

@cote, Research Director, Infrastructure Software

Developers drive the ecosystem around product & services



The less friction in your sales process, the more developers matter




Appealing to developers grows your business

DigitalOcean's growth

Get Your Development Team Started With Go

June 30, 2014 · 17 comments



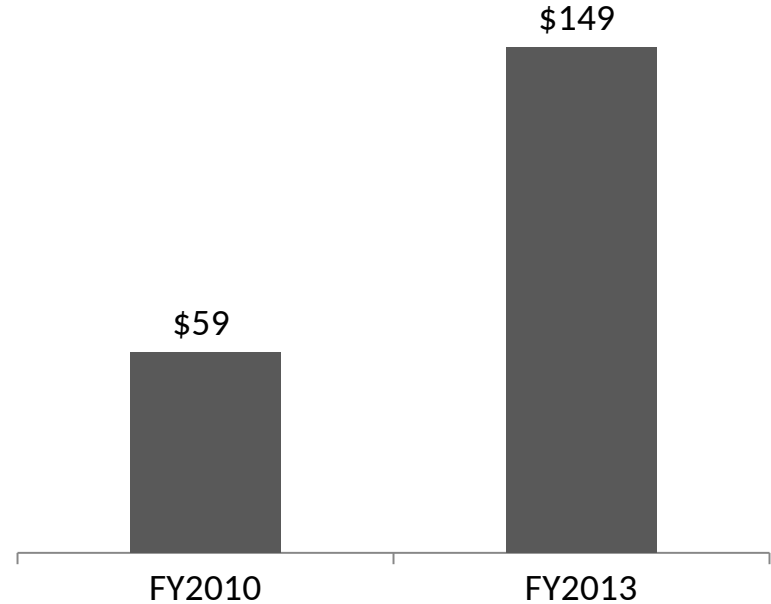
GETTING STARTED WITH Go
CoreOS Now Available On DigitalOcean!

September 4, 2014 · 69 comments

Here at DigitalOcean, After a few internal de new to Go (or thinking

It's finally here – we're very pleased to announce that developers can begin using CoreOS on DigitalOcean.

Atlassian growth (\$m)



Developer relations persuades & helps developers to create a de facto standard out of your technology



The activities in developer relations vary, as does the team size

Example activities

- Advertising
- Providing research
- Training
- API curation and docs
- Building extensions to your platform
- Integrating with your new IoT device
- Partnerships & biz dev
- Publishing & social media

Example Staffing

- Part time person(s)
- Your developers
- Product manager
- Dedicated “evangelist”
- Small team
- Large organization

Start with goals that are strongly connected to the business

1. Be clear about your goals and your connection to the sales and product management processes
2. Measure your progress and activities
3. Find and engage with your target developers



Developer marketing value props: what appeals to developers

- 1) **Productivity** - move fast, get things done, leverage work
- 2) **Speed to market** – ship it!
- 3) **Cool new technology** – valuable knowledge, because boredom
- 4) **Stability** – transferable skills, safe choice
- 5) **Solving riddles** – respect for solving wicked problems
- 6) **Satisfying requirements** – the core business
- 7) **Getting paid** - obvious

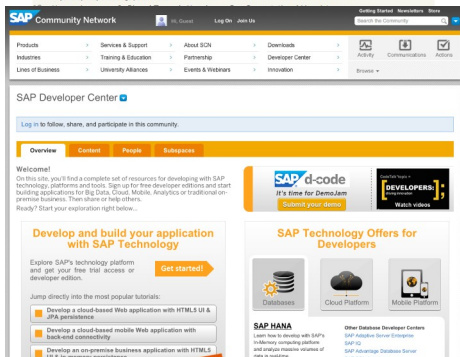


Showing up is a good first step: developer communities



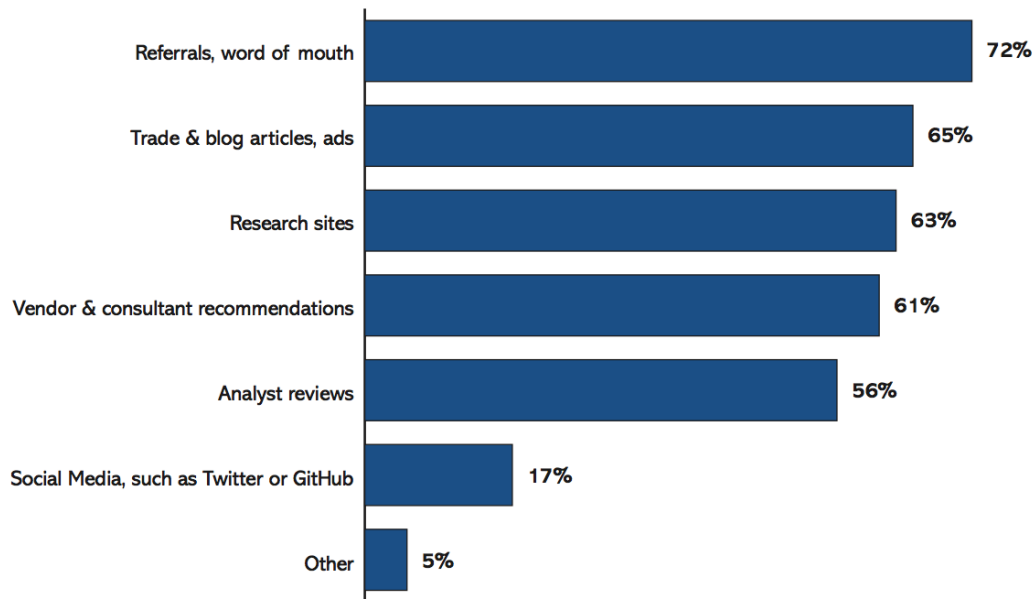
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TOP INFORMATION SOURCES FOR DEVELOPMENT TOOLS

What sources of information do you rely on for learning about and selecting new development tools?



Tactics: Mediums

- Blogs
- Podcasts
- Support Forms
- Code as marketing
- Libraries and repositories
- Documentation as a store front
- Demos, screencasts, tutorials
- Books
- Presentations, webinars and talks

Tactics: Topic Ideas

- 101, getting started
- Ongoing educational content
- Wicked problems & war stories
- Something you tried and discarded
- Sausage making
- Philosophizing about methodology, the industry or culture
- Case Studies

"Aaargh, there the treasure be"

Backblaze employees Yev and Ken stared exhausted into the car trunk at their treasure – fifty-two 3 TB disk drives. That would be enough for 2 maybe 3 days at the current burn rate they thought as they drove back to the office to unload their bounty. They hoped Damon, KC and the other Backblaze employees would have similar success and we'd add a few more weeks' worth of hard drives to our stockpile.



The economics of storage pods

Backblaze provides online backup for unlimited data at \$5/month. We can do this because we have implemented our own backup and data storage management software on our own Storage Pods. These pods are built from commercially available parts such as 3TB internal hard drives from Seagate or Western Digital, motherboards from Supermicro, etc. Each Storage Pod holds 45 drives or 135 TB of data. We can reliably store and retrieve data at up to 25 times lower than the cost of other services such as

Next steps: do a tiny bit of planning, then do something! (repeat)

1. Evaluate how developers could help grow your ecosystem, revenue
2. Profile who “your” developers are and what they value – try talking with them!
3. Experiment with simple marketing “tricks” – your communities & beyond
4. Start producing your own content, targeted and measured
5. Engage with product management & marketing for a broader, more holistic approach

More from the report



The [full report](#) has deeper dives into topics like:

- Types of developers
- Conferences, code for HR
- More detail on community, mediums, topics
- Case studies: SAP, DevOpsDays, cloud provider using code as marketing, other cases



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