sharplogic
The developer marketing company.™

Marketing a developer platform is different from marketing a product.

Every company is familiar with the process of designing and marketing their products to their customers. Reaching out to developers follows a similar set of practices. However, the developer audience is a unique type of customer and has a unique set of needs.

There are four key phases in developer marketing.
An effective go-to-market strategy for a developer platform has four phases: Design, Evangelism, Acceleration, and Community.

Design
How the platform is built for the developer.

Community
How the developer is kept involved.

Evangelism
How the developer is engaged.

Acceleration
How the developer is prepared to succeed.
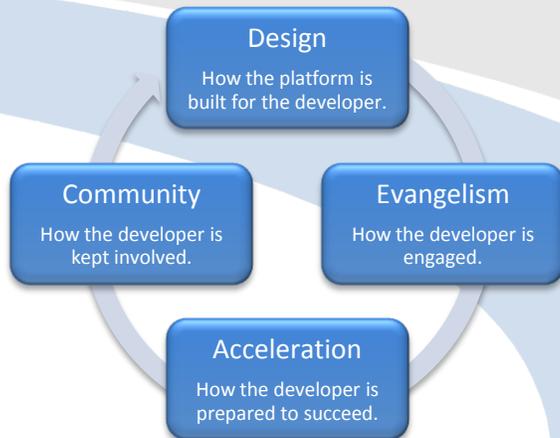
Developer marketing phases are heavily dependent.
Success in each phase is important in driving the momentum into other phases. For example, evangelism efforts can be very difficult if the underlying platform has a weak design. At the same time, community efforts are unlikely to succeed if the developers aren't properly prepared to begin building solutions in the first place.

Effective developer marketing drives better planning.
When done properly, a developer platform go-to-market strategy becomes a virtuous cycle. As your developer community expands, it provides fertile ground for gathering product requirements for future versions. With a better understanding of the scenarios developers are targeting, the next product's market appeal can be drastically increased.

There are unique considerations for bringing a developer platform to market.

While product planners can make their best efforts to deliver a broadly appealing platform, much of the ultimate success will be due to how well the platform itself is brought to market. While it's virtually impossible to envision every possible application of a given platform, there are many tactics you can employ as part of your overall strategy that will increase your probability for great success. The following twelve considerations are useful to keep in mind for your developer platform go-to-market strategy.

Design

- Has your platform surface area been optimized for developers?
- What is your DOOBE (developer out-of-box experience)?
- How well does your platform integrate with Microsoft Visual Studio?

Evangelism

- Do you have everything you need to win early adopters to your platform?
- Once you've won your early adopters over, how will you reach the broader developer base?
- Once you've won over the developers, how can you help them win over their customers?

Acceleration

- How do developers get started with your platform?
- What are the common patterns and practices your developers should rely on?
- How can you save developers time bringing their solutions to market?

Community

- Where do developers go when they want something related to your platform?
- How do developers get help?
- How do developers keep up-to-date with your platform?

Delivering a highly polished solution is critical to any marketing initiative.

Selecting SharpLogic as your developer marketing partner is the right decision.

We're the first developer marketing firm.
There are a lot of developer companies out there. There are even more marketing companies. We're the first company to focus exclusively on marketing to developers, drawing from a massive amount of experience from both camps. Our team has expertise in every phase of the developer marketing lifecycle and has worked on go-to-market strategies and tactics for some of the most successful developer platforms in the industry.

We can scale to meet your needs.
If you already have an established developer marketing organization, we can provide tactical support with specific deliverables, such as design reviews, collateral, training, and community support. If your company doesn't have dedicated developer marketing staff, we can plan and implement your entire developer marketing strategy. If your company's needs lie somewhere in the middle, we can adapt to meet them.

Our reputation speaks for itself.
Much of our experience has come from working with the industry's top developer platform company, Microsoft. We've worked with virtually every major product group at Microsoft on various phases of their developer go-to-market strategies, delivering high quality results that have enabled millions of developers to become very successful, all while helping Microsoft earn high levels of developer satisfaction.

sharplogic
The developer marketing company.™

Our approach to developer marketing is proven.

Design

We know how to design platforms for developers.

The research and development phase of a product can be the most critical point in a market lifecycle. Products designed to be used by developers as platforms live and die by the thought put in by planners to making them as developer-friendly as possible. Improvements made during the design phase of platform design can have an exponential impact on solutions downstream.

How we do it
We step into the shoes of your developer customer and analyze their business scenarios. By understanding developer motivation and capabilities, we're able to identify key features, from API design to SDK tools, that will improve the experience of developers building solutions on your platform.

Our experience
We've shipped several commercial products commissioned by **Microsoft** and shipped under their brand, such as the **Microsoft Component Installer**. We've **.NET-enabled** flagship products like **Skype's VOIP client**, **LEGO's MINDSTORMS**, and **Surveyor's SRV-1** robot. We've extended **Visual Studio** to support **Valve Software's Half-Life 2** development platform. We've participated in **software design reviews** for platforms and developer tools, such as **Microsoft's Visual Basic**.

Evangelism

We know how to evangelize to developers.

As a platform approaches launch, it's time to focus on winning the hearts and minds of developers worldwide. Although evangelism is an ongoing process, it's critical that the platform is launched into a fully primed environment of willing and able developers. This is where traditional marketing occurs.

How we do it
From flashy demos to deeply technical evaluation materials, we work with your sales and marketing teams to build targeted materials that complement your other initiatives. We also work with your platform's early adopters to build proof-of-concept solutions that highlight the key features of your platform and deliver immediate benefits for your customers.

Our experience
We've built **product demos** for **Windows Mobile** designed to illustrate the top qualities of their developer platform. We've drafted **technical evaluation materials** for **Internet Explorer 7** that were used to educate product reviewers at top trade publications. We've written **articles** outlining the benefits of **Microsoft's Visual Studio Express** product line for potential users. We've developed the proof-of-concept **Cisco Stream Manager Mobile** to highlight the features of Cisco's **Web services** on the Windows Mobile platform.

Acceleration

We know how to accelerate solution delivery.

Once the platform has shipped and is being targeted by the developer masses, it becomes necessary to keep developers productive as they build their solutions. To do this, the right set of "getting started" materials must be available, or else developers may just give up. Once the developers are up to speed with the platform, they'll also need patterns & practices, as well as baseline projects and samples for them to leverage and learn from.

How we do it
We approach the platform in the same way its developer customers do. Within the first week we can usually identify the materials required for developers to get started on the platform, as well as what will be needed to fully train and equip a team to be successful as quickly as possible.

Our experience
We've built extensive **training materials** designed to educate developers on building **highly secure applications**. We've created **starter kits** for building hobbyist applications designed to accelerate adoption among Microsoft's **hobbyist developer community**. We've built **hands-on training** for **Windows Live's commercial Web services**. We've built **components and modules** for **ASP.NET 2.0** and Microsoft's **IIS 7.0** that enable Web developers to rapidly deliver solutions to their customers.

Community

We know how to cultivate healthy communities.

Once the platform is available, the developer community will begin to grow. As you succeed in driving the masses of developers to your platform, it's inevitable that they'll start to hit barriers in delivering solutions based on your platform to their customers. Regardless of whether these issues are bugs in your product or unintended uses by the developers, it's critical to help them succeed in the long run. With the right community infrastructure and support in place, the platform can greatly benefit from the developer masses.

How we do it
Once a baseline infrastructure is in place with forums, blogs, wikis, and other conversation mechanisms, we work from within the community to identify the scenarios customers are getting stuck on. If the answers are readily available, we guide the community. If not, we work to figure them out.

Our experience
We've delivered a **full service portal** for Microsoft's **Imagine Cup Software Design Invitational** that enables student developers in North America to actively participate in the world's premier technology competition. We've **analyzed the Windows Vista community sources**, such as newsgroups and online forums, and **used the results to improve the materials that guide developer practices**.

Other projects?

As developer marketing leaders, we develop a great deal of experience with building solutions on a variety of platforms. If you have a non-developer marketing project, give us a call.

info@sharplogic.com
877.878.3909

For More Information Please Visit
www.sharplogic.com