Marketing PostgreSQL

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This Is Not a Talk

• (...but it kind of is)
• Facilitate points, leave open for discussion
Why Care About Marketing?
The Better Product Does Not Always Win
Why Do People Change Products?

1. Threatened

2. Cost-effective

3. Superior
Open Source Products Are Different

• Collaborative effort
• Community driven
Open Source Product Are Different?

• Still need brand awareness
• Still has an adoption cost
• Still have a “market”
• Market still talks
Why Marketing is Important in OSS

• Create awareness that a project exists
• Enable comparisons between similar projects
• Provide learning opportunities for better usage
• Collect feedback to enhance the project

• Is an open source community a business?
PostgreSQL Community ≈ Business

• Product
  – Devs, community
• Executives
  – Core, committers
• Operations
  – Support
    • Mailing lists, IRC, StackOverflow, LinkedIn, etc.
  – Infrastructure
    • Website, buildfarm, contrib projects, pgxn, etc.
• Marketing
  – Advocacy, conferences
• Sales?
How Do We Market Postgres?

• First, need to understand how the market currently perceives Postgres
Postgres Market Perception

• Developers
  – Stability
  – Robustness
  – Scalability
  – Speed
Postgres Market Perception

• Executives
  – What?
  – Cost
  – Labor
  – Availability / SLAs
In Summary

• Developers
  – How well does it work?
  – How quickly can I implement features?
  – How easy is it to maintain?

• Executives
  – What will it cost to implement and maintain?
  – Who else is using it and what is the market adoption?
  – Can I hire the right people for upkeep and new development?
Next – Penetrating the Market

• Know enough to develop general strategies
• How do we sell to the market?
Typical Sales Funnel

- Promotion
- Lead
- Negotiation
- Sale
Postgres Sales Funnel

1. Awareness
2. Download
3. Installation
4. Experiment
5. Application
6. Production
How We Can Help Conversions

- Awareness
- Download
- Installation
- Experiment
- Application
- Production
Expand on Awareness

• Creating awareness allows us to bring new people into the “sales funnel”
PostgreSQL minor versions released!

The PostgreSQL Global Development Group announces updates for all active branches of the PostgreSQL object-relational database system, including versions 9.2.1, 9.1.6, 9.0.10, 8.4.14 and 8.3.21. These releases fix a number of bugs, including a potential data corruption bug in the 9.1 and 9.2 releases.

» Release Announcement
» Download

» FEATURED USER
We use PostgreSQL on all LeapServs to track information ranging from a couple hundred thousand rows to 20+ million.
Lindsay Snider, Founding Partner, BReap LLC
» Case Studies  More Quotes  Featured Users

» LATEST NEWS
2012-10-22
Aqua Data Studio 12.0 - Big Data Performance & ETL Shell for PostgreSQL
2012-10-17
pdf2dvi 2.1.1 released
2012-10-14
Announcing Barman 1.1
2012-09-30
PostgreSQL Updates 2012-09-24 released
2012-09-10
PostgreSQL 9.2 released

» More  Submit News  RSS

» LATEST RELEASES
9.2.1 · 2012-09-24 · Notes
9.1.6 · 2012-09-24 · Notes
9.0.10 · 2012-09-24 · Notes
8.4.14 · 2012-09-24 · Notes
8.3.21 · 2012-09-24 · Notes
Download  FAQ
Why should I upgrade?

» SHORTCUTS
» Security
» International Sites
» Mailing Lists
» Wiki
» Report a Bug
» FAQ

» SUPPORT US
PostgreSQL is free. Please support our work by making a donation.

» UPCOMING EVENTS
2012-10-23 – 2012-10-26
RiConf 2012
(Praque, Czech Republic)
2012-10-30
London PostgreSQL Meetup Group
(London, London, United Kingdom)
2012-11-13
PghBay PostgreSQL 2012
(Buenos Aires, Argentina)

» UPCOMING TRAINING
There are 15 training events in 5 countries scheduled over the next six months from 2ndQuadrant Ltd, Modern Course and others.

» PLANET POSTGRESQL
2012-10-23
Andrew Dunstan: Amazon's serious PostgreSQL, packaging, blunder
2012-10-23
Joe Abbate: Testing Python and PostgreSQL on Windows, Part 1
2012-10-22
Michael Paquier: Postgres feature highlight, history
2012-10-20
Bretan Patel: An easy way to reduce output window for PostgreSQL Upgrade!
2012-10-20
Peter Gesegans: First release of
Looking at Other OSS Sites

Redis is an open source, advanced key-value store. It is often referred to as a data structure server since keys can contain strings, hashes, lists, sets and sorted sets.

Try it
Ready for a test drive? Check this interactive tutorial that will walk you through the most important features of Redis.

Download it
Redis 2.6.0 is the latest stable version. Interested in release candidates or unstable versions? Check the downloads page.
Looking at Other OSS Sites

Python Programming Language – Official Website

Python is a programming language that lets you work more quickly and integrate your systems more effectively. You can learn to use Python and see almost immediate gains in productivity and lower maintenance costs.

Python runs on Windows, Linux/Unix, Mac OS X, and has been ported to the Java and .NET virtual machines.

Python is free to use, even for commercial products, because of its OSI-approved open source license.

New to Python or choosing between Python 2 and Python 3? Read Python 2 or Python 3.

The Python Software Foundation holds the intellectual property rights behind Python, underwrites the PyCon conference, and funds many other projects in the Python community.

Read more, or download Python now

- **Python 3.3.0 released**
  Python 3.3.0 has been released.
  
  Published: Sat, 29 September 2012, 18:00 +0200

- **Third rc for Python 3.3.0 released**
  The third release candidate for Python 3.3.0 has been released for testing.
  
  Published: Mon, 24 Sep 2012, 08:00 +0200

- **Python Software Foundation announces Distinguished Service Award**
  The Python Software Foundation announces the creation of the Distinguished Service Award, with the inaugural honor given posthumously to John Hunter.
  
  Published: Fri, 14 Sep 2012, 00:45 +0100

- **ConFoo conference in Canada, February 25th - March 13th**
  ConFoo is a multi technology conference dedicated to web development in Canada which takes place on February 27th - March 1st 2013. We're looking for Python talks and our call for papers is open.
  
  Published: Tue, 11 Sep 2012, 00:45 +0100

- **Second rc for Python 3.3.0 released**
Looking at Other OSS Sites

Git is a free and open source distributed version control system designed to handle everything from small to very large projects with speed and efficiency.

Git is easy to learn and has a tiny footprint with lightning fast performance. It outclasses SCM tools like Subversion, CVS, Perforce, and ClearCase with features like cheap local branching, convenient staging areas, and multiple workflows.

Learn Git in your browser for free with Try Git.

About
The advantages of Git compared to other source control systems.

Documentation
Command reference pages, Pro Git book content, videos and other material.

Downloads
GUI clients and binary releases for all major platforms.

Community
Get involved! Mailing list, chat, development and more.

Pro Git by Scott Chacon is available to read online for free. Dead tree versions are available on Amazon.com.
Looking at Other OSS Sites
Ideas for postgresql.org
PostgreSQL Awareness Campaigns

• Direct
  – Postgres Release Press Releases
  – PostgreSQL User Groups (PUGs)
    • Monthly meetups
    • Regional PGDays
  – Large Conferences
    • PGCon, PostgresOpen, PGConf.eu
  – PostgreSQL Magazine

• Indirect
  – Blogs
  – Social media (i.e. Twitter, LinkedIn)
Other Marketing Channels?
Growing a Local Community

- NYC PostgreSQL User Group
Growing a Local Community

• Example NYCPUG Monthly Topics:
  – What’s new in Postgres
  – What you can do in Postgres
  – Why XYZ moved to Postgres
  – Why XYZ moved away from Postgres
  – How XYZ uses Postgres
Growing a Local Community

• Understand your community
• New York
  – Business-driven needs
  – Lots of open-source users, less contributors
  – People are busy (yes this is important in software!)
  – Willingness to spend money on solutions
• Boston
  – Academically / researched focused
  – Strong startup community

• Summary: market based on your communities needs
  – Remember order of 3 reasons why people change products!
Growing a Local Community

• Know where Postgres overlaps with other technologies
  – GIS / PostGIS
  – R / statistical analysis
  – Web applications / DaaS
  – Caching + NoSQL

• Cross-promotion opportunities
Local => National => International

• Active participation in local PUGs can lead to international Postgres utilization
• Use local conferences to gain support for national / international conferences
  – PGDay NYC => PostgresOpen => PGCon
  – PGDay.fr => PGConf.eu => PGCon

(yes I know PGConf.eu is international :-) please bear with me)
Next - Measuring Marketing Success

• ...is difficult for Postgres!
• Many qualitative measures
  – Press coverage
  – Blogging
  – “Buzz”
Postgres KPIs

• “Key Performance Indicator”

• Technology:
  – reads / sec
  – writes / sec
  – Key performance benchmarks

• Difficult to define too
Postgres KPIs

• Marketing
  – Utilization
    • # downloads
    • # installations
  – Market share
    • % large enterprises (e.g. Fortune 1000) using Postgres
    • $$ managed in Postgres-backed systems
    • Conference attendance
  – Conversions
    • Rate of conversions from {Oracle, MySQL, NoSQL} => Postgres
• Support
  • Mailing list size
  • User group size
Please Help!

• We have most of these numbers available
• We do not have them aggregated in one place
Recap

• Open source community as a business
• Building Awareness
• Ease of transition down the sales funnel
• Analyze current marketing channels and how to improve
• Look at how to build local, active communities
Conclusion
Questions + Contact

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