

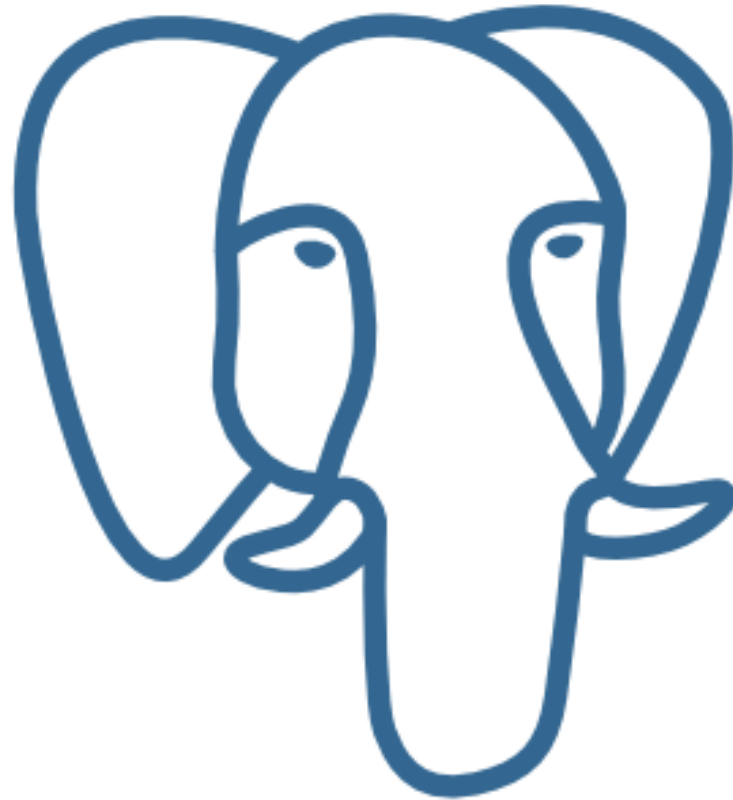
# Marketing PostgreSQL

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CTO, VenueBook  
October 25, 2012

# 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

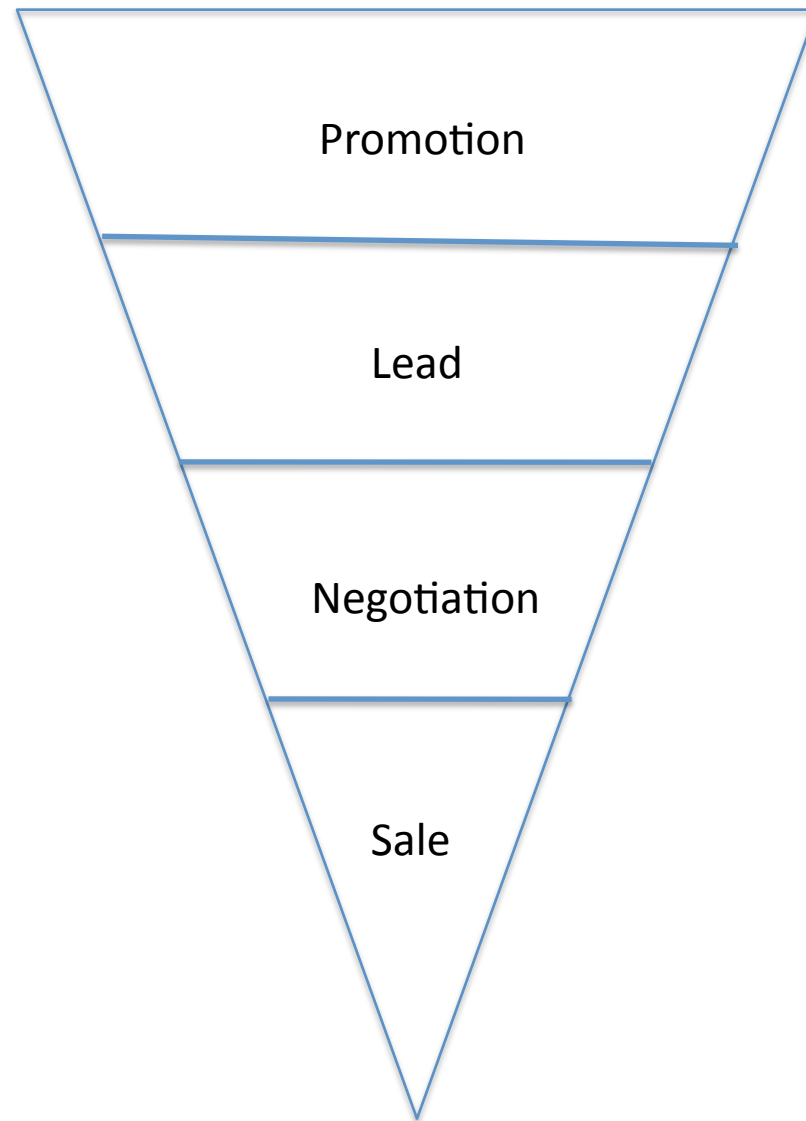
# In Summary

- 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?

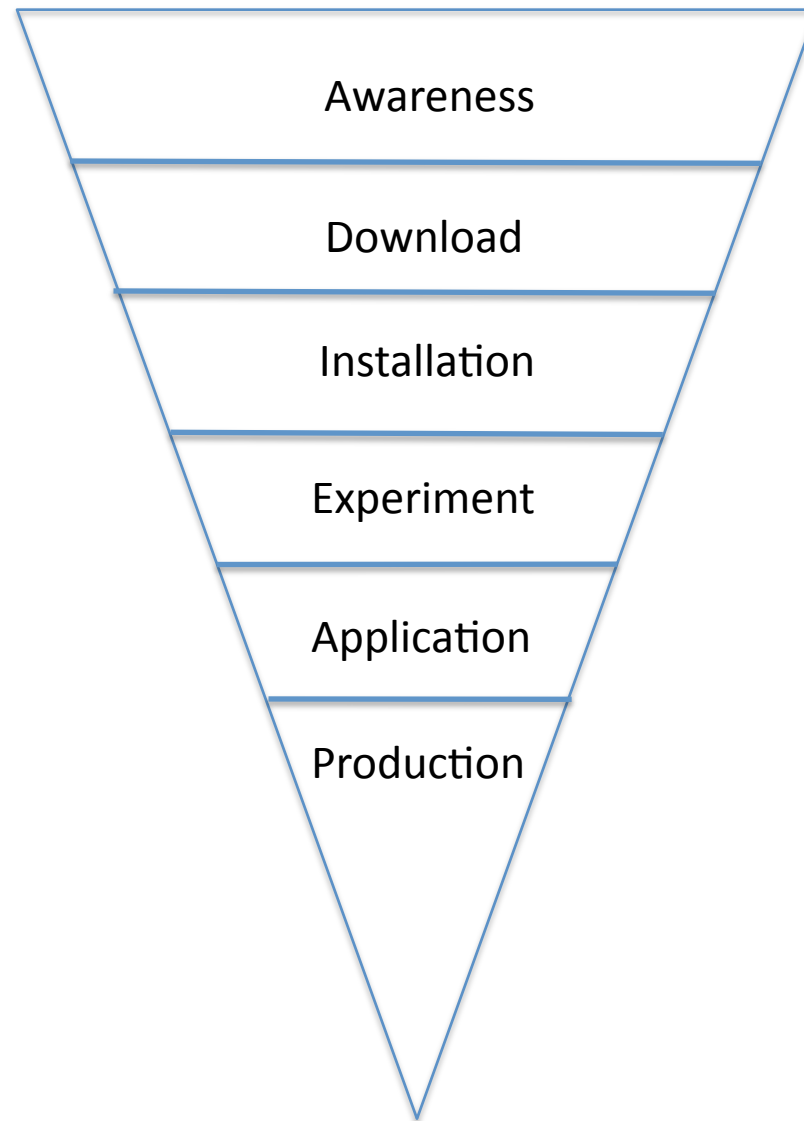
# Next – Penetrating the Market

- Know enough to develop general strategies
- How do we sell to the market?

# Typical Sales Funnel

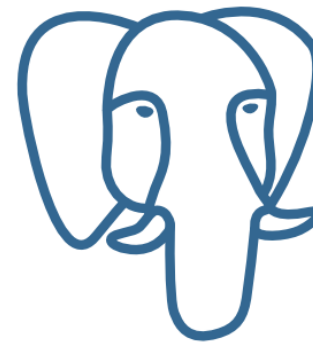
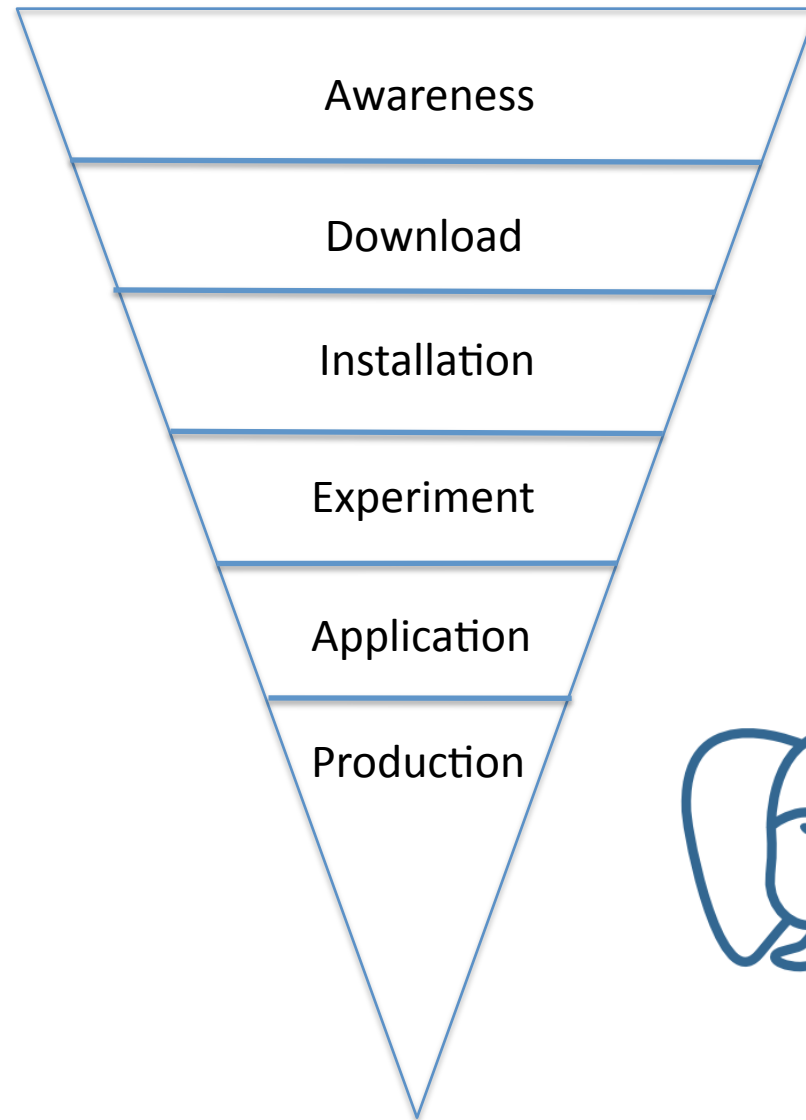


# Postgres Sales Funnel





# How We Can Help Conversions



# Expand on Awareness

- Creating awareness allows us to bring new people into the “sales funnel”

# postgresql.org

Text Size: Normal / Large | [Donate](#) | [Contact](#)



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## 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 LeapSers to track information ranging from a couple hundred thousand rows to 20+ million.

**Lindsay Snider, Founding Partner, BitLeap LLC**

- » [Case Studies](#) | [More Quotes](#) | [Featured Users](#)

## » 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](#) | [RSS](#)  
[Why should I upgrade?](#)

## » SHORTCUTS

- » [Security](#)
- » [International Sites](#)
- » [Mailing Lists](#)
- » [Wiki](#)
- » [Report a Bug](#)
- » [FAQs](#)

## » SUPPORT US

PostgreSQL is free. Please support our work by making a [donation](#).

## » LATEST NEWS

- 2012-10-22  
[Aqua Data Studio 12.0 - Big Data Performance & ETL Shell for PostgreSQL](#)
- 2012-10-17  
[pqBadger 2.1 released](#)
- 2012-10-14  
[Announcing Barman 1.1](#)
- 2012-09-24  
[PostgreSQL Updates 2012-09-24 released](#)
- 2012-09-10  
[PostgreSQL 9.2 released](#)
- » [More](#) | [Submit News](#) | [RSS](#)

## » UPCOMING EVENTS

- 2012-10-23 – 2012-10-26  
[PGConf.EU 2012](#)  
(Prague, Czech Republic)
- 2012-10-30  
[London PostgreSQL Meetup Group](#)  
(London, London, United Kingdom)
- 2012-11-13  
[PgDay Argentina 2012](#)  
(Buenos Aires, Argentina)

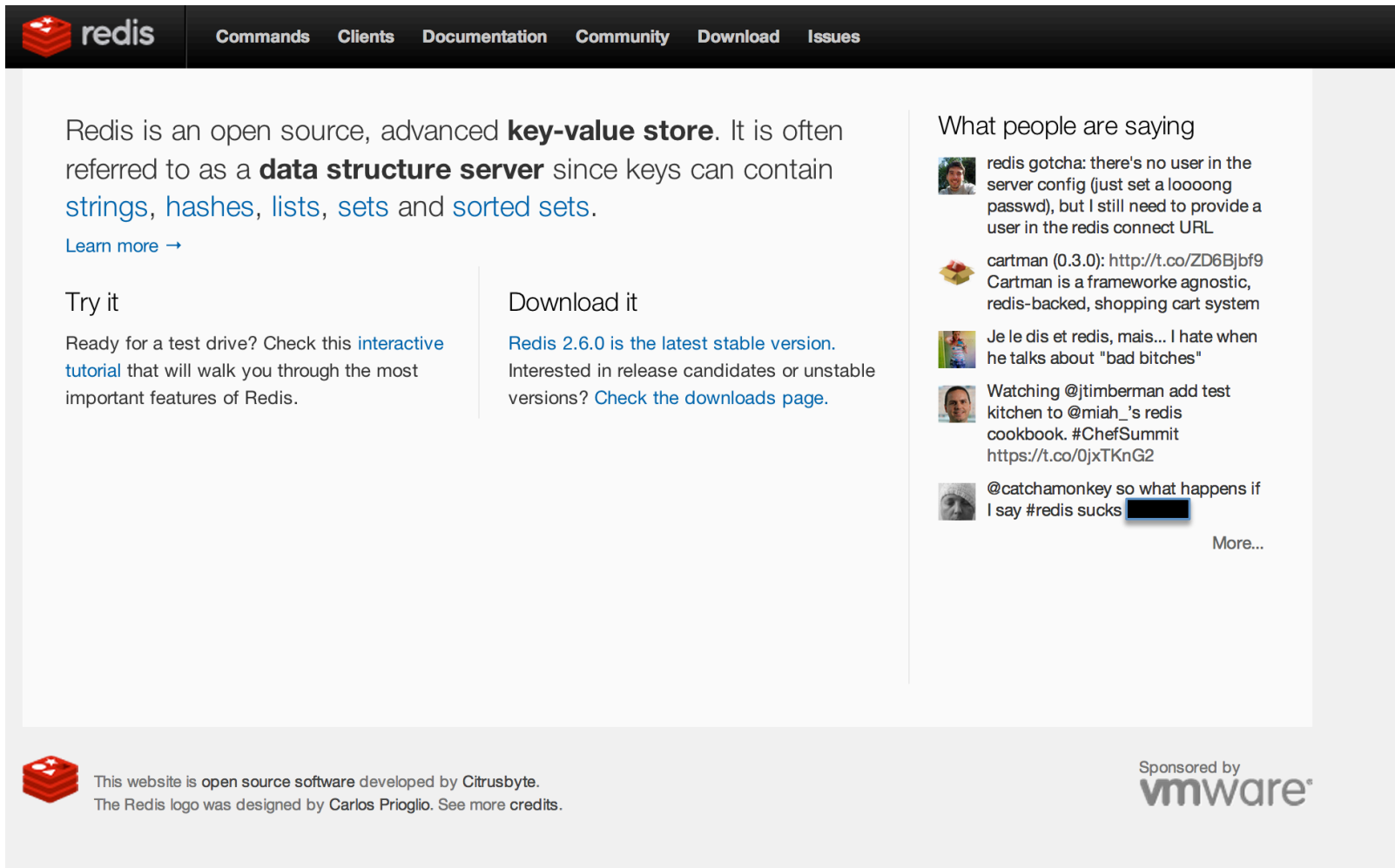
## » UPCOMING TRAINING

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 6](#)
- 2012-10-22  
[Michael Paquier: Postgres feature highlight: hstore](#)
- 2012-10-20  
[Denish Patel: An easy way to reduce outage window for PostgreSQL Upgrade!](#)
- 2012-10-20  
[Peter Geoghegan: First release of](#)

# Looking at Other OSS Sites



The screenshot shows the Redis website homepage. At the top is a dark navigation bar with the Redis logo and links for Commands, Clients, Documentation, Community, Download, and Issues. The main content area is divided into several sections: a main introductory paragraph, a 'Try it' section with a tutorial link, a 'Download it' section with a link to the latest stable version, and a 'What people are saying' section with several user comments and their profile pictures. At the bottom, there is a footer with a small Redis logo, a note about open source software development by Citrusbyte, and a VMware sponsorship logo.

 **redis**

[Commands](#) [Clients](#) [Documentation](#) [Community](#) [Download](#) [Issues](#)

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](#).

[Learn more](#) →






**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.](#)

**What people are saying**

-  redis gotcha: there's no user in the server config (just set a loooong passwd), but I still need to provide a user in the redis connect URL
-  cartman (0.3.0): <http://t.co/ZD6Bjbf9>  
Cartman is a framework agnostic, redis-backed, shopping cart system
-  Je le dis et redis, mais... I hate when he talks about "bad bitches"
-  Watching @jtimmerman add test kitchen to @miah\_'s redis cookbook. #ChefSummit <https://t.co/0jxTKnG2>
-  @catchamonkey so what happens if I say #redis sucks [REDACTED]

[More...](#)

 This website is **open source software** developed by Citrusbyte.  
The Redis logo was designed by Carlos Prioglio. See more credits.

Sponsored by 

# Looking at Other OSS Sites

 search

[Advanced Search](#)

- ABOUT >>
- NEWS >>
- DOCUMENTATION >>
- DOWNLOAD >>
- 下載 >>
- COMMUNITY >>
- FOUNDATION >>
- CORE DEVELOPMENT >>

## Help

### Package Index

#### Quick Links (2.7.3)

- » Documentation
- » Windows Installer
- » Source Distribution

#### Quick Links (3.3.0)

- » Documentation
- » Windows Installer
- » Source Distribution

#### Python Jobs

#### Python Merchandise

#### Python Wiki

#### Python Insider Blog

#### Python 2 or 3?

#### Help Maintain Website

#### Help Fund Python



## 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 2.7.9 released

### Python 3 Poll

I wish there was Python 3 support in

(enter PyPI package name)

### Build documentation with Python...

**Case Study 02**  
PowerShield Protects Photovoltaic Modules that Convert Sunlight into Electricity for up to 25 Years

**Honeywell Sees Bright Future in Banking Solar Power**

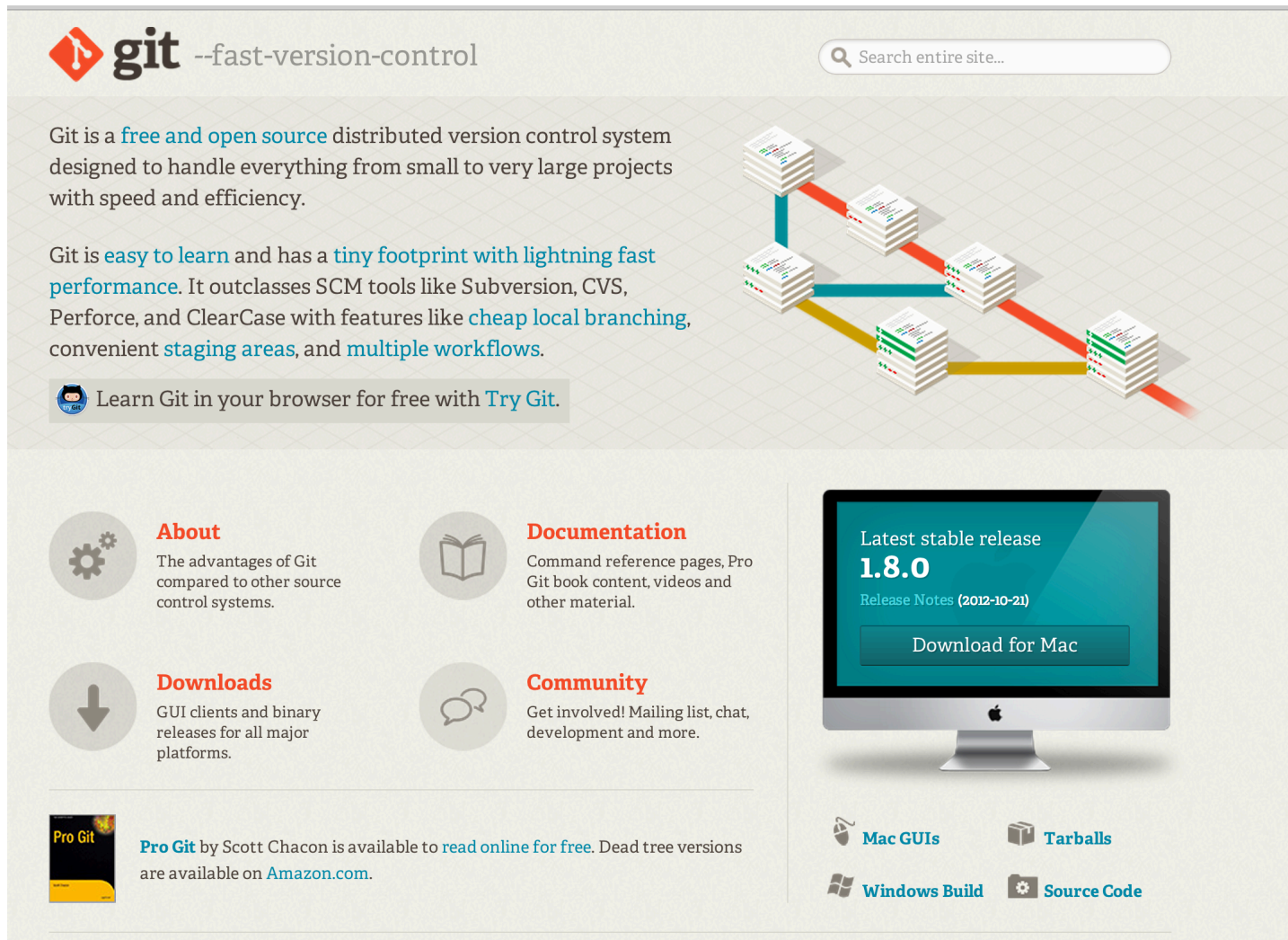
... joining users such as [Rackspace](#), [Industrial Light and Magic](#), [AstraZeneca](#), [Honeywell](#), and many others.

### What they are saying...

**RealEstateAgent.com:**

"Python in conjunction with PHP has repeatedly allowed us to develop fast and proficient applications that permit [Real Estate Agent .com](#) to operate with minimal resources. Python is a critical part of our

# Looking at Other OSS Sites



The screenshot shows the Git website homepage. At the top left is the Git logo and the tagline "--fast-version-control". To the right is a search bar with the text "Search entire site...". Below the logo is a paragraph describing Git as a free and open source distributed version control system. To the right of this text is a diagram showing a network of nodes (stacks of papers) connected by colored lines (red, blue, yellow). Below the description is another paragraph highlighting Git's ease of learning and performance. At the bottom left of the main content area is a "Try Git" button. The bottom section of the page is divided into four columns: "About", "Documentation", "Downloads", and "Community", each with an icon and a brief description. On the right side of the bottom section is a large image of a computer monitor displaying the "Latest stable release 1.8.0" and a "Download for Mac" button. Below the monitor are four icons with labels: "Mac GUIs", "Tarballs", "Windows Build", and "Source Code".

**git** --fast-version-control

Search entire site...

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](#).

Latest stable release  
**1.8.0**  
[Release Notes \(2012-10-21\)](#)  
[Download for Mac](#)

**Mac GUIs** **Tarballs**  
**Windows Build** **Source Code**

# Looking at Other OSS Sites

## Companies & Projects Using Git

Google

facebook

Microsoft

twitter

LinkedIn

NETFLIX



PostgreSQL



This open sourced site is hosted on GitHub.  
Patches, suggestions, and comments are welcome.

Git is a member of the Software Freedom Conservancy

# Ideas for postgresql.org



# PostgreSQL Awareness Campaigns

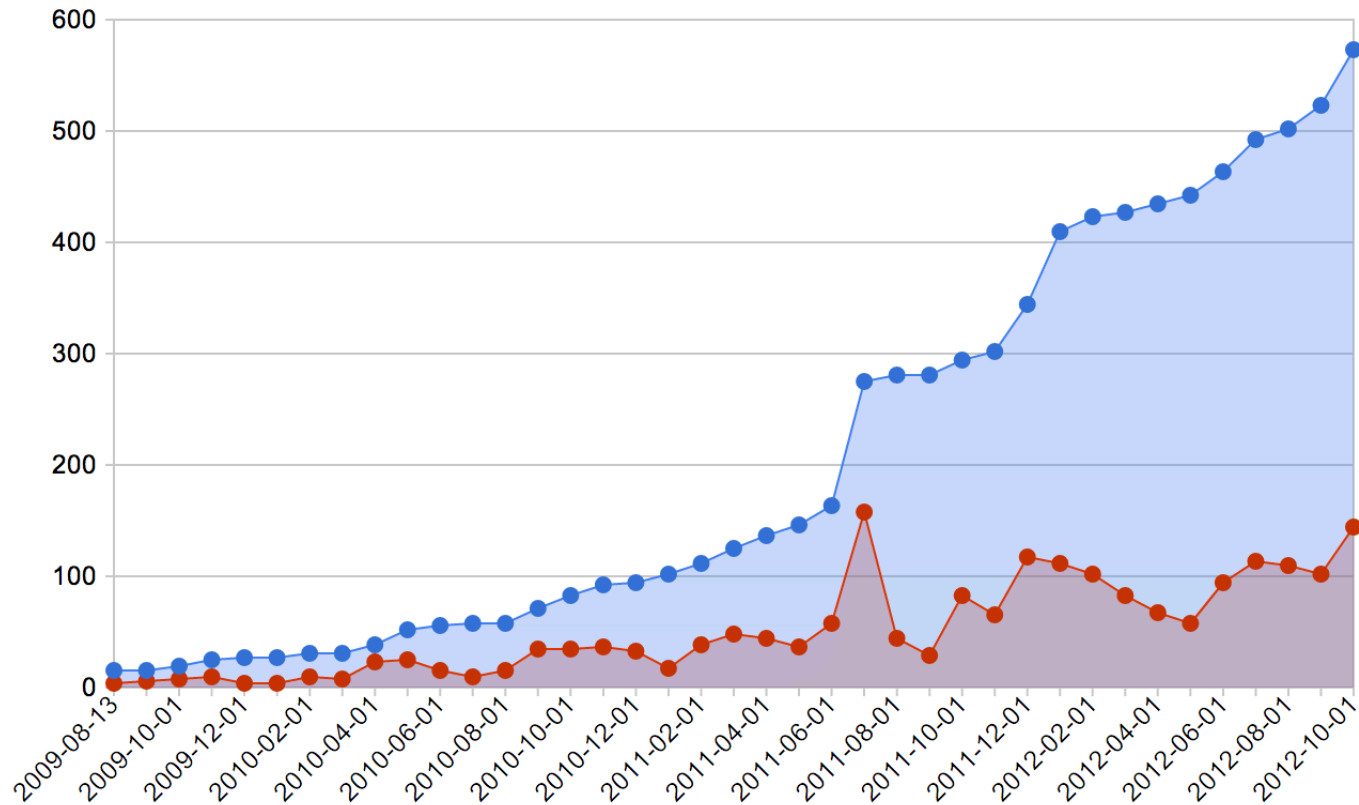
- Direct
  - Postgres Release Press Releases
  - PostgreSQL User Groups (PUGs)
    - Monthly meetups
    - Regional PGDays
  - Large Conferences
    - PGCon, PostgresOpen, PGConf.eu
  - PostgreSQL Magazine
- Indirect
  - Blogs
  - Social media (i.e. Twitter, LinkedIn)

# Other Marketing Channels?

# Growing a Local Community

- NYC PostgreSQL User Group

**Total and Active Members**



# 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

- Jonathan S. Katz
- [jonathan@venuebook.com](mailto:jonathan@venuebook.com)
- @jkatz05