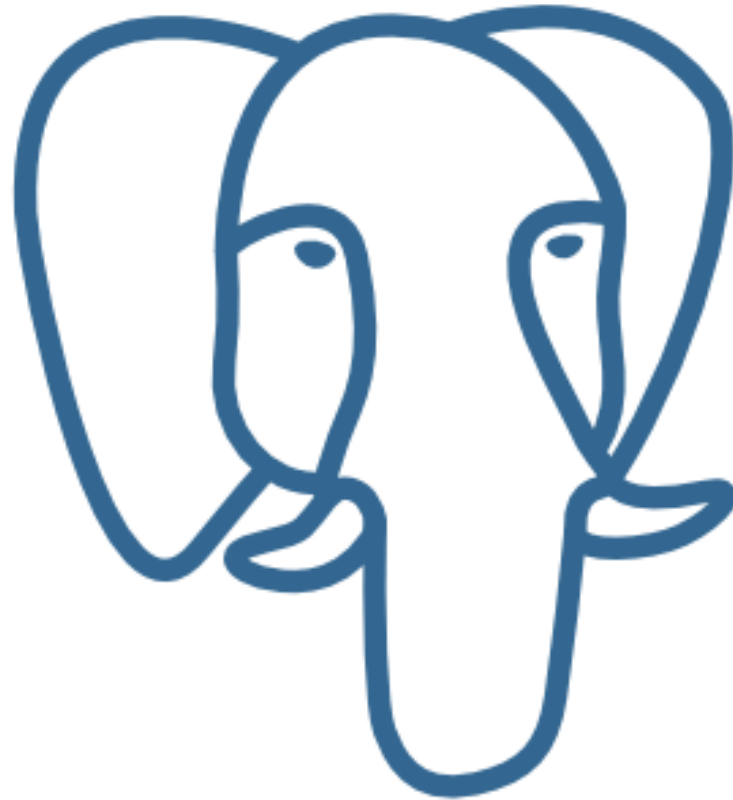# Marketing PostgreSQL

Jonathan S. Katz

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

Awareness

Download

Installation

Experiment

Application

Production
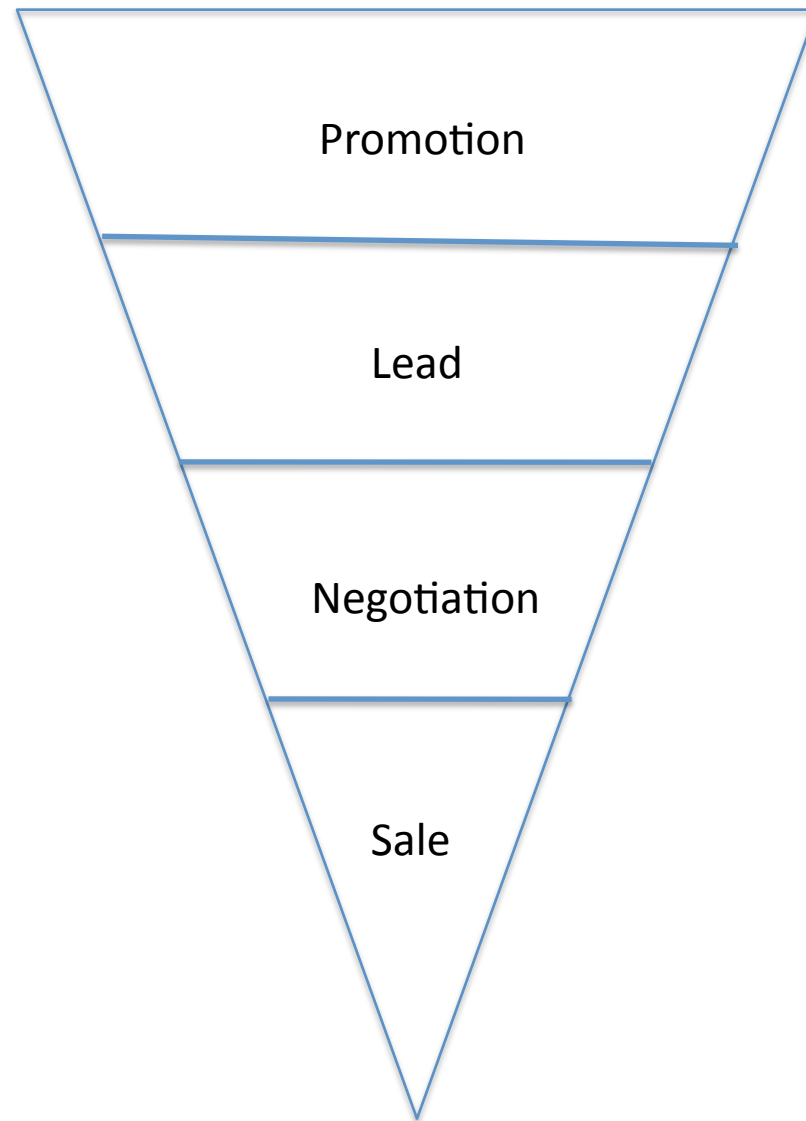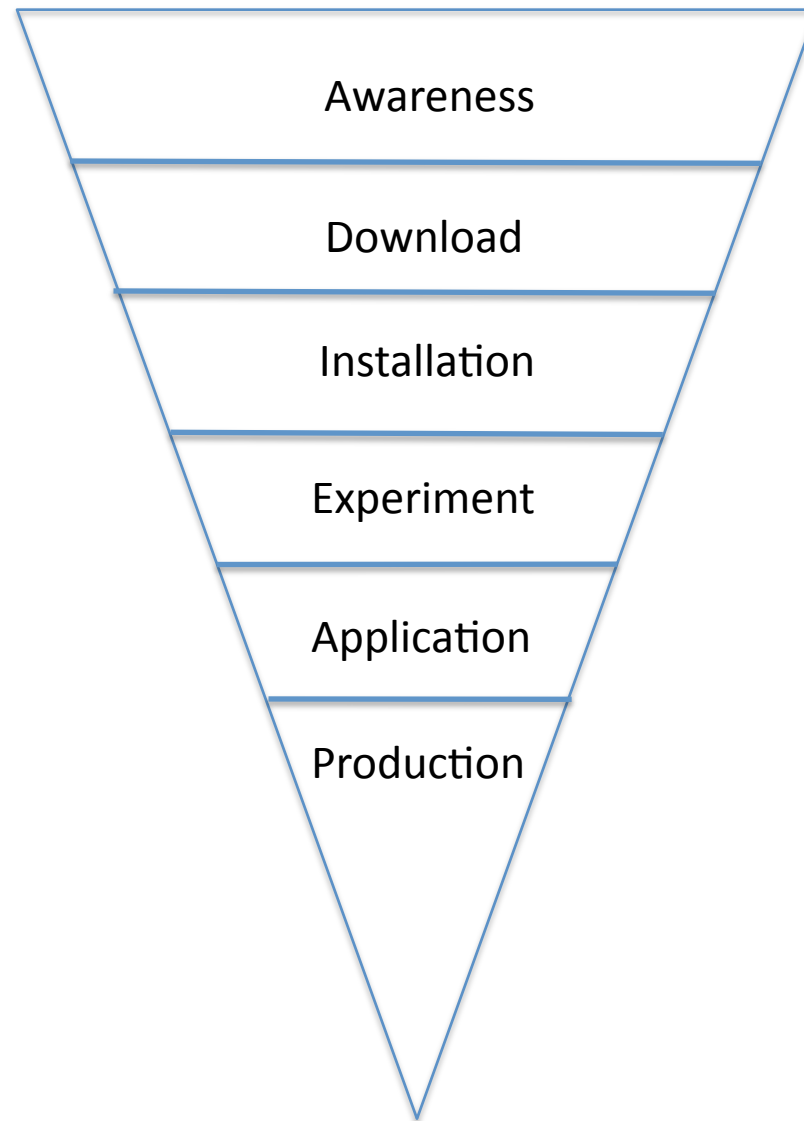
How We Can Help Conversions

Awareness

Download

Installation

Experiment

Application

Production
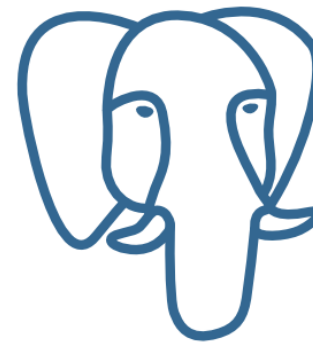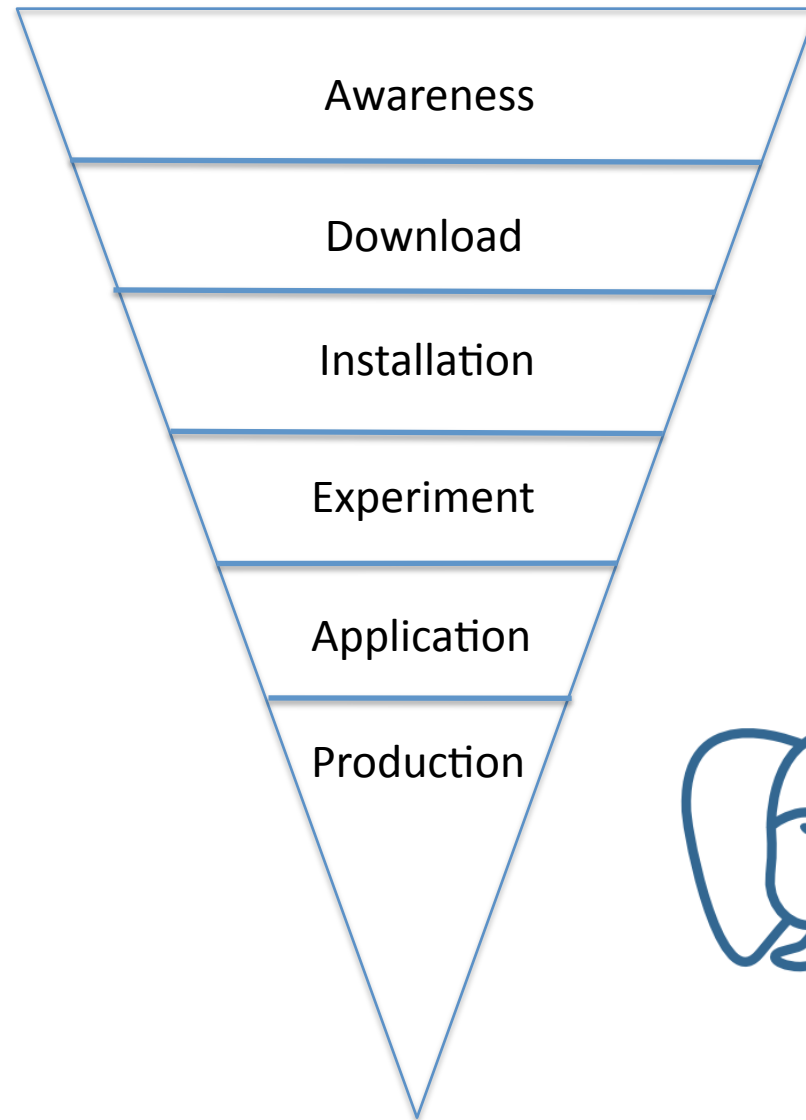
Expand on Awareness

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

postgresql.org

Looking at Other OSS Sites

Looking at Other OSS Sites

python™

search

Advanced Search

ABOUT »
NEWS »
DOCUMENTATION »
DOWNLOAD »
下载 »
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

PayPal DONATE or VISA

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 inagural 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**

Python 3 Poll

I wish there was Python 3 support in

(enter PyPI package name)

Vote Results

Build documentation with Python...

Honeywell
HOME | ABOUT US | INDUSTRIES & TECHNOLOGY | NEWS & EVENTS | INVESTOR
Case Study 02
PowerShield Protects Photovoltaic Modules that Convert Sunlight into Electricity for up
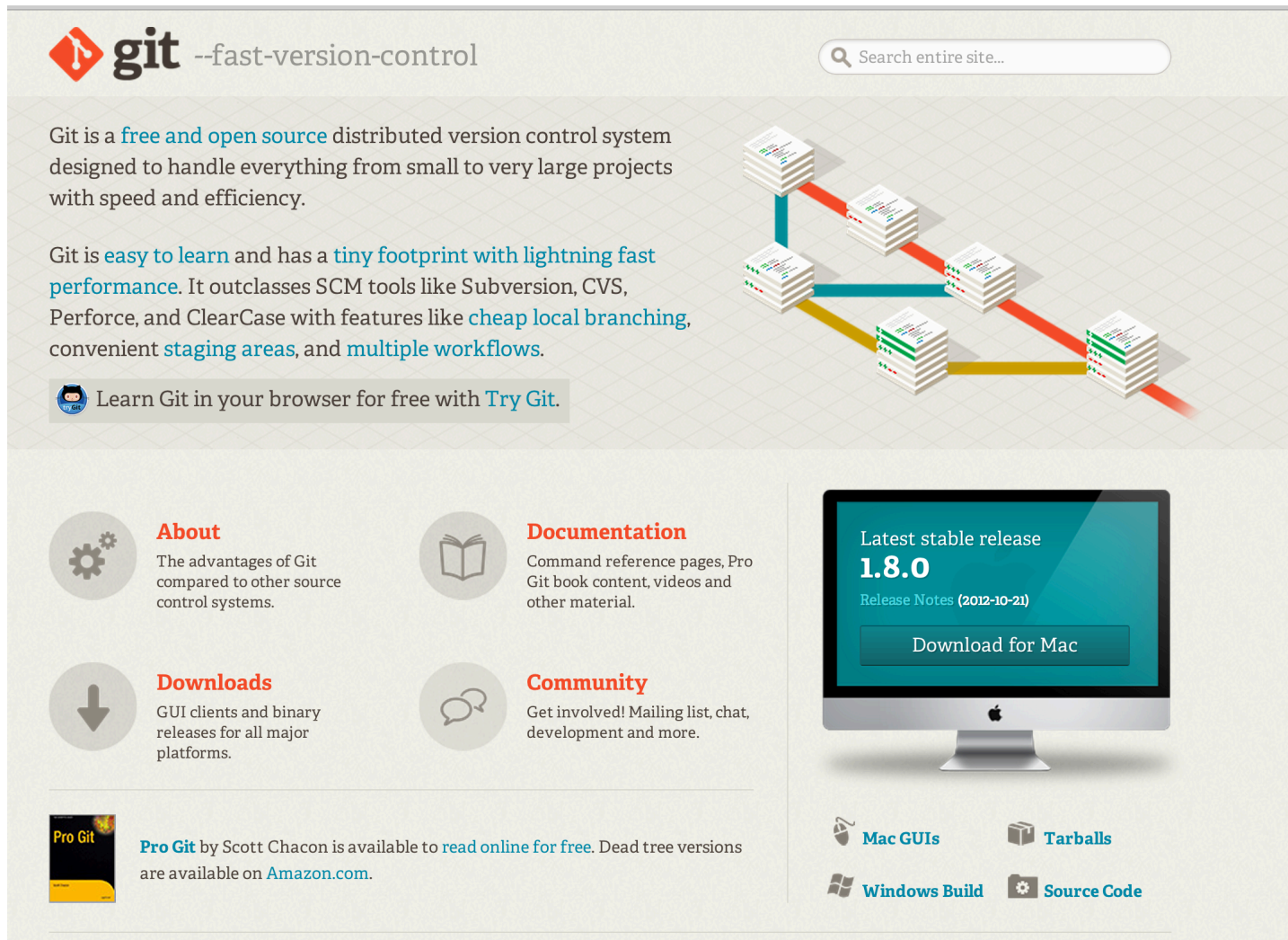
... joining users such as
Rackspace, Industrial Light and Magic, AstraZeneca, Honeywell, and many others.

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

Looking at Other OSS Sites

Companies & Projects Using Git

Google   facebook   Microsoft   twitter   Linked in   NETFLIX   PostgreSQL

ANDROID   RAILS   Qt   GNOME   eclipse   K   X

</> 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
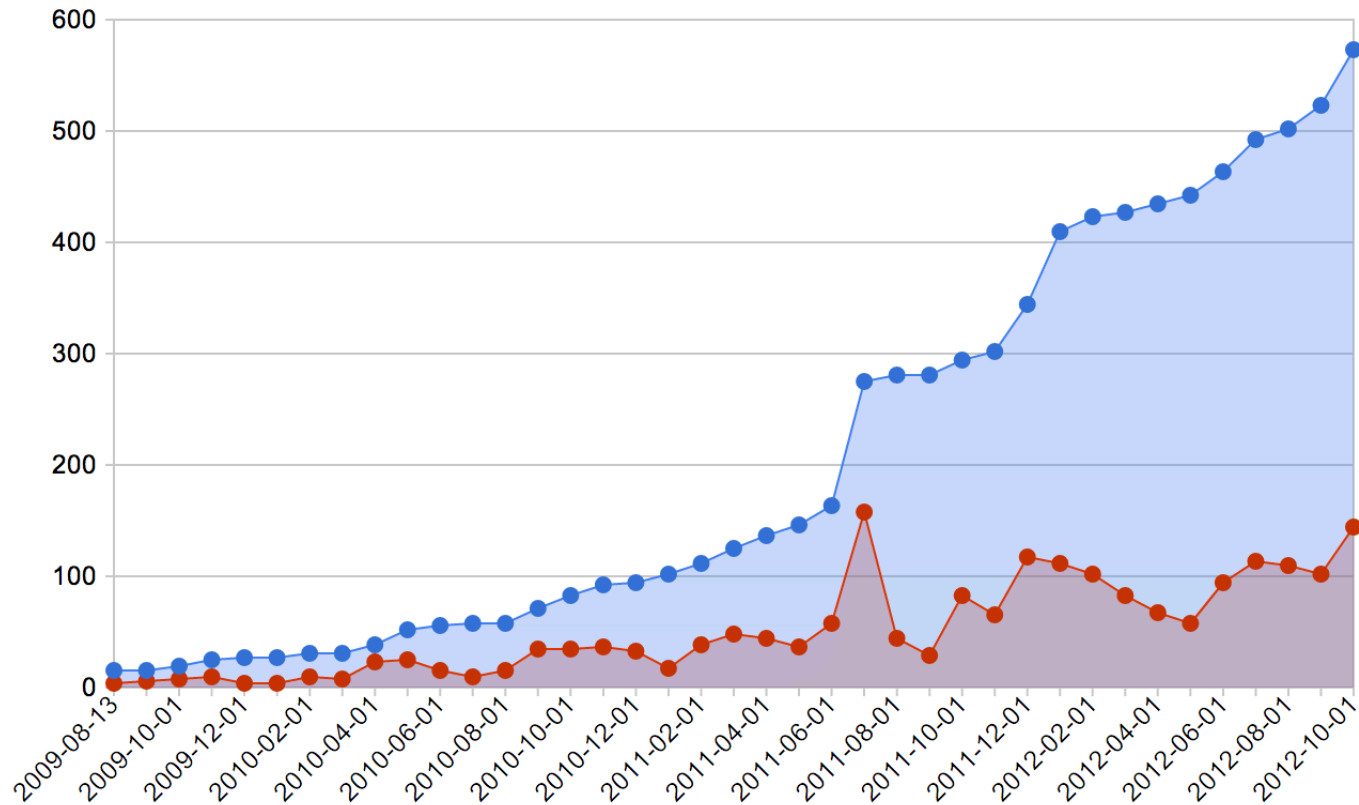
Growing a Local Community

- 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 attendence
  - 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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- @jkatz05