BUILDING AN OPEN COMMUNITY
FEEDBACK FROM THE M2M TRENCHES

BENJAMIN CABÉ – ECLIPSECON 2013
M2M?

(MACHINE-TO-MACHINE)
TECHNOLOGY THAT SUPPORTS WIRED OR WIRELESS COMMUNICATION BETWEEN DEVICES
50 BILLION DEVICES BY 2020
COMPLEXITY
LOCK-IN
ECLIPSE M2M INDUSTRY WORKING GROUP
TOOLS (KONEKI)
FRAMEWORKS (MIHINI)
PROTOCOLS (PAHO)
CREATED IN OCTOBER 2011
FIRST SUCCESSES LATE 2012
HOW?
WORK ON YOUR VISION
FOR US, IT'S AS SIMPLE AS:

- Third Party Ecosystem
  - Open M2M communication protocols
  - Open M2M application framework and runtimes
  - Open M2M development tools

- Internet of Things
LOWER THE BARRIER
YOUR WEBSITE MUST TELL...
WHAT YOUR PROJECT IS ABOUT
HOW TO TRY STUFF
HOW TO CONTACT YOU

http://m2m.eclipse.org
ENGAGE YOUR COMMUNITY
CHERISH YOUR EARLY ADOPTERS
HAVE TANGIBLE DEMOS
REACH OUT TO OTHER COMMUNITIES
DEVELOPER CONFERENCES
TRADESHOWS
SLIDESHARE
SHARE YOUR SLIDES
MONITOR WHO FAVORITES, DOWNLOADS THEM
TWITTER + YOUR READER OF CHOICE

MONITOR HASHTAGS RELATED TO YOUR PROJECT(S)

ENGAGE PEOPLE (ESPECIALLY COMPLAiners!)
YOUTUBE
Screencasts
Live Demos
Channel to Aggregate Content

M2MIWG Channel on YouTube
STACK OVERFLOW

ANSWER QUESTIONS, EVEN VERY OLD ONES

LOOK FOR EXISTING ANSWERS THAT NEED TO BE COMPLEMENTED
GITHUB

MONITOR FORKS OF YOUR PROJECTS

LOOK FOR PEOPLE USING YOUR TECHNOLOGY
GOOGLE ALERTS
GOOGLE ALERTS
DISCOVER WHO TALKS ABOUT YOU (ALMOST) IMMEDIATELY
IFTTT
AUTOMATE YOUR MONITORING TASKS
Google Analytics
GOOGLE ANALYTICS
TRACK YOUR REFERRALS
ANALYSE THE SEARCH QUERIES
LINKEDIN
MONITOR GROUPS
POST NEWS, RELAY BLOG POSTS
GET YOUR MANAGEMENT ON BOARD
# OF VISITORS ON YOUR PROJECT'S WEBSITE
IN A NUTSHELL
ENGAGE
BE VERY PUBLIC
GET YOUR MANAGEMENT BUY-IN ASAP
THANKS!

@KARTBEN

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