

# 2014 Xen Project Community Plan for Advisory Board

End of Year Update (Provisional), 12/12/2014

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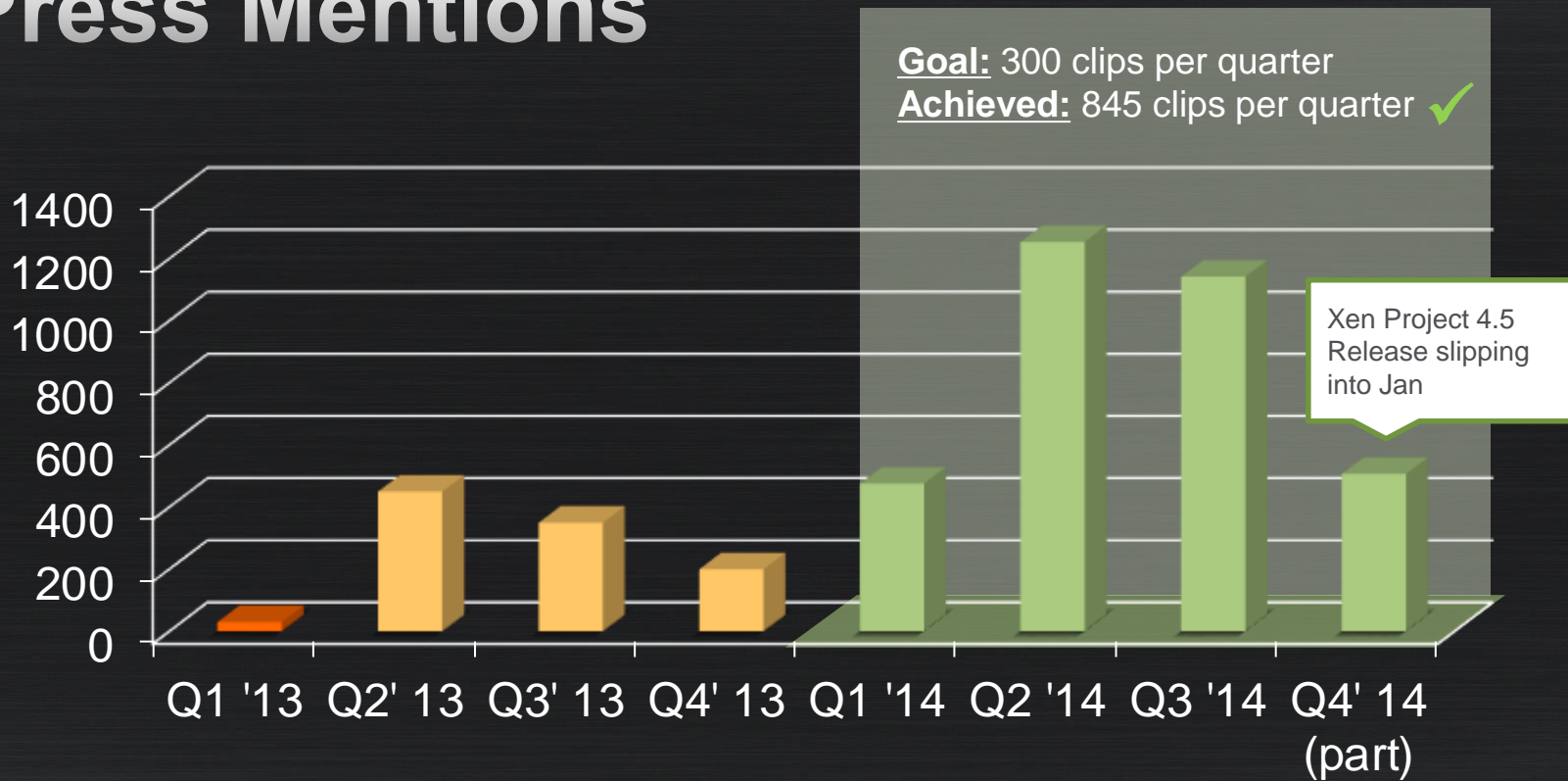
# Goal: Sustain Industry Awareness ✓

- Secure funding for an AR/PR resource within the Linux Foundation ✓
- Work with Sarah to articulate a compelling vision for the Future ✓  
(AR and PR Working Group)
- Continue to deliver good talks at industry events ✓
- Expand coverage by Xen Project on Linux.com (1 story per month) ✗

## Measuring Success:

- On average 300 media clips per quarter related to Xen ✓
- At least one major press release per quarter (didn't have one in Q4) ✓
- Increase social media footprint and website traffic for the Xen Project ✓

# Press Mentions



# Other Activities

- Analyst meetings
  - Redmonk with Stephen O’Grady in Dec
- Xen Project Video Clips
  - Finalized and ready to roll out

# Grow Contributions by 10% ✓

(Hypervisor only)

- Improve on-boarding of AB members who want to contribute ✓
- Identify selected potential contributors and actively work with them ✓
- Design or participate in programs to increase the Xen talent pool (GSoC, OPW, Linux Foundation Program) : 8 interns & students ✓
- Community events: Hackathons and Summits ✓

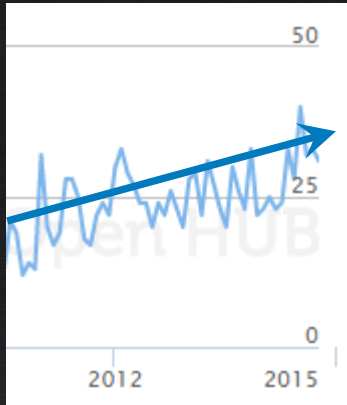
Partly caused by growing review times and bottlenecks  
Partly caused by slippage of 4.5 release (and longer than expected freeze window)

## Measuring Success:

- Increase number of code contributors from 114 to 125: 118 ✗
- Monthly commits from an average of 155/month to 170/month : 189/month ✓
- Grow xen-devel traffic to more than 4000 conversations/month : 3700 ✗

# Hypervisor Figures

- 4.5 Major features : 43+22\* (4.4 had 24 features, 4.3 had 12 features)
- Features panned for 4.5 which were **deferred (not yet in master) : 33+15\***
- Monthly contributors (authors) – indicator for more diversity



The majority have been posted for review  
18 of 48 have not been posted for review

Recent action taken  
Develop & roll out contributor training  
Features from many newcomers didn't make it

- Contribution **backlog is increasing**, while capacity to take changes in is static



# Other sub-projects & Totals

## Mirage OS

- Commits up from 1896 to 2579 (+36%)
- Authors up from 17 to 38 (+123%)

## XAPI

- Commits down from 3926 to 2081 (-47%)
- Authors up from 50 to 52 (+4%)
- Shift of activity from XAPI to XenServer.org (+16%, +29%)

No data yet on Automotive and PV Drivers

More Xen Project related activity in libvirt and CentOS (more likely in future)

## Total (all sub-projects)

- Can't validly compare commit sizes across projects (different average sizes)
- Authors up from 181 to 208 (+15%) ✓

On balance, we can probably count this objective as achieved

# Goal: Deliver Value to Advisory Board Members ✓

- Agree Strategy for Independently Hosted Test Framework ✓
- Deliver Test Framework (looks as if we will have most HW in place) ✓
  - BUT: switch-over to be fully operational at best end of Jan ✗
- Agree AR/PR Strategy and compelling “Vision for the Future”

## Measuring Success:

- Deliver objectives: 3/5 + 1 partly ✓
- Sign up 4 new AB members in 2014: 3 new members ✗
- Increase active Engagement by AB Vendors in 2014 ✓








# Outcomes: Deliver Value to AB Members



## Measuring Success:

- Deliver objectives ✓
  - Making reasonable progress on most objectives AB members care about
  - We are set to achieve (3 out of 5), with some progress on 1
  - Slow-down in H2, due to underestimating the effort involved in some
- Sign up 4 new AB members in 2014 ✗
  - ARM (2013/14), Rackspace (2013), Cavium (2013)
  - Likely: GlobalLogic (not before 2014), Applied Micro (ongoing), Alibaba (maybe)
  - Dropouts: Calxeda, Samsung
- Increase active Engagement by AB Vendors in 2014 ✓
  - More talks, some sponsorship, more shared leadership
  - **Need to become more strategic, less operational in 2015**




# Goal: Expand Involvement of User Community

- Get a clearer understanding of the needs of selected users   
(identify 2 key market segments: OpenStack, VMWare users)
- Produce a series of How-To content (with a “why Xen” angle) 
- Improve the on-ramp experience for new users of Xen  
- Begin creation of an up-to-date Xen Project technical reference book 




## Measuring Success:

- Increase traffic to Xen Project websites as indicator by 25% 
- Track market share in identified market segments 

# Grow eco-system directory to demonstrate Momentum

- Sign up 150+ vendors to eco-system Directory   
(Needs a Proactive Program)
- Work with AB members to sign up their partners where appropriate 
- Identify key eco-system vendors for case studies 

## Measuring Success:

- 150+ additional vendors in eco-system Directory 
- 6+ vendor submitted case studies 
- Sponsorships of Xen events by eco-system directory vendors 

# Issues that need resolving

- Underestimated impact of getting Sarah on board ✓  
(didn't plan for time needed to get Sarah up-to-speed)
- Lars is increasingly becoming a bottleneck ✓  
(everyone always looks to me for leadership on any issue)  
(many unexpected things where I underestimated effort, e.g. test infra, training, ...)  
(Linux Foundation Operations is still an issue)
- Measuring success in market segments is becoming increasingly hard  
(no direct way to measure usage – where it was possible it now is not, e.g. Debian)

## Areas where we made progress:

- Messaging and understanding of target market segments
- Better understanding of on-ramp experience for new users of Xen

# 2014 Accomplishment / Disappointments

## Accomplishments

- Further growth in Xen Project awareness and media attention
- Growth of Developer Community
  - Although we have not achieved goals on all metrics, we made good progress
- Growth of site traffic and social media (55% and 40%)
- More balanced engagement by vendors and AB
- More community engagement

## Disappointments

- Test Framework Migration behind (expected to be operational Feb 2015)
- Automotive Initiative Initial Contribution stalled
- User Engagement and Ecosystem activities are behind
- Not enough bandwidth to focus on user engagement and ecosystem
- Structural weaknesses: OEMs, Distros on AB, **OpenStack (dropped to #5)**