

2014 Xen Project Community Plan for Advisory Board

H1 2014 Update

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2014 H1 Accomplishment / Disappointments

Accomplishments

- Further growth in Xen Project awareness and media attention
- Growth of Developer Community (# of commits 30%, companies 20%, developers 8%, despite review bottlenecks)
- Growth of site traffic and social media (47% and 30%)
- More balanced engagement by vendors and AB
- More community engagement

Disappointments

- Test Framework Migration slightly behind (expect concrete proposal for Aug board meeting)
- User Engagement and Ecosystem activities are behind
- Administrative tasks eat > 25% of my team's bandwidth
- Not enough bandwidth to focus on user engagement and ecosystem
- Structural weaknesses: OEMs and Distros on AB

Goal: Sustain Industry Awareness

- Secure funding for an AR/PR resource within the Linux Foundation ✓
- Work with said resource 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
- Increase social media footprint and website traffic for the Xen Project

Outcomes: Sustain Industry Awareness ✓

- On average 300 media clips per quarter related to Xen ✓
 - Q1: 534 – this the highest we ever had, even higher than in Q2 2013
 - Q2: 1254
- At least one major press release per quarter ✓
 - 4 press releases released by the project
 - 2 Linux Foundation membership press releases (Verizon, Rackspace)
- Increase social media footprint and website traffic for the Xen Project ✓
 - Social Media: growth of 47% (from 8.4K followers to 12.5 aggregated)
 - Website (Wiki as proxy): growth of 30% to an average of 380K per month
- Expand coverage by Xen Project on Linux.com ✗
 - Simply not enough time and bandwidth

Goal: Grow Developer Community by 10% ✓

- 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) ✓
- Community events: Hackathons and Summits ✓

Measuring Success:

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

Outcomes: Grow Developer Community by 10% ✓

Success Metrics: Hypervisor only (excluding PVOPS), master branch only

- Increase number of code contributors from 114* to 125
 - H1 2012 – H2 2013: 97 developers, 30 employers
 - H1 2013 – H2 2014: 105 developers, 36 employers – **up 8% and 20%**
 - **BUT we have bottlenecks: e.g. Remus (Fujitsu), OPW/GSoC, and many more are not yet included**
- Monthly commits from an average of 155/month to 170/month
 - H1 2012 – H2 2013: 1824 changes (152/month)
 - H1 2013 – H2 2014: 2395 changes (199/month) – **up 31%**
- Grow xen-devel traffic to more than 4000 conversations/month
 - H1 2012 – H2 2013: 30260 messages (2521/month)
 - H1 2013 – H2 2014: 41139 changes (3525/month) – **up 40 %**
 - **Consistently hit > 4000 messages in normal months (excluding Xmas, Feb, Xen Project Events)**

*) Includes PVOPS, Hypervisor, Mirage OS and XAPI and did not remove all duplicates

Goal: Deliver Value to Advisory Board Members

- Agree Strategy for Independently Hosted Test Framework ✓
- Deliver Test Framework H2
- Agree AR/PR Strategy and compelling “Vision for the Future” H2

Measuring Success:



- Deliver objectives ✓
- Sign up 4 new AB members in 2014 ✓
- Increase active Engagement by AB Vendors in 2014 ✓

Outcomes: Deliver Value to AB Members



Measuring Success:

- Deliver objectives
 - Making exceptional progress on most objectives AB members care about
 - We are set to achieve (4 out of 5)
- Sign up 4 new AB members in 2014
 - ARM (2013/14), Rackspace (2013), Cavium (2013)
 - Likely: GlobalLogic, Applied Micro, Qualcomm
 - Dropouts: Calxeda, Samsung
- Increase active Engagement by AB Vendors in 2014
 - More talks, some sponsorship, more shared leadership

Goal: Expand Involvement of User Community

- Get a clearer understanding of the needs of selected users 
(identify 2 key market segments)
- Produce a series of How-To content (with a “why Xen” angle) 
- Improve the on-ramp experience for new users of Xen **H2**
- Begin creation of an up-to-date Xen Project technical reference book **H2**

Measuring Success:

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




Issues that need resolving

- Underestimated impact of getting Sarah on board ✓
(didn't plan for time needed to get Sarah up-to-speed)
- CentOS SIG moving more slowly than hoped
(mainly due to issues in CentOS core team and getting infrastructure up and running)
- 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

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

- Spent much time on unplanned and unexpected activities, e.g.
 - Huge influx of website security issues
 - Website improvements to help automate some of what is needed
- Administrative Tasks took **much more time** than expected
 - Helping establish new subprojects (infrastructure)
 - GSoC and OPW
 - Help get Test Infrastructure WG off the ground
 - Events, signing up event sponsors, event promotion, etc. – services that I assumed the Linux Foundation would provide are only covered if the project employs a program manager (which we don't)
- Fundamentally a bandwidth issue
(Chose to reduce priority of this task)