2014 Xen Project Community Plan
for Advisory Board

Draft

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2013 Accomplishment / Disappointments

Accomplishments

- Xen Project Launch at the Linux Foundation

- Huge increase in Xen Project awareness and attention as reported by the media

- Growth of Developer Community
(most xen-devel activity ever, contributor growth by 9%, # of commits flat as of today)

- Increase of Innovation in the Community
(e.g. PVH, Security, Android, Networking, Automotive, Embedded, Graphics)

- Increase of Xen market share
(e.g. OpenStack. CentOS, Debian)

Disappointments

- User traffic to Xen Project web real estate declined marginally
(SEO issues due to migration, fragmentation)

- Advisory Board Initiatives not yet up and running

- Evangelism and Xen Project marketing is still primarily a Citrix activity

- Not enough bandwidth to focus on user engagement and ecosystem

FY13 Goal, Strategy & Initiatives

Top level goal not clearly defined

Defined a few tactical goals

Maintain and increase momentum around the Xen Project in the industry.

Increase upstream Xen Hypervisor quality including quality

Nurture the Xen Project development community and grow the Xen talent pool

FY14 Goal, Strategy & Initiatives

There are other more AB centric options

Secure the long term success of the Xen Project eco-system

Drive momentum of Xen Project and its sub-projects [Hypervisor, XAPI, Mirage OS]

Sustain Industry Awareness of Xen Project

Expand Direct Involvement of User Community with Xen Project

Grow eco-system directory to demonstrate Momentum

Grow Developer Community by 10%

Deliver Value to Xen Project Advisory Board Members

Sustain Industry Awareness of Xen Project

- 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

Expand Direct 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

- Begin creation of an up-to-date Xen Project technical reference book

<u>Measuring Success:</u>

- 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

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

Deliver Value to Advisory Board Members

- Agree Strategy for Independently Hosted Test Framework

- Deliver Test Framework

- Agree AR/PR Strategy and compelling "Vision for the Future"

<u>Measuring Success:</u>

- Deliver objectives

- Sign up 4 new AB members in 2014

- Increase active Engagement by AB Vendors in 2014

Allocation of Resources

Goal	Primary AB Initiatives and Required Input	Required 2014 Xen Project Program budget
#1 Sustain Industry Awareness of Xen Project	• AR/PR resource within the Linux Foundation • Input from AR/PR WG to help articulate a compelling vision for the Future of the Xen Project	$100K per year for AR/PR Proposal
#2 Expand Direct Involvement of User Community	• Contributions and market intelligence from AR/PR WG	
#3 Grow eco-system directory to demonstrate Momentum	• Contributions and introductions via AB members (other options: non-governing memberships – just a listing)	
#4 Grow Developer Community by 10%	• Design or participate in programs to increase the Xen talent pool (GSoC, OPW, …) • Linux Foundation is designing a LF program that may be suitable	Funds for OPW and similar programs (suggest to cap at $40K per year) Suggest to slush fund of $20K for developer events
#5 Deliver Value to Advisory Board Members	• Test Framework WG • AR/PR WG • Communication & Relationships (Lars)	Operational cost of running and staffing the Test Framework is open

Red = unknown   Orange=unsecured