

**MARKETING TEAM**

**4 YEARS LATER**

Diego Ruiz

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Lyon 2019

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**01**

**ABOUT ME**



## WHO AM I?

- Colombian, living in Germany
- Systems engineer degree in Colombia
- MBA title in the Netherlands
  - Thesis: Marketing an open source project
- Senior consultant at BX Service GmbH



# MARKETING PRESENTATION

Held in Lyon, 2019. Where it all started



## **DIEGO RUIZ**

Leader and Core Team developer



## **EUGENE BARG**

End user and top donor



## **CHUCK BOECKING**

Educator and Implementor



## **CARLOS RUIZ**

Co-Founder

# **MARKETING COMMITTEE**

# GOALS



## GOAL 1

Improve iDempiere's brand and attractiveness

## GOAL 2

Improve transparency and communication

## GOAL 3

Community development

## GOAL 4

Increase Makers → Decrease Takers

# GOALS

## GOAL 5

Community generated marketing

## GOAL 6

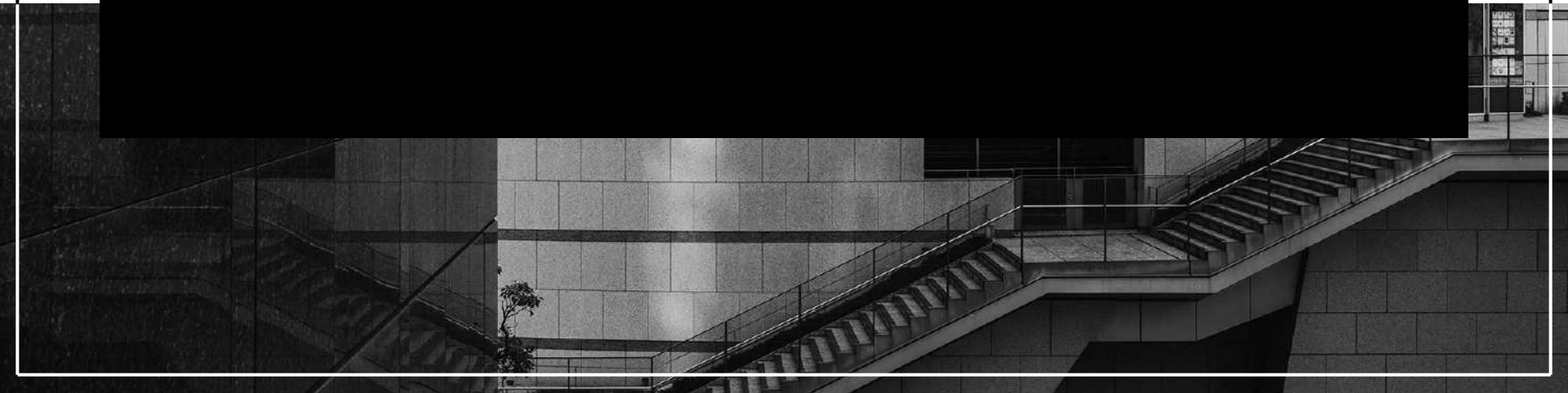
Assist the project leaders to boost their contributions

## GOAL 7

Improve documentation

## GOAL 8

Make it easier to contribute





# TARGET MARKET



# OUR EVOLUTION



**2019**

Presentation and  
team foundation



**2020**

Improve project  
image and channels



**2021**

Attribution,  
community  
development



**2022**

Documentation and  
conference

# OUR EVOLUTION

# ACHIEVEMENTS

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## 1ST YEAR

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- New revamped website
- Mission vision statements
- Code of conduct
- Improved communication and expectations
- Guidelines defined
- Community chosen slogan
- 4 triage days
- Contributors page and attribution
- Showcase
- Open spreadsheet for transparency
- Video tutorials
- Help in the release process
- Weekly list of changes in the core

## 2ND YEAR

- Loyalty testimonials
- First iDempiere Survey
- Test days
- 15 minutes in iDempiere
- Top Makers list
- Top Makers badge
- Improved donation message
- Changed branch names and versioning convention
- Hacktober fest
- Hero of the month
- Blog post

## 3RD YEAR

- Wiki clean up and categorization
  - Documentation framework
  - Pull request template
  - Dashboard in System
  - Documentation days
  - Stopped using google analytics
  - No merge without documentation
  - Help in release 10
  - iDempiere Gotcha
  - **Conference organization**
-

# OUR HEROES



**DEEPAK PANSHERIYA**

CEO  
Software Developer  
India



**DIEGO RUIZ**

Senior Software Developer  
Colombia



# OUR HEROES



**EUGENE BARG**

CFO  
End-User  
Russia



**NICOLAS MICOUD**

Project Manager  
Software developer  
France



# OUR HEROES



**SAUL PIÑA**

Software Developer  
Venezuela



**HIDEAKI HAGIWARA**

CEO  
Japan



# OUR HEROES



**NORBERT BEDE**

CEO  
Slovakia



**Murilo Torquato**

CTO  
Software developer  
Brazil





# OUR HEROES



**VANESSA CASTRO**

Graphic Designer  
Colombia



**HIỆP LÊ QUÝ**

Software Developer  
Vietnam





## CARLOS RUIZ

CTO  
Co-Founder  
Colombia



# OUR HEROES



## Heng Sin Low

Software developer  
Malaysia



# OUR HEROES



**NIKITA POLKOVNIKOV**

Software developer  
Russia



**ORLANDO CURIELES**

CTO  
Venezuela





**MARTIN SCHÖNBECK**

CEO  
Germany



# OUR HEROES



**Andreas Sumerauer**

Software developer  
Germany



# OUR HEROES



**IGOR POJZL**

Software developer  
Slovakia



**THOMAS BAYEN**

CEO  
Germany



# OUR HEROES



**FERNANDO SAAVEDRA**

CEO  
Ecuador



**Angel Lara**

System Analyst  
Panama



# OUR HEROES



**SAULO GIL**

Director  
Argentina



**RICARDO SANTANA**

Software developer  
Brazil



# OUR HEROES



**TONY SNOOK**

IT Manager  
Australia



**Dirk Niemeyer**

Implementor  
Germany





# OUR HEROES



**ANOZI MADA**

Technical Consultant  
Freelancer  
Indonesia



**CHUCK BOECKING**

ERP Educator  
Implementer  
USA



# OUR HEROES



**LAYDA SALAS**

DevOps  
Colombia



**Peter Takács**

Developer  
Slovakia



# OUR HEROES



**PETER SHEPETKO**

Developer  
Implementor  
Ukraine



**MARCO LONGO**

CEO  
Italy





## MICHAEL POWACHT

CTO  
Austria



# OUR HEROES



## Elaine Tan

Senior Java Developer  
Malaysia



# OUR HEROES



**JASPER SIEPKES**

IT Manager  
The Netherlands



**STEVEN SACKETT**

CO-Founder at Adaxa  
Now retired



# OUR HEROES



**MATHEUS MARCELINO**

Tech Lead  
Brazil



**Andres López**

CEO  
Ecuador



# TOP MAKERS



cloudempire

Chuck Boecking  
Your Learning is My Passion



# YOU'RE NEXT



## MANY WAYS TO CONTRIBUTE

Developers  
Donations  
Support  
Documentation  
Testing  
Translating  
Design...

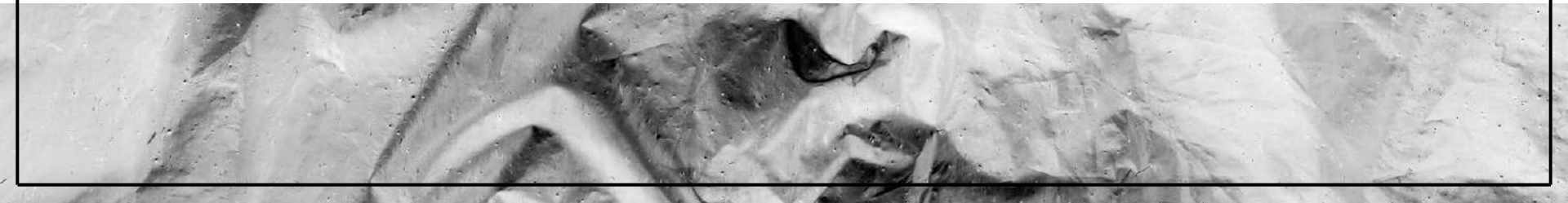
## SKILLS





**52%**

**GROWTH ON OFFICIAL CHANNELS**



# COMMUNITY GENERATED CONTENT



## TESTIMONIALS

4 Testimonials

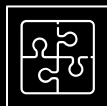


## BLOGS

Chuck Boecking

Your Learning is My Passion

**RAMP**  
IT Solutions



## TUTORIALS



## TEST CASES

63 test  
scenarios

# WHAT'S NEXT

- Ease the contribution task
- Improve documentation
- Make the project self-sustainable without losing control or going against its values
- Make iDempiere the #1 open source ERP



**“I envision a world where  
iDempiere as a brand "like  
Linux" takes over the world.”**

—Chuck Boecking



# THANKS

Do you have any questions?

