Java EE SDK Platform – Article Drive

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Agenda

- Why the article drive ?
- Campaign Details
- What you need to do
- Q & A

Why the Article Drive ?

- It is all about developer adoption

- Developer adoption represents a huge market of opportunities for us and our customers.
  - > The Java Application Platform SDK fosters developer adoption thru Java EE Technologies and Tools.
  - > EJB 3.0, JPA, Web Services
  - > Web 2.0, JBI, Portal, Identity technologies available to developers along with Tools.

Why the Article Drive ?

- Perception of our product

- Evans Data Corp. report
  - > Application servers provide the type of complex middleware services that are not available with simple Web servers (e.g., security, data access and persistence).
  - > SJSAS Performance is rated low.
  - > Compare with Hibernate.

- We have the technology but we are not publicizing enough and this is the time to start doing that.

Campaign Details

- Article Drive runs between 15dec2006 and 29apr2007
- Eligible to win iPod
- Every 3 worthy blogs will be counted as one submission
- For details on campaign
  http://wikihome.sfbay.sun.com/appserver/Wiki.jsp?page=ShareYourApplicationServerStory
- For Rules
  http://wikihome.sfbay.sun.com/appserver/Wiki.jsp?page=Rules

What you need to do

- Share as many of your application platform related articles for developer adoption
  - > Articles, Tech Tips, Blogs
  - > Case Studies, White Papers, Screen Casts

- List of articles with author name and date

- Dash Board
  http://wikihome.sfbay.sun.com/appserver/Wiki.jsp?page=ArticlesAndTechTipsDashBoard

- Once published, send email to *theaquarium@sun.com*

- Let us know if editorial support/technical writing help is needed

Q & A