



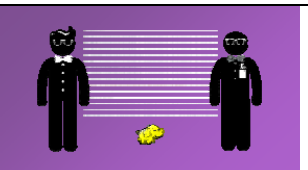
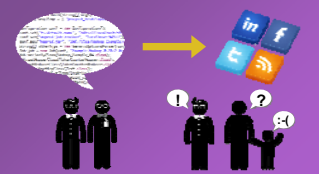

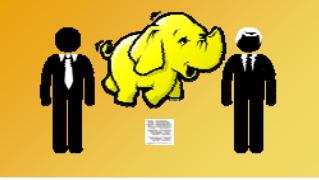
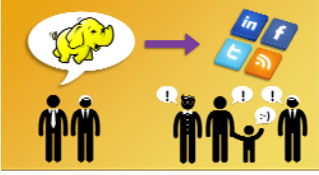
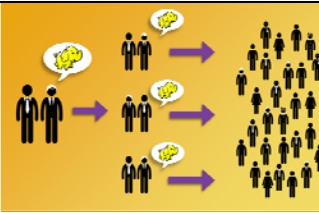












<p>1</p> 	<p>Hi, I'm Shane, and I'd like to talk about Why your project's brand is more important than the code. A controversial topic to be sure. So why should you listen to me? What's my brand – my story?</p>
<p>2</p> 	<p>I serve as the Vice President of Brand Management for the Apache Software Foundation, setting trademark and branding policies for over 150 Apache projects – a few of which you can see here. Every Apache project community works independently, but they all share the same overall Apache brand.</p>
<p>3</p> 	<p>Brand is really about telling a story – the story you tell the world to describe what your project is all about. Most of us in this room know what most of these projects are about – but what's interesting is what the rest of the world thinks.</p> <p>So let's tell a story about the people in this room. Imagine there are two kinds of people: Suits and Geeks.</p>
<p>4</p> 	<p>Yes, it's a stereotype, but let's say that Suits think about a brand – or the story - first, and we Geeks spend our time thinking about the code. We all want to tell our story, so how do the Geeks typically do this?</p>
<p>5</p> 	<p>When Geeks are talking about their project, we're talking about teraflops, and throughput, and compatibility, and the latest cool features we just finished coding. We're building all the great features people need to use. When we explain our project this way, what happens?</p>

<p>6</p> 	<p>Other Geeks “get it”- anyone who comes to an Ignite certainly gets it! But a lot of other people probably don't get it – um, throughput and Tera-whats?</p> <p>When the Geek goes to career day at their kid's school, their child says “Yeah, my mom spends all night sitting at the computer and saying swear words”</p>
<p>7</p> 	<p>At the end of the day, you've gone out and described the wonders of your code, and certainly some people are interested in using it, and maybe contributing. Heck, many are probably contributing, because your code resonates mostly with other technical people.</p>
<p>8</p> 	<p>The other half of our story are the Suits going out marketing. Suits are probably getting the number of teraflops wrong, but the overall story they're telling is about the product helping people run their businesses – how it solves problems.</p>
<p>9</p> 	<p>We Geeks ignore all the hype the Suits send out, but maybe we'll download an eval. Most other users say “hey, I need a solution like that.”</p> <p>And when the Suit goes to career day at their kid's school, their child says “My dad rides the giant yellow Hadoop all around the world!”</p>
<p>10</p> 	<p>What's also important here is reaching a diverse audience. Suits are talking to analysts, the press, and other Suits at other companies. These channels reach out to a much broader audience than the typical Geek marketing. Suits are talking to the people outside of this room – the rest of the world.</p>

<p>11</p> 	<p>Ideally, Suits and Geeks need to work together. I'm not saying you need to wear a Suit if you don't want to – and absolutely, you should not give your Suits root accounts. But if we Geeks can keep the brand story in mind as we are coding, and if the Suits can help focus the brand story to explain why this latest feature or performance improvement matters, our project's message is much more powerful.</p>
<p>12</p> 	<p>By doing this, we can reach a much larger audience – and when we reach out to the larger world outside this room, there are plenty of future contributors to our project out there, just waiting to hear about your project.</p> <p>But we're all too smart to worry about brand here, right? Let's tell another story, about how we Geeks can personally benefit from brands.</p>
<p>13</p> 	<p>Say you've been doing databases for a while, and now you need to start a new front end project. How do you choose which JavaScript framework to start with? Angular, or Node dot JS, or TeeScript or what? You don't have time to read the code for all of them.</p> <p>So how do you optimize your review process? By listening to the story each project tells – their brand.</p>
<p>14</p> 	<p>Most of us rely on ycombinator or reddit or the other trusted Geek blogs out there, and see what other Geeks – or Suits – recommend. We use the images we get of these projects to optimize our choice down to Node dot js or JQuery. With a manageable set of code to evaluate, we can make our deadline.</p>
<p>15</p> 	<p>Speaking of comparing brands, here we have two great projects- Apache CloudStack, and OpenStack. Which of these projects do you see as having the stronger brand? Which of them has the stronger community and more code? Think: how do you evaluate these two common cloud stacks?</p>

<p>16</p> 	<p>What's really important to everyone in this room is making our projects successful – growing our communities and getting more people to use our projects. We do this by telling the story – the brand – to the larger world out there, which can expand our user base and also draw in new contributors. That's why brand is important.</p>
<p>17</p> 	<p>Inside our projects, when we're doing our work, it's really community that's more important than code. People are more important than computers. But that's us, here, inside this room, working together. Brand is the story we tell everyone else, out there in the world. And here's the really important part – this is something that not enough people are talking about: Who governs your project brand?</p>
<p>18</p> 	<p>Many of us are working in great open source projects with strong brands. We're proud of what we do, and work together to make great software. Many open source foundations like Apache manage the brand for a project inside the community – the governance of the doers is the same as the governance of the brand.</p>
<p>19</p> 	<p>But there are a number of projects out there where the governance isn't the same. The community governs the code, but one person or one company governs the brand. Make sure you're aware of who governs the brands of projects you work on – understand who is telling the story out to the larger world – is it a yellow elephant, or a green one?</p>
<p>20</p> 	<p>So if you remember nothing else besides the laughs – and the beer – remember this: how you tell the story of your project to the larger world is what's important in the long run. The keys to long-term successful community projects are getting people to use choose our product from all the available options, and finding new community members to help us do the work. Let's make sure we know what our project's story is, and help tell it to the larger world, out there.</p> <p>Thank you!</p>