



PRODUCT PLANNING

Mikhail Vink

Global Marketing Programs Manager, JetBrains



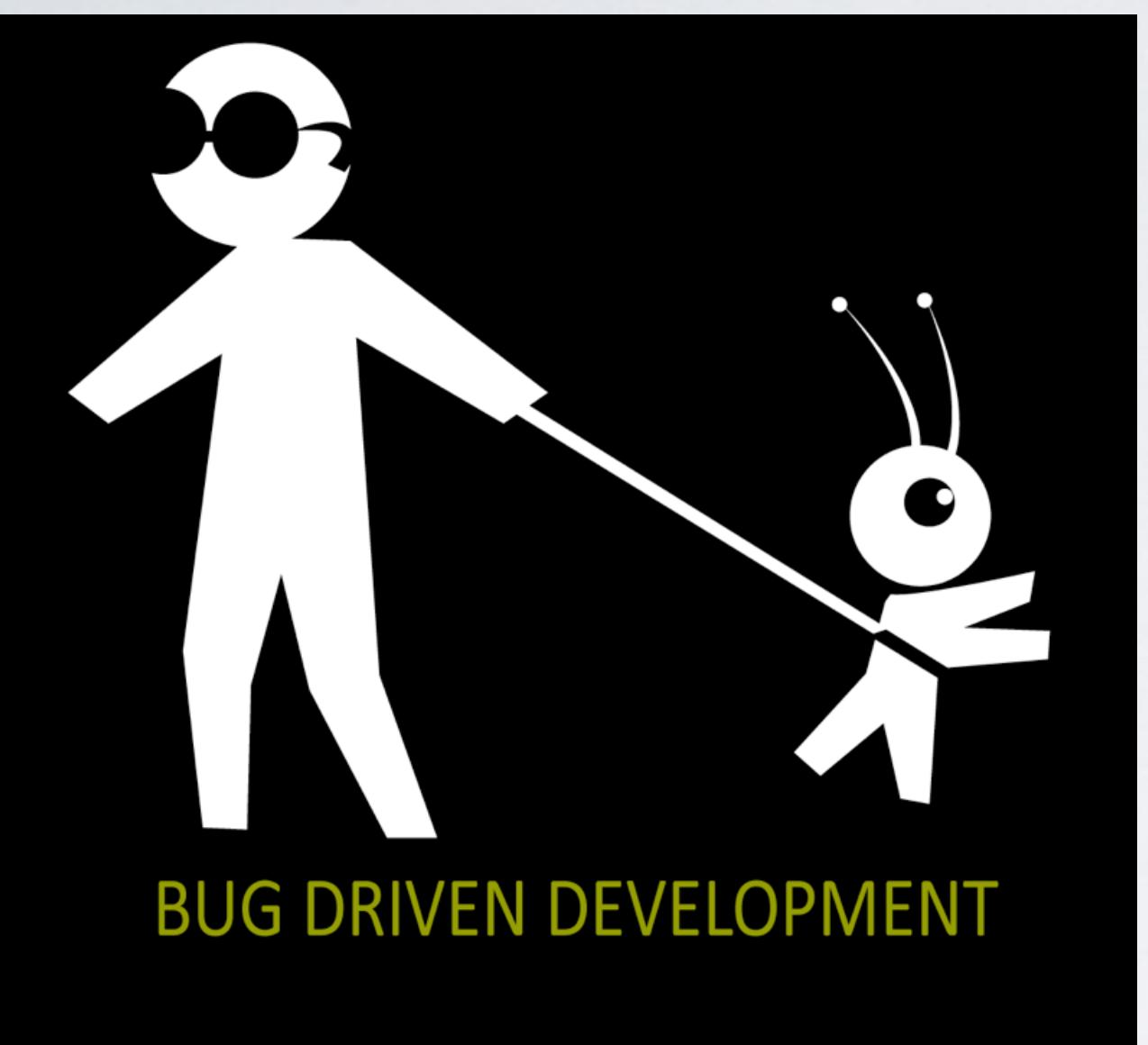
mikhail_vink

Mikhail.Vink@jetbrains.com
www.linkedin.com/in/mikhailvink

AGENDA

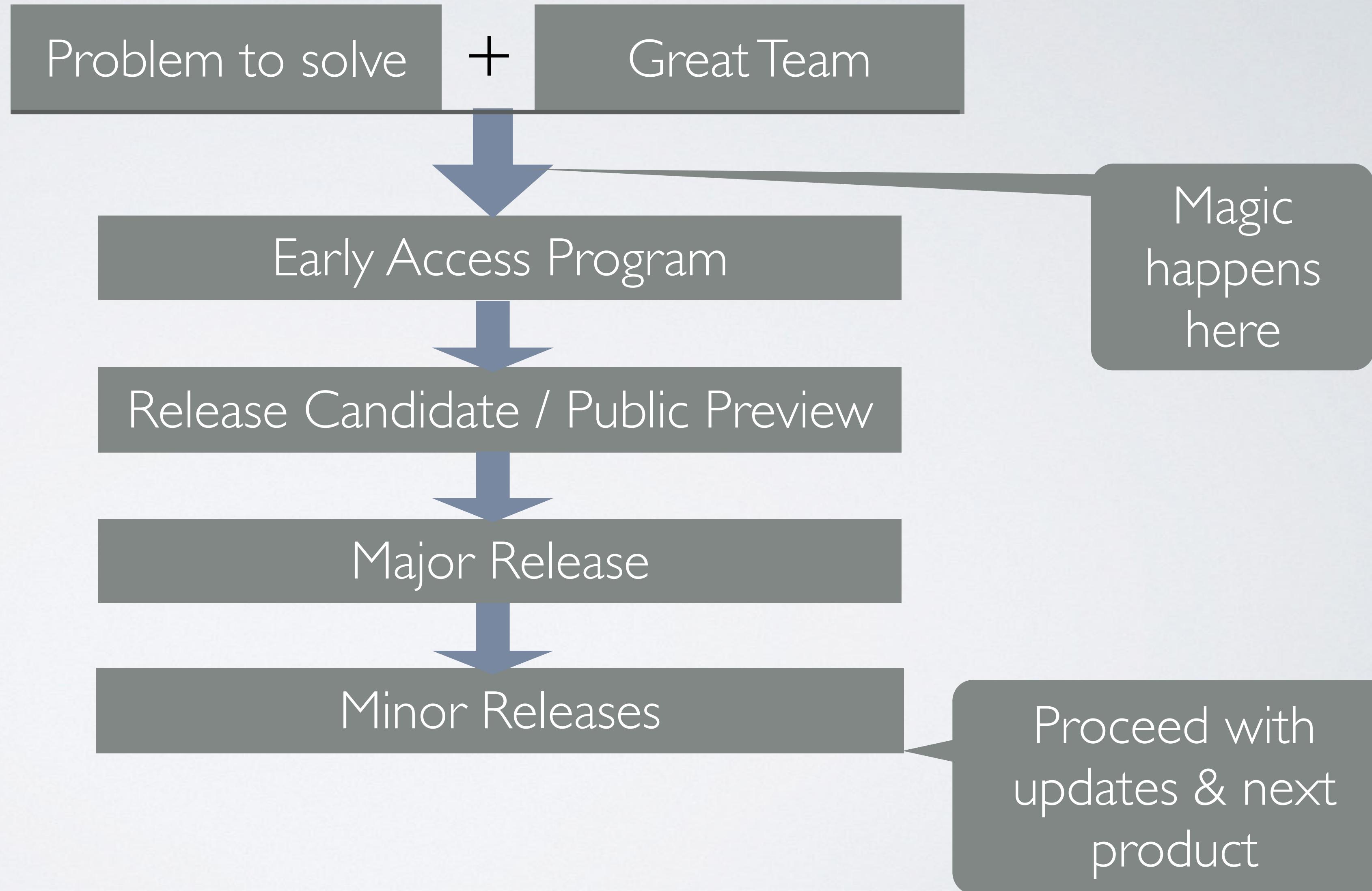
- Roadmaps
- Product life cycle
- Marketing planning

PRODUCT DEVELOPMENT



(c) JetBrains

* We like to joke.
Not only BDD.



ROADMAPS



Welcome

- **PhpStorm Development Roadmap**
- PhpStorm FAQ
- Third-Party Software Used by PhpStorm
- Previous PhpStorm Releases
- › Tutorials
- › Plugin Development
- › PhpStorm Internal
- PhpStorm Early Access Program
- › PhpStorm Release Notes
- PhpStorm Webinars

PhpStorm Overview

What's new in PhpStorm 9

PhpStorm Features

Download PhpStorm

PhpStorm Quickstart Guide

Sales FAQ

PhpStorm 9 (ETA July 2015)

- Editing Experience
 - Advanced PHP type inference - better problem detection & code completion
 - Live debugging data overlay directly in editor
 - Postfix code completion for PHP
 - Inline mode for rename refactoring
 - Introduce parameter refactoring
 - Structural Search & Replace scenarios for PHP - basically an ability to easily define custom inspection rules
 - Various formatting and PHPDoc-related features
- Tools & Environment
 - Easy use of “remote” tools (SSH or VM-hosted) - e.g. PHP Code Sniffer, PHP Mess Detector
 - Docker integration: image/container management and deployment tools
- Platform Features
 - Easy Inspection scopes setup
 - HiDPI support for Windows/Linux
 - A brand-new distraction-free mode, see *View | Enter Distraction Free Mode*
 - New version control log viewer, time-color-coding for *Annotate* view
 - Adding multiple selections with the mouse
 - A new option to *Copy as rich text by default*

We are also experimenting on:

- Hack language support
- Even easier PHP debugging setup and problem detection
- Zend Framework 2 support
- Plugin & new features discoverability

? - Under Investigation

💡 - In Progress

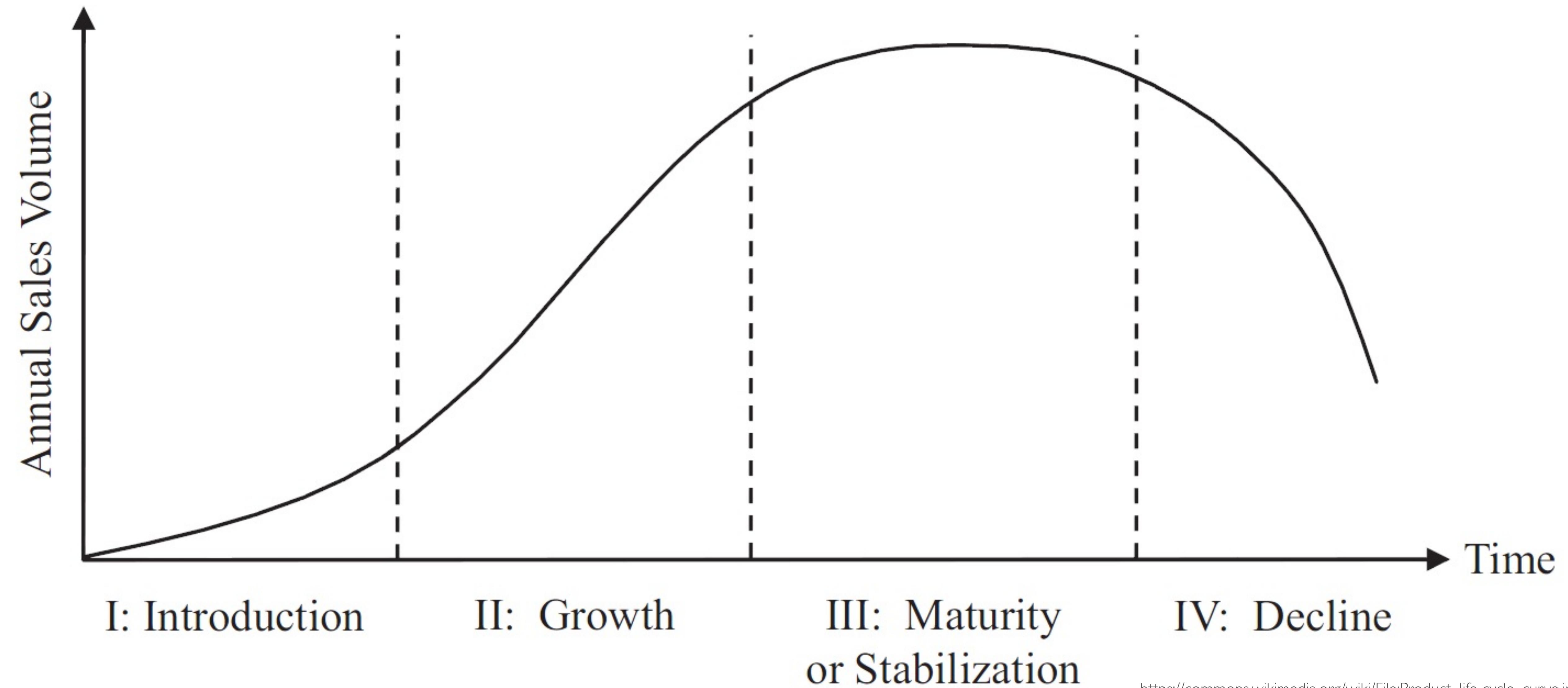
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WHO DEFINES THE ROADMAP?

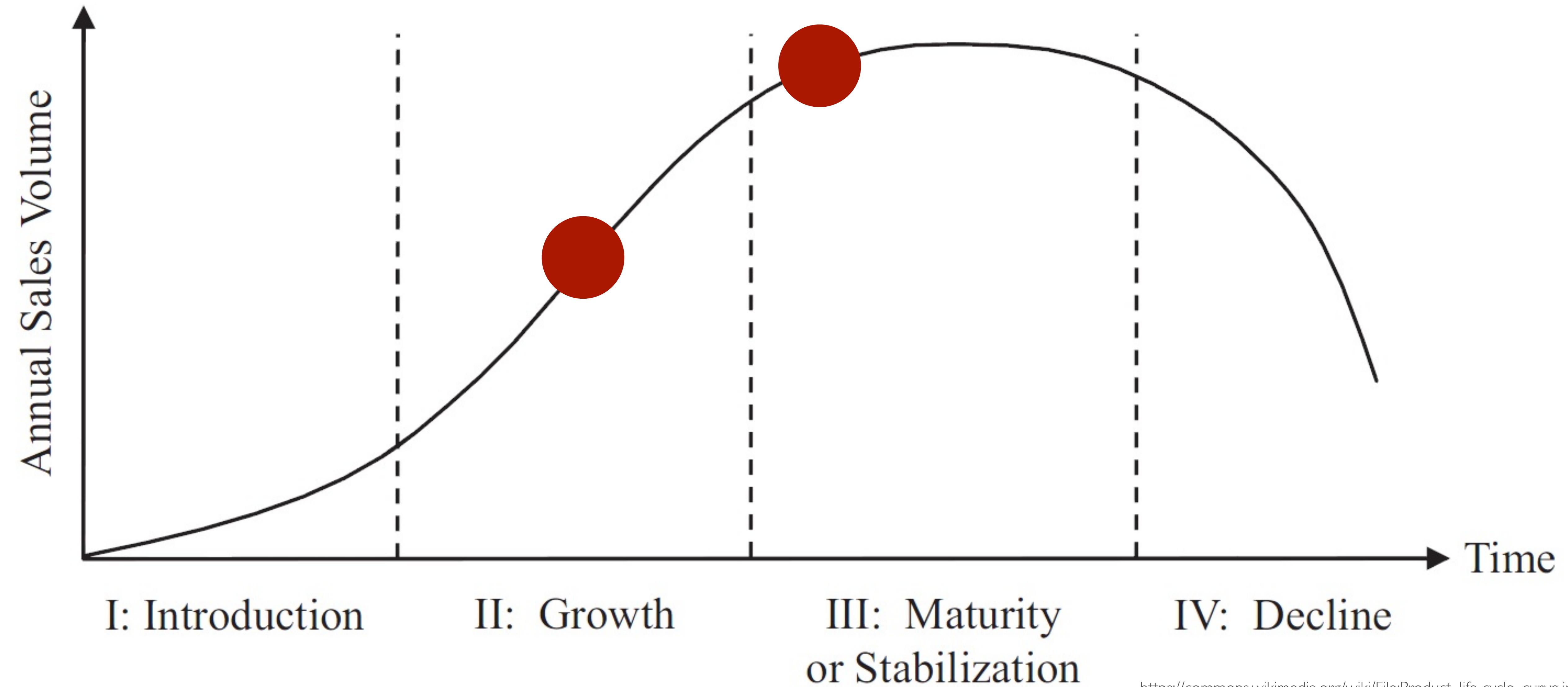
ESTIMATE AND PRIORITISE!

PRODUCT LIFE CYCLE

PRODUCT LIFE CYCLE CURVE



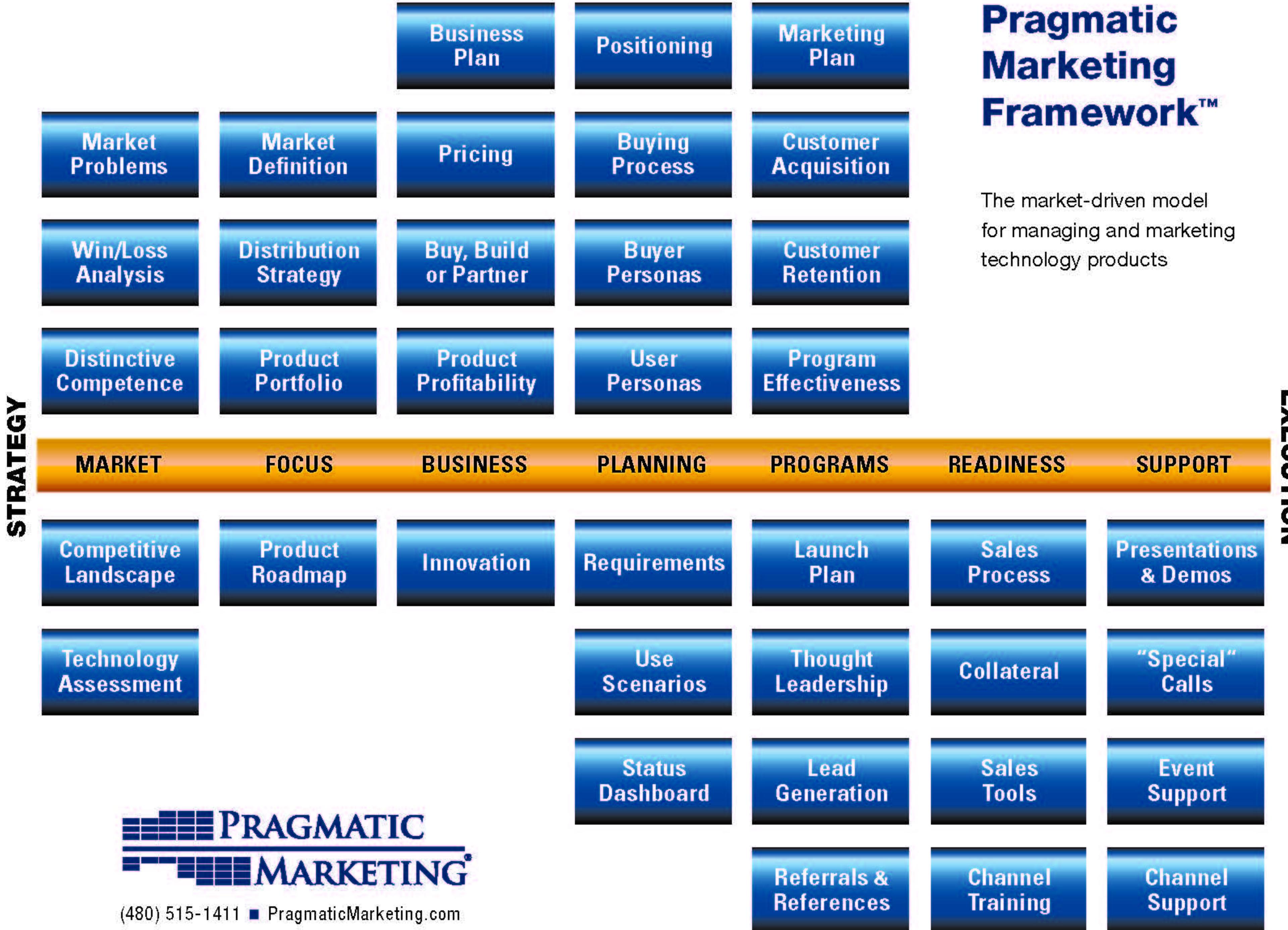
PRODUCT LIFE CYCLE CURVE



MARKETING PLANNING

Pragmatic Marketing Framework™

The market-driven model
for managing and marketing
technology products



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SITUATION ANALYSIS (WHERE ARE WE NOW?)

- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Customer analysis (Who? Why? How?)
- Competitor analysis
- Partners
- Competencies analysis
- Current performance and results
- Market trends

OBJECTIVES (WHERE DO WE WANT TO BE?)

- Mission
- Vision
- RACE (Reach, Act, Convert, Engage)
- 5S (Sell, Serve, Save, Speak, Sizzle)

STRATEGY (HOW DO WE GET THERE?)

- STOP (Segments, Target markets, Objectives, Positioning)
- SIT (Sequence, Integration, Targeting)

TACTICS (HOW EXACTLY DO WE GET THERE?)

- Marketing Mix
- Tools
- Acquisition vs Retention

ACTIONS (THE DETAILS OF TACTICS)

- Guidelines
- Action plan
- Checklists
- Responsibilities and structures
- Processes
- Internal/External resources

CONTROL (HOW DO WE MONITOR PERFORMANCE?)

- KPIs / metrics
- Analytics
- Optimisation
- Reporting





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