

# Software Guru DEVELOPER RELATIONS

[devrel.sg.com.mx](http://devrel.sg.com.mx)



# Why DevRel?

In a world powered by software, it is strategic to have a strong relationship with software developers and tech communities.

Through developer relations you can:

- Get developers to know about your company and products.
- Improve recruiting results of tech personnel.
- Receive feedback for digital products you are building.
- Grow the community around a project.
- Develop an ecosystem of 3rd party apps around your products.

Software Guru can be your developer relations partner to help you accomplish these purposes.

# How we can help you

## Marketing



- Advertising & promotion
- Content development
- Event organization (conferences, hackathons)

## Advocacy



- Connect with communities.
- Manage online & in-person online talks
- Streaming production

## Enablement



- Training deployment (online & in-person)
- Hardware/kit distribution



## Community

- Management of social media communications
- Moderating forums/chats
- Managing champions programs

# Some of our clients



Google Cloud



# Some of our engagement labour





# Organization of Open Source Community Talks by



CDAP

DATA LAKE  
MANAGEMENT

gRPC



We work with Open Source projects related to data engineering and Cloud Native (Apache Beam, Apache Airflow, gRPC, Knative, Istio, CDAP, Data Lake).

Our involvement consists in growing their communities by organizing and producing their **in person** and **online** talks.

- Recruitment and onboarding of speakers
- Support on venue logistics and registration
- Reaching and managing sponsors
- Streaming operation
- Video editing and publishing



Airflow   
Summit 2023

BEAM  
SUMMIT

 IstioCon

# Global events organization

We organize and produce in person, online and hybrid **global** events like Airflow Summit, Beam Summit, IstioCon.

We start with speakers invitation and content coordination, legal entity for managing sponsors and subcontracting vendors.

We also manage the event's production and promotion as well as attendees management, registration and streaming. We finish with post-event video editing and promotion.

# Hackathons

We have organized more than 30 hackathons for enterprise customers as well as government institutions and communities.

Our involvement consists in: defining challenges and a strategy based on the target, be the first point of contact for participants, managing sponsorships and relationships with partners and sponsors, managing selection of winners and delivering prizes.

Among our signature hackathons is the global "Hackathon BBVA" which we produce annually for BBVA, one of the largest banks in the world. This is the largest corporate hackathon for spanish speaking developers.



## Hackathon BBVA

More than 800 participants from 10+ countries. Challenges are managed with BBVA business units from different countries.

[Watch video](#)

## Datathon against corruption

In collaboration with Mexican public institutions and sponsorship from US & German governments.

[Watch video](#)

OECD  
2016 MINISTERIAL MEETING  
THE DIGITAL ECONOMY:  
INNOVATION, GROWTH  
AND SOCIAL PROSPERITY  
Hackathon

[Watch video](#)[Watch video](#)



# Developer enablement

We have worked with companies like Intel, PayPal and Microsoft to help them reach developers in Latin America and enable them with new technologies and tools. This includes road tours, in-depth workshops, distribution of hardware kits & certification programs.

We are also collaborating with the Apache Beam community with an online education program for global audience called "Beam College".



**Intel IoT  
Roadshow**



**Paypal  
Certified  
Developer**



**Microsoft  
Tech Tour**



**Beam College**

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Diversity & Inclusion initiatives



Event organization



SG 4 Women is our initiative to support and promote **women** and **underrepresented** professionals in technology. We organize events, develop content, and support communities and initiatives. We also recognize their effort through our SG 4 Women **awards**.

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Dev Day 4 Women purpose is to create a space where the underrepresented professionals in IT can learn, be inspired, get connected, and encourage each other to continue their **STEAM** careers.

It has been organized since 2015, being **the First conference for female Devs in Latam**.

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# Some of our events

We organize the most prestigious events for software and data professionals that happen to speak Spanish. We are committed to bring the best practices on software development and data disciplines, as well as the most recent tools and technologies.



SG Virtual is an **online conference** where experts around the world share their knowledge and best practices for creating better software. It is being held **since 2011**, reaching more than 1.5k participants on each edition. The content changes depending on the technology trends.

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Data Day is a conference focused on data science & engineering. Organized since 2017, it has become **the leading event for Data Professionals in Latam**. Data Day brings together Business executives, Data Scientists and Data Engineers.

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CCOSS is the only Summit focused on increasing participation of Latam developers in **Open Source**. Its first edition was held in Guadalajara, Mexico, in 2019. CCOSS includes workshops and a contribution sprint, involving more than 20 different OSS projects.

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# About us

Software Guru is the leading agency and media for **engaging** with **technical audience** in Latam.

Our differentiators:

- **We get developers.** We ourselves are developers and understand their needs and pains, we always reach from a common ground..
- **We are experienced.** We have 20 years in business during which we have performed all kinds of engagements for developers.
- **We are connected.** Through our media business unit we reach more than 100,000 persons every month. We engage live with more than 20,000 developers every year through our different events.

Find out more at <https://sg.com.mx/about-us>



# Contact us

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