

Xen Project PR Plan 2015
Updated February 10, 2015

In 2014 our PR program began to seed the market with new ways Xen Project is innovating and highly relevant even as enterprise data centers and cloud computing operations change in size and scale. Our 2015 PR program will focus on continuing to validate Xen Project's growth in areas such as Xen on ARM, Xen for automotive/embedded, GPU virtualization, and NFV as well as new developments with MirageOS, OpenStack and Docker and more. Since Xen Project software is at forefront of technological advancements with virtualization, our thought-leadership is both instructional and newsworthy to analysts and media. Our PR plan will focus heavily on content creation and educating the market through increased contributions to Linux.com, contributed articles to leading IT publications and more Xen Project blogs. We'll systematically work to brief key industry analysts following virtualization and cloud computing, such as Redmonk, ESG, IDC and others.

We'll expand our event support by targeting a few non-open source events (cloud and Openserver summit). We also hope to work closely with Lars and Russ to conduct a series of mini user surveys throughout the year. The results could be excellent fodder for blogs, Linux.com articles, pitches to leading IT publications and more.

Regarding measurement, we'll continue to benchmark Xen Project against Docker/containers and KVM. We've also increased the number of Linux.com, news releases, contributed articles and blogs we're aiming to complete. The user survey, and new users we'd hopefully identify for case studies, are an entirely new program tactic that we hope to accomplish this year.

Activity	Q1	Q2	Q3	Q4
New Releases: 1-2 per quarter	<ul style="list-style-type: none"> • Xen Project Hypervisor 4.5 - <i>issued 1/15/2015</i> 	<ul style="list-style-type: none"> • OpenStack Update (before end of May) • Update on Xen Project subprojects • Mirage 3.0 	<ul style="list-style-type: none"> • Xen Project Developers Summit Speakers • Mirage graduates @ OSCON 	
Linux.com contributions: 3-4 per quarter	<ul style="list-style-type: none"> • GlobalLogic CES Follow-Up - <i>completed</i> • 7 Open Source Projects Take On Docker in 2015 -- <i>in progress</i> • Post-Collab Summit theme - Xen & security 	<ul style="list-style-type: none"> • Galois/drones/ Xen • Video Blog recap from Lars to promote all videos • Role of OS in graphics; high-end GPU virt. with Intel 	<ul style="list-style-type: none"> • Tutorial -- what do you expect to do with unikernels? Applications for them? • Open Cloud article - tie into virt. panel at CloudOpen possibility 	<ul style="list-style-type: none"> • Year-In-Review, What to Expect in 2016

<p>Events / Speaking</p>	<p>FOSDEM - Jan. 31-Feb. 1 - <i>completed</i></p> <p>CollabSummit - Feb. 18 - 20; 3 Xen speakers confirmed</p>	<p>OpenStack Summit - May 18 - 22</p> <p>Hackathon - April 28-29</p>	<p>(Tentative) GL and Xen automotive day (June or July)</p> <p>Xen Project Developer Summit / LinuxCon & CloudOpen NA - Aug. 17-18</p>	<p>LinuxCon & CloudOpen Europe - Oct. 5 - 7</p> <p>SC2015 - Nov. 15 -20 (The International Conference for High Performance Computing, Networking, Storage and Analysis)</p> <p>OpenServer Summit - Dec. 1-3 http://www.openseversummit.com/English/Conference/Call_for_Presentations.html</p>
<p>Blogs/Contributed Articles: 4 per quarter</p>	<ol style="list-style-type: none"> 1. Xen/Intel Video Blog (Xen blog) - <i>completed</i> 2. Cavium Video Blog (tie to CollabSummit and Larry's talk) - <i>in progress</i> 3. Citrix Video Blog (tie to Collab and George's talk) 4. "Security in the Cloud: Containers, KVM, and Xen" 	<ol style="list-style-type: none"> 1. AMD Video Blog 2. Lars Video Blog with promo for Xen Project Developer Summit 3. What Does the New Cloud Stack Look Like: How Docker and Xen Can Work Together (contributed article and/or Linux.com article) 	<p>1-2 User/Developer Blogs to Promote upcoming shows (Xen blog and Linux.com)</p>	
<p>Case Studies - 1-2 short Q&As per quarter</p>	<p>Working on several user mini-surveys issued throughout the year (see separate plan). Case studies</p>	<p>Embedded use case</p>	<p>Mirage user</p>	<p>Docker & Xen testimonial</p> <p>Xen & OpenStack testimonial</p>

	<p>dependent on identifying new users to feature in case studies.</p> <p>Xen Cloud User</p> <p>Example to consider - short format used by OpenStack http://superuser.openstack.org/articles/pass-the-mic-user-spotlight-doug-soltesz-budd-vann-lines</p> <p>http://superuser.openstack.org/articles/pass-the-mic-user-spotlight-alvaro-lopez-garcia-ifca</p>			
Media Relations	<p>“Future of Xen Project: ClickOS and the Art of Network Function Virtualization” - contributed article for The New IP</p>	<p>Results from user survey Xen case study</p>	<p>Xen Project Developer Summit</p>	
Analyst Relations: 2-3 per quarter	<p>Redmonk in-person briefing @ CollabSummit - <i>in progress</i></p>			
Social Media Support - Google+, Facebook, Twitter.	<p>Push 3-4 content pieces per week</p>			

