

☐ **LINUX FOUNDATION**
COLLABORATIVE PROJECTS

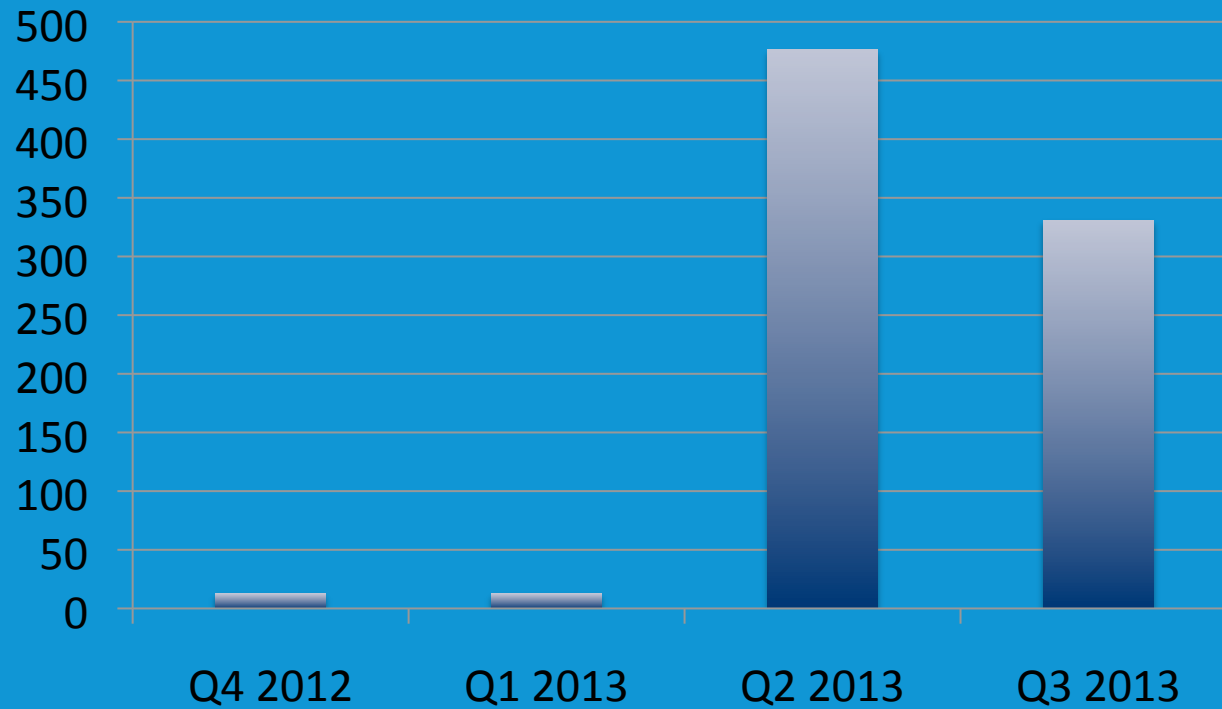


PR Proposal

**Xen Project
adoption is
growing.**

**Visibility for Xen
Project and its
contributors is
also growing.**

Media Coverage



Q4 2012: 13 clips
Q1 2013: 13 clips
Q2 2013: 476 clips
Q2 2013: 336 clips



“How Xen Got Its Zen Back”

The final step in Xen’s path to redemption was becoming a Linux Foundation Collaborative Project... The Xen Collaboration Project at The Linux Foundation isn’t just about Citrix, either. The effort is lead by the leading users of Xen including Amazon, Advanced Micro Devices, Bromium, Calxeda, CA Technologies, Cisco, Citrix, Google, Intel, Oracle, Samsung and Verizon.

**Challenge: Sustain
and build upon that
momentum or
opportunities will be
lost for members.**

We've seen project momentum do two things:

1) Grow the number of developers contributing to the project

2) Grow advisory board members and fundraising

**The Linux
Foundation has
professional
resources
experienced with
open source PR
who know how to...**

**Build and
sustain
visibility with
one, collective
voice...**

**demonstrate
momentum
and...**

**surface
opportunities
for the project
and its
members.**

PR/AR services can benefit all members and keeps companies' contributions in the spotlight.

Xen Project PR Needs

Xen Project Need	Linux Foundation Solution & Benefits
<p>Point of contact for incoming media requests and proactive outreach.</p>	<p>Experienced PR resource</p> <p>Long-term, consistent relationships with press and analysts</p> <p>More than a decade of experience promoting open source projects</p> <p>Quick response to media inquiries, increasing media coverage and maximizing your message</p> <p>A neutral body, Linux Foundation brings instant credibility to interactions with influencers</p>

Xen Project PR Needs

Xen Project Need	Linux Foundation Solution & Benefits
Social channel distribution.	<p>Professional PR resource with depth of experience interacting, engaging with developer and IT communities.</p> <p>Consistent frequency and use of message across social channels, demonstrating united and active project.</p> <p>Demonstrate project momentum and educate public through consistent sharing of news and information in channels.</p>



Xen Project PR Needs

Xen Project Need	Linux Foundation Solution & Benefits
<p>Desire to represent all project participants in outbound communications; talk with a collective voice.</p>	<p>Professional PR resource to coordinate content assignments, production and distribution.</p> <p>Experience working with multiple stakeholders and representing a collective vision and voice</p> <p>PR team can compose the right message in the right way.</p>



Baseline PR/AR Support Services

Xen Project PR Program

- ✓ Proactive and responsive media and analyst relations
- ✓ Social channel distribution. Includes posting only. No engagement programs included in this scope.
- ✓ Content coordination, creation and publishing (monthly blog, newsletter and/or member profiles): 1X/month

\$100,000 annually