

DEVRELATE

DEVELOPER RELATIONS ACADEMY

DEVELOPER RELATIONS
TRAINING BACKED BY
YEARS OF EXPERIENCE
AND DEVELOPER RESEARCH

DevRelate is the online academy and community center for developer relations professionals. At DevRelate you will learn the basics and explore advanced techniques for creating and growing a developer program through online courses that are based on over 15 years of developer research. Our insights stem from our vast experience and the direct input from a global panel of software developers about what works for them and what doesn't.



The latest Evans Data Global Survey shows that two-thirds of developers only access APIs that are supported by a formal program. With the proliferation of APIs, developer outreach and a world class developer relations program is essential for the wide spread adoption of your technology and is a key success factor in today's business. Whether you are a brick and mortar, online, hardware, software or services business, you need an active developer relations program to increase your bottom line revenue and customer satisfaction.



DevRelate certification courses are included with an annual membership of \$599 per student (volume discounts are available for your whole staff) and consist of a series of online courses and tests. Once you've learned the basics and absorbed the insights through successfully completing the courses you will be awarded full certification in Developer Relations and be listed in our directory of Developer Relations professionals. DevRelate also provides additional resources, including videos, articles and links that highlight developer program best practices.

TRAINING, CERTIFICATION, RESOURCES

FOR DEVELOPER RELATIONS PROFESSIONALS



We also post interviews from the managers of the top Developer Relations programs, and provide regular webinars, a newsletter and many more ways to keep on top of the pulse of the developer relations community.



DevRelate also provides job listings focused on Developer Relations positions at some of the largest companies as well as the most promising startups. In addition, a resource list shows you additional companies that you can partner with to optimize your program.

To take it one step further, DevRelate offers you the opportunity to have your own program assessed by one of the top Developer Relations professionals in the industry. David Intersimone ("David I") joined Borland Software in 1985 where he practically invented Developer Relations. During David I's forty-three years as a developer, development manager, developer community executive and chief evangelist, he has created a thriving global developer community, thousands of articles, videos and blog posts. David I has travelled the world meeting with customer development teams and presented at industry and developer conferences. He did it then, sending Borland into the history books of developer relations, has been doing it ever since, and can do it for you.



So you can understand what outsiders see, David I will perform an external individual assessment of your program and program features. Then through an inside look at your program, and a consultation, give you a full assessment and Gap analysis of where your program's strengths, and weaknesses are.

WHO WE SERVE



Established developer programs

We help you by fully assessing the strengths and weaknesses of your program and provide you with the tools to take your program to the next level.



Companies that are just starting a program

We collaborate with you to create a robust developer program and provide ongoing services to help you with your future releases.



Companies that don't know how to start

We work with you to define a program that fits your needs while providing services to help you launch your first developer community.



David I and other Evans Data analysts and Developer Relations professionals are also available for individual consulting and for Boot Camp workshops where you can get all your staff and stakeholders together to learn what you could be doing to better recruit and hold developers.



Developer Relations professionals from some of the most exciting companies have attended Evans Data's Developer relations Boot Camps or graduated from our online courses. These include Cisco, IBM, Uber, Walgreens, John Deere, and many more. Whether you're just starting out with a new program or are well established but want to take it to the next level, we can help you.

DEVRELATE FEATURES & BENEFITS

- ◆ Online academy of Developer Relations professional classes
- ◆ Full Developer Relations professional certification
- ◆ Interviews with leading Developer Relations professionals
- ◆ A directory of certified Developer Relations professionals
- ◆ Developer Relations job postings from top companies as well as exciting startups
- ◆ A full library of conference sessions from Evans Data's annual Developer Relations conference
- ◆ A daily blog post by David I including fresh and timely information about developer programs, industry news, tip of the day for your developer relations program
- ◆ A weekly email newsletter to all members with links to new items on DevRelate, links to articles and success stories about developer programs, industry news, developer activities and upcoming events
- ◆ A 15 minute weekly video showcasing developer program ideas, outreach, evangelism, how to's, etc.
- ◆ A monthly online live webinar including a 30 minute presentation/conversation, and a 15 minute Q&A session featuring a conversation with a Developer Relations expert, leading program managers or previous presenters from the Developer Relations Conference. These presentations will highlight the speaker's industry/product/service, what their developer program features are, and an open conversation about how they do developer evangelism.

GET STARTED FOR FREE

www.DevRelate.com/registration

INDIVIDUAL PROGRAM ASSESSMENT

Based on the Developer Program Overall Checklist, the First Look Developer Program Assessment provides a quick overview of your current developer relations program or goals for a new one. This initial overview is provided free to paid members of the DevRelate community.

The In-Depth Developer Program Assessment is geared towards serious practitioners and provides an assessment of your company's current (or planned) developer relations program with ideas for improvements and enhancements based on your industry, product, service or platform. Working with your staff, the assessment will do a deep dive into your company, product or services, current or planned developer program features and how well they mesh together. The draft assessment will recommend features and additional infrastructure services. The assessment will be presented to the company, with feedback and create the work items required to move forward. DevRelate will revisit your progress and do an additional assessment in 3 months, 6 months and 1 year.