

Proposal for an Erlang foundation

Erlang User Conference '04

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Erlang: What did we achieve ?

- Erlang/OTP rely on a **strong and powerful technical asset**.
It stays very high in network & server development
- Some potential **killer-apps** (Yaws, Wings3D, Tsunami, Ejabberd, J-EAI, ...)
- **Maturity**: 10th Erlang User Conference, 18th year for Erlang
- Nice progression in **statistics** on Erlang.org
- More **companies** producing Erlang products and software
- **Open Source** since 1998

Erlang: What's next ?

We still have significant weaknesses :

Mindshare

- **Marketing**: despite being a top technical environment Erlang is not largely covered in computing media.
- **Userbase**: We need to accelerate the growth of the Erlang users base.

In a competitive world, if we do not **grow very fast**, we are **decreasing** relatively to the other alternatives. This means that:

- We are losing opportunities to develop Erlang in new interesting environments and to replace legacy systems
- We might lose the lead we current have over the competition.



A common effort is needed to promote and develop Erlang mindshare

- To show the industry that Erlang is used by many companies and is **here to stay** (potential customers are worried)
- To help **increase userbase**, and **increase Erlang business**
- To make it easier to **hire** Erlang developers
- To make it easier to find Erlang **services** and **consultancy** companies
- To allow coordination of developments needed **common software**, bindings, extensions or demonstrators
- To help develop Erlang as a strong marketing point for Erlang products and software (**Branding**)

Toward an Erlang foundation (1/2)

- We propose to turn **Erlang-projects** into an Erlang **foundation** to gather companies having interests in Erlang development.
- A place to discuss what would help companies doing **better business** with Erlang.
- **discuss and coordinate developments** that will help improving the Erlang environment:
 - Commonly needed libraries
 - Marketing tools
 - Enhancing OTP

Toward an Erlang foundation (2/2)

- To provide a **hardware and software infrastructure** for members to participate in the foundation activity:
 - **Metafrog** to coordinate developments,
 - Erlang application **hosting**,
- Participation in **events** (conferences, booth on expos, etc.)
- Creation of **local country based representatives of Erlang-projects**: Local country based representings for the Erlang-Project foundation.

Examples from current Erlang-projects activities

Metafrog

- Coordination **platform** for Erlang development efforts
- **Showcase** for big Erlang-based application. Demonstrate Erlang/OTP and Yaws high-performance and reliability
- Simple and **efficient** collaborative platform.



Examples from current Erlang-projects activities

Solutions Linux 2004 booth

- Presence of Erlang projects on the expo: **Booth** in the non-profit area.
- **Conference** on Erlang and clustering.
- Lots of interesting contacts.
- Presence with other consortium such as Objectweb on the expo.

It was important to be there for Erlang promotion and helped dissemination of the technology.

*Conference and booth for Solutions Linux 2005
already planned*

Examples from current Erlang-projects activities

Erlang REPOS

- **preconfigured** Erlang environment and applications (on CDROM, dumpable on hard drive).
- Big **marketing** impact (hundreds of downloads already).
Magazines are interested for cover CD diffusion.
- Has proven very useful to **distribute software** (J-EAI)
- Has a strong impact on **multiplatform compliance improvement** (Example: Patches for Yaws, ejabberd, etc.).



Examples from current Erlang-projects activities

Other ideas:

- **Pluggable distribution layer** in Erlang ?
- Improving Erlang interoperability is needed. We need to provide robust and easy tools to quickly develop **multi-platform binding to C libraries**.
- More **interoperability** libraries are needed (SOAP, WSDL, ...).
- Develop **example web applications** that will prove Erlang high performance (Example RUBIS implementation, comparable with Java and PHP).

Erlang-projects foundation

Built on the same model than the **Apache Foundation**.

See <http://www.apache.org/foundation/how-it-works.html>

Erlang-projects foundation **mission** could be stated as:

Develop and promote valuable projects that could turn Erlang into a long-term solution for middleware development, server applications and highly concurrent graphical user applications.

Please do not hesitate to promote your own mission

Erlang-projects foundation

Discuss organisation:

- **Fees** (each euro in communication through Erlang project will have more impact than isolated communication).
- Define the **long-term mission**
- **Roadmap**
- **Bootstrap period**
- **Executive board** for the foundation. This is the basis for a **lightweight** organisation of the foundation.

Erlang-projects foundation

Open discussion