



PRODUCT PLANNING

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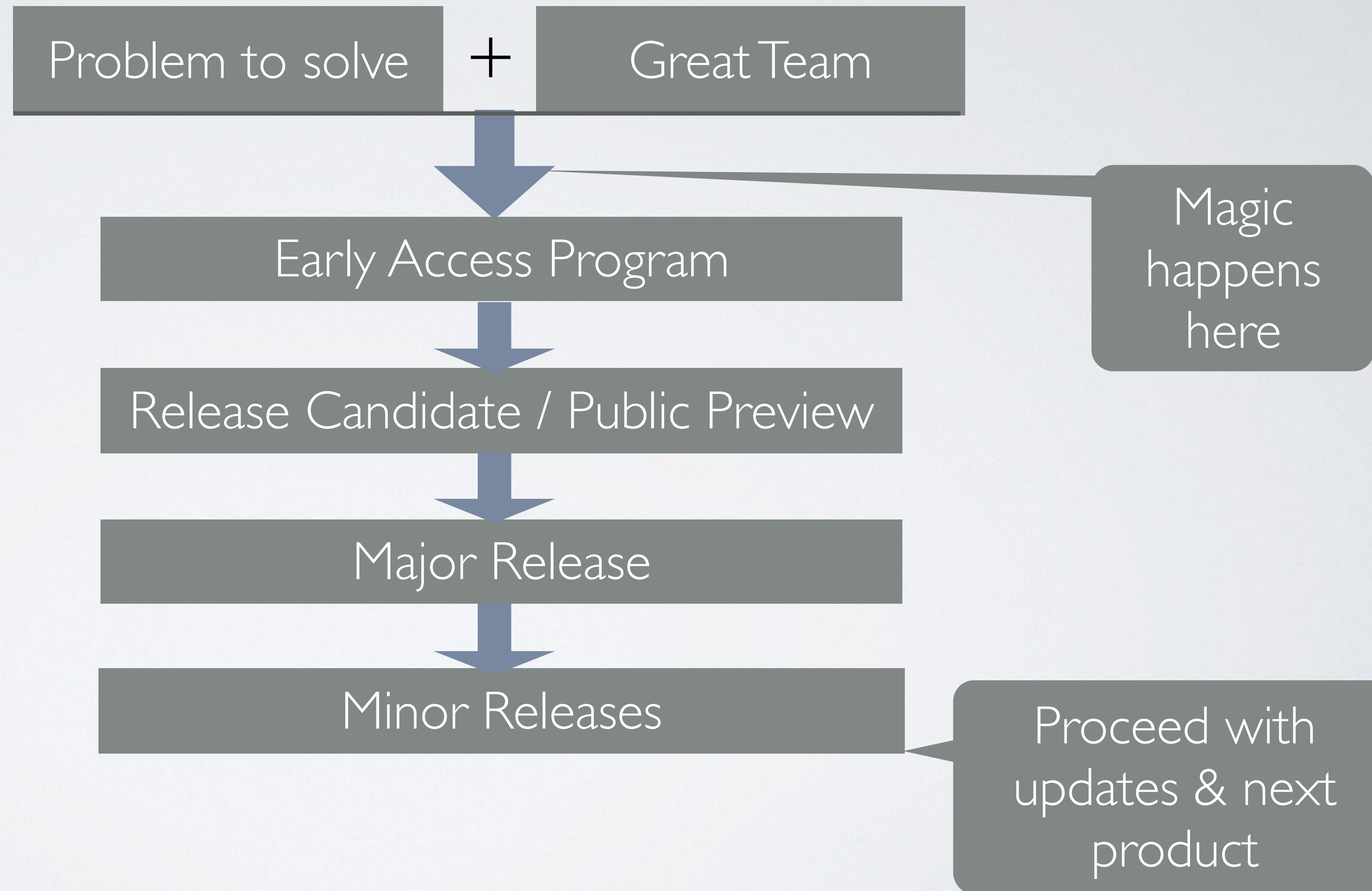
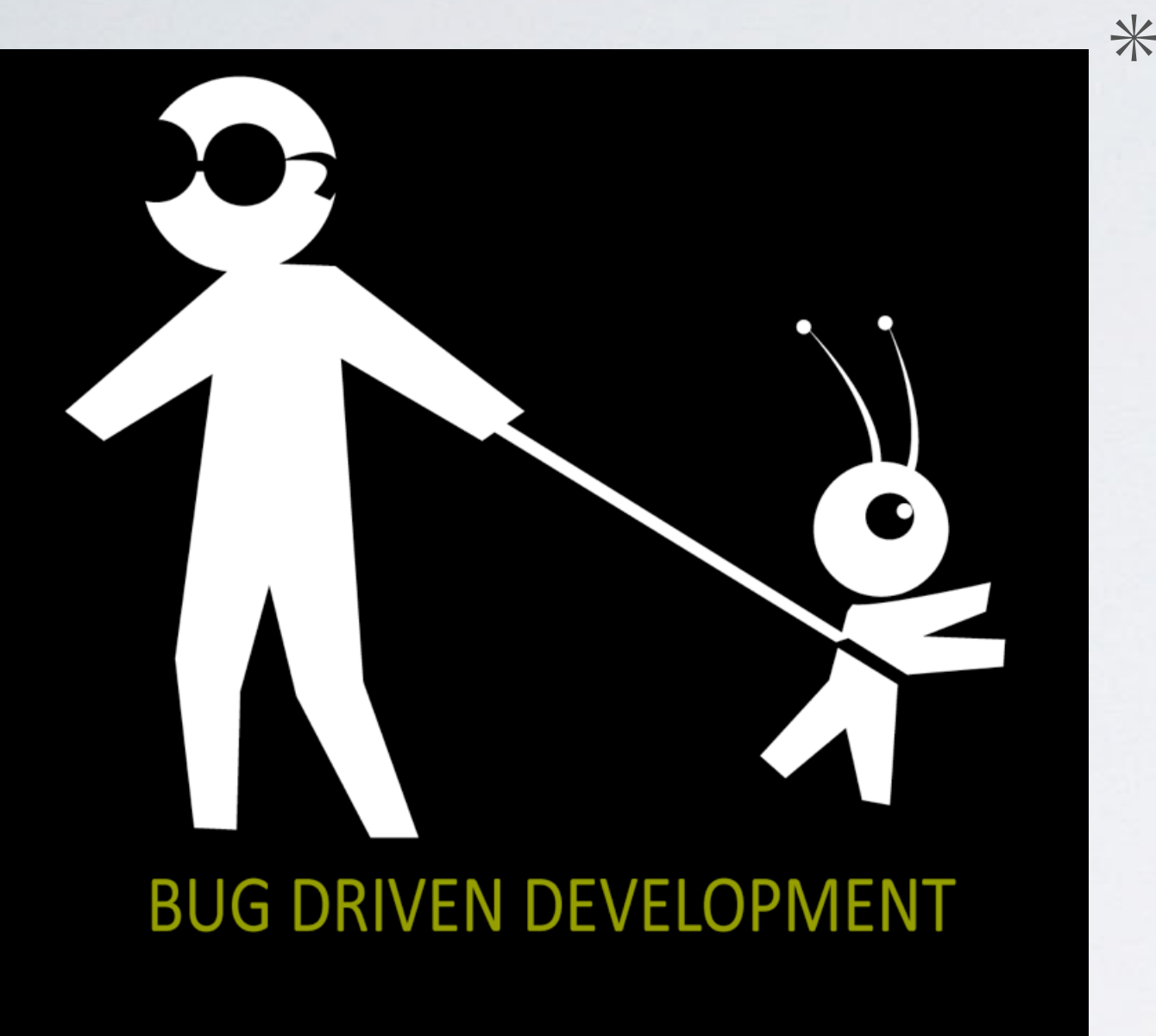
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AGENDA

- Roadmaps
- Product life cycle
- Marketing planning

PRODUCT DEVELOPMENT



ROADMAPS



Welcome

- **PhpStorm Development Roadmap**
- PhpStorm FAQ
- Third-Party Software Used by PhpStorm
- Previous PhpStorm Releases
- › Tutorials
- › Plugin Development
- › PhpStorm Internal
- PhpStorm Early Access Program
- › PhpStorm Release Notes
- PhpStorm Webinars

PhpStorm Overview

What's new in PhpStorm 9

PhpStorm Features

Download PhpStorm

PhpStorm Quickstart Guide

Sales FAQ

? - Under Investigation

💡 - In Progress

PhpStorm 9 (ETA July 2015)

- Editing Experience
 - Advanced PHP type inference - better problem detection & code completion
 - Live debugging data overlay directly in editor
 - Postfix code completion for PHP
 - Inline mode for rename refactoring
 - Introduce parameter refactoring
 - Structural Search & Replace scenarios for PHP - basically an ability to easily define custom inspection rules
 - Various formatting and PHPDoc-related features
- Tools & Environment
 - Easy use of “remote” tools (SSH or VM-hosted) - e.g. PHP Code Sniffer, PHP Mess Detector
 - Docker integration: image/container management and deployment tools
- Platform Features
 - Easy Inspection scopes setup
 - *HiDPI* support for Windows/Linux
 - A brand-new distraction-free mode, see *View | Enter Distraction Free Mode*
 - New version control log viewer, time-color-coding for *Annotate* view
 - Adding multiple selections with the mouse
 - A new option to *Copy as rich text by default*

We are also experimenting on:

- Hack language support
- Even easier PHP debugging setup and problem detection
- Zend Framework 2 support
- Plugin & new features discoverability

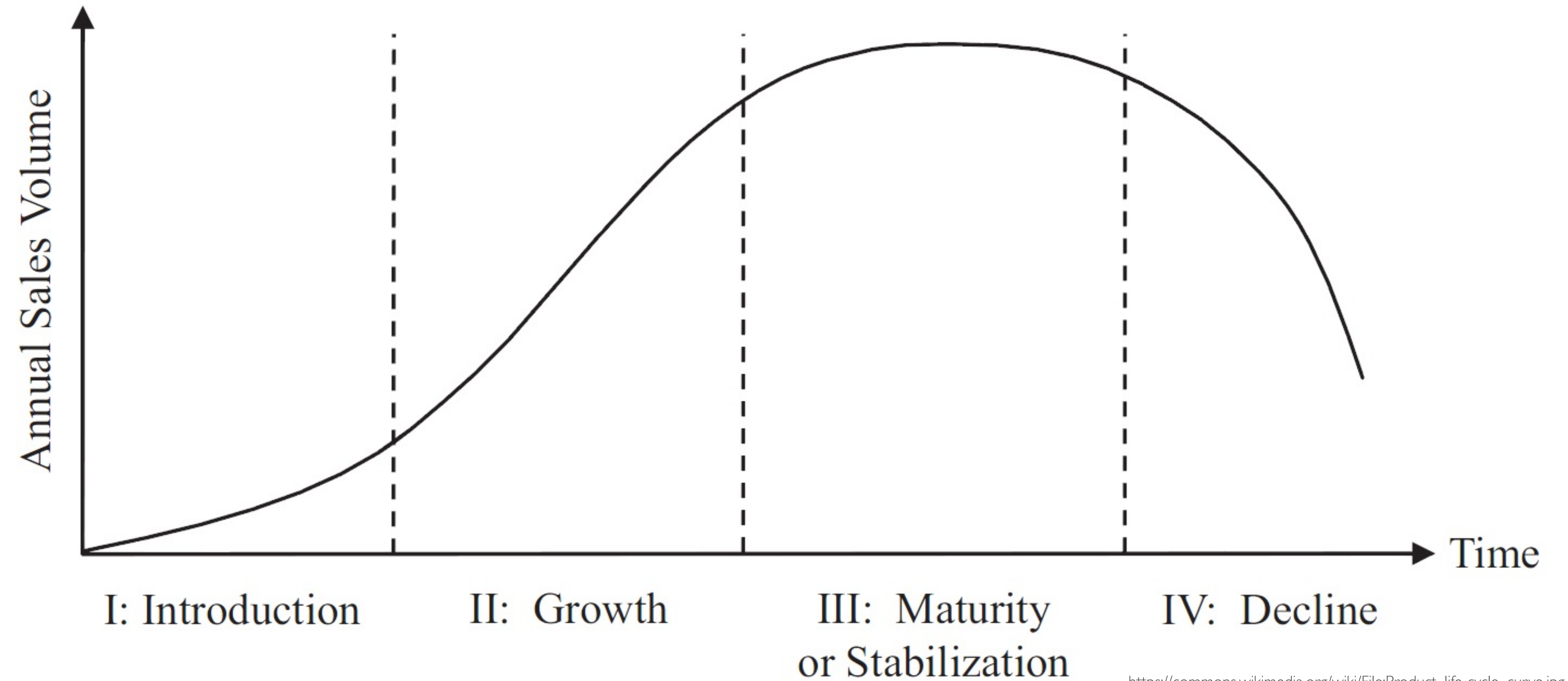
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WHO DEFINES THE ROADMAP?

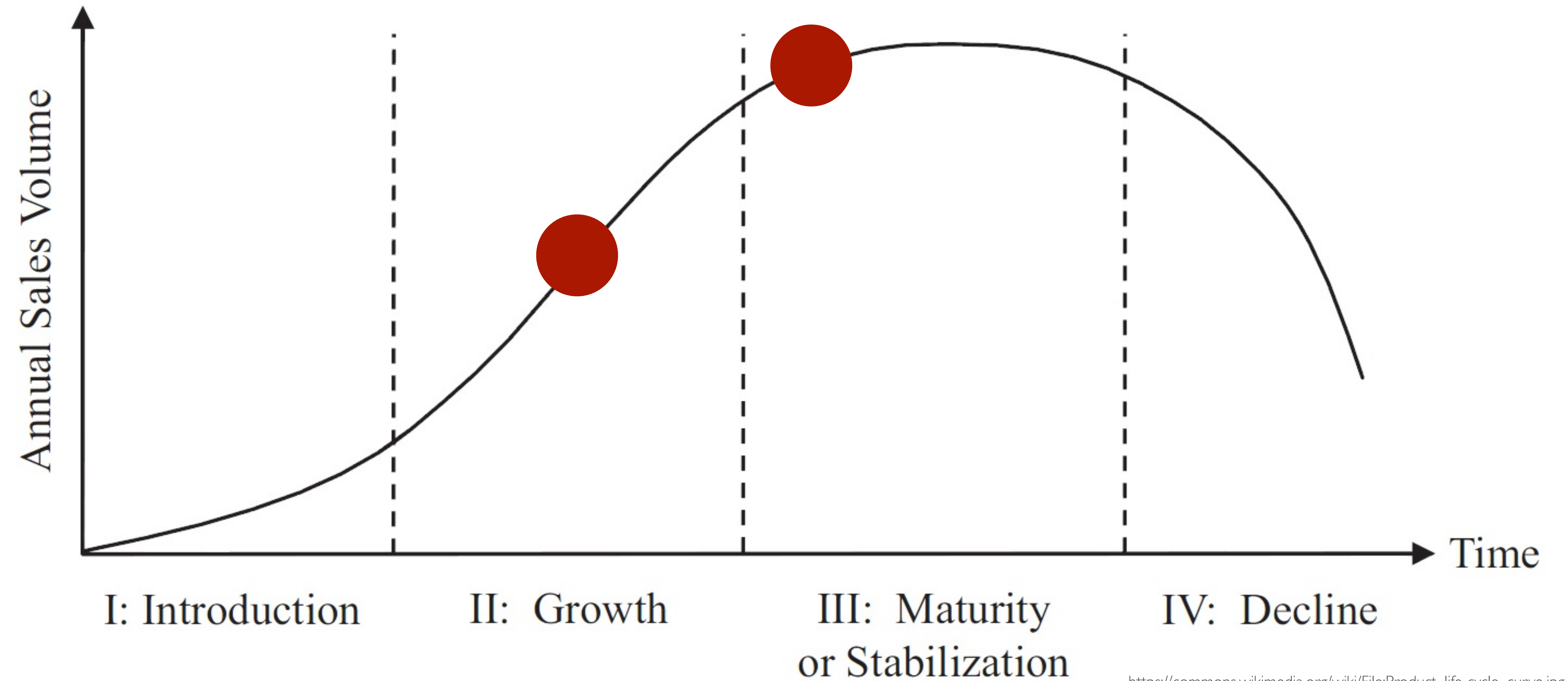
ESTIMATE AND PRIORITISE!

PRODUCT LIFE CYCLE

PRODUCT LIFE CYCLE CURVE



PRODUCT LIFE CYCLE CURVE



MARKETING PLANNING

STRATEGY



MARKET

FOCUS

BUSINESS

PLANNING

PROGRAMS

READINESS

SUPPORT

Competitive Landscape

Product Roadmap

Innovation

Requirements

Launch Plan

Sales Process

Presentations & Demos

Technology Assessment

Use Scenarios

Thought Leadership

Collateral

"Special" Calls

Status Dashboard

Lead Generation

Sales Tools

Event Support

Referrals & References

Channel Training

Channel Support

EXECUTION

Pragmatic Marketing Framework™

The market-driven model for managing and marketing technology products



(480) 515-1411 ■ PragmaticMarketing.com



SITUATION ANALYSIS (WHERE ARE WE NOW?)

- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Customer analysis (Who? Why? How?)
- Competitor analysis
- Partners
- Competencies analysis
- Current performance and results
- Market trends

OBJECTIVES

(WHERE DO WE WANT TO BE?)

- Mission
- Vision
- RACE (Reach, Act, Convert, Engage)
- 5S (Sell, Serve, Save, Speak, Sizzle)

STRATEGY

(HOW DO WE GET THERE?)

- STOP (Segments, Target markets, Objectives, Positioning)
- SIT (Sequence, Integration, Targeting)

TACTICS

(HOW EXACTLY DO WE GET THERE?)

- Marketing Mix
- Tools
- Acquisition vs Retention

ACTIONS

(THE DETAILS OF TACTICS)

- Guidelines
- Action plan
- Checklists
- Responsibilities and structures
- Processes
- Internal/External resources

CONTROL (HOW DO WE MONITOR PERFORMANCE?)

- KPIs / metrics
- Analytics
- Optimisation
- Reporting





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