



DevRel Survey 2017

Preliminary results

Because we still want MORE responses!

Released Dec 6, 2017

<https://www.surveymonkey.com/r/WIPDevRel17>

WIP DevRel Survey 2017

- 5th Annual Survey on Developer Relations
- 79 responses in 2016
- To date Dec 5, 2017: **54**



DevRel Survey 2017

Participate!

<https://www.surveymonkey.com/r/WIPDevRel17>

% from Large companies

2017 – 39%

2016 – 49%

% from Mid Sized companies

2017 – 41%

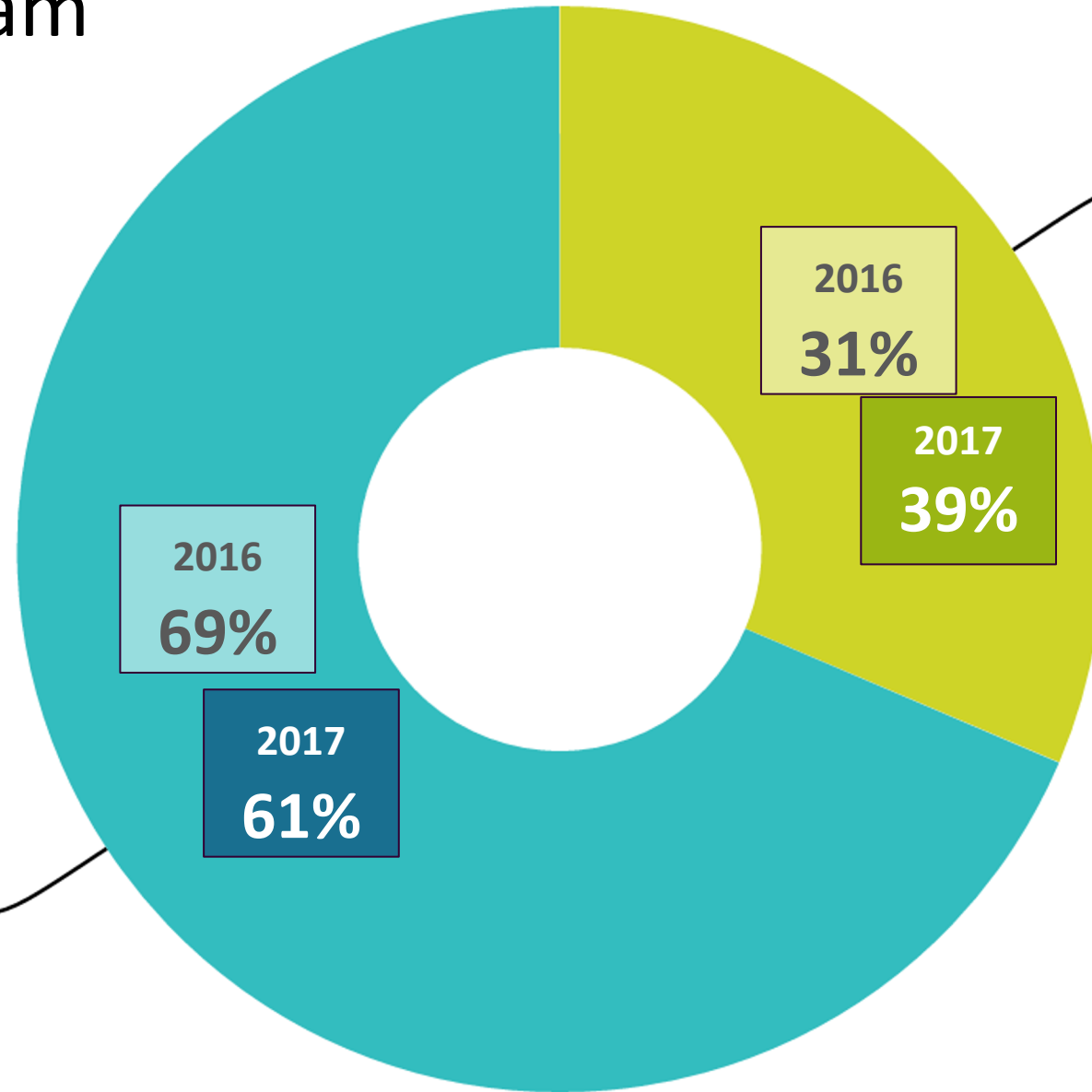
2016 – 30%

**21% from Small companies
(Under 100 employees)
2017& 2016**

**% from 10 people or under
2017 – 5%
2016 – 10%**

Type of Program

NO - our developer program is just a part of our company's offering



YES - we are all about developers

Where does dev rel sit in your org?

5.6 % Innovation
11.1% Stand alone

35% Marketing
4% Sales

31.2% Product

Other

4% - CTO office/Engineering

- Developer Strategy sits in marketing, Developer relations sits in Product Groups - somewhat fragmented
- Part of a product team including product marketing, product management, customer (Dev) care, Dev community
- Well, I used to report to Corp. Marketing, but I report now to CTO office.
- We are a part of the apps go to market team in the app platform product line

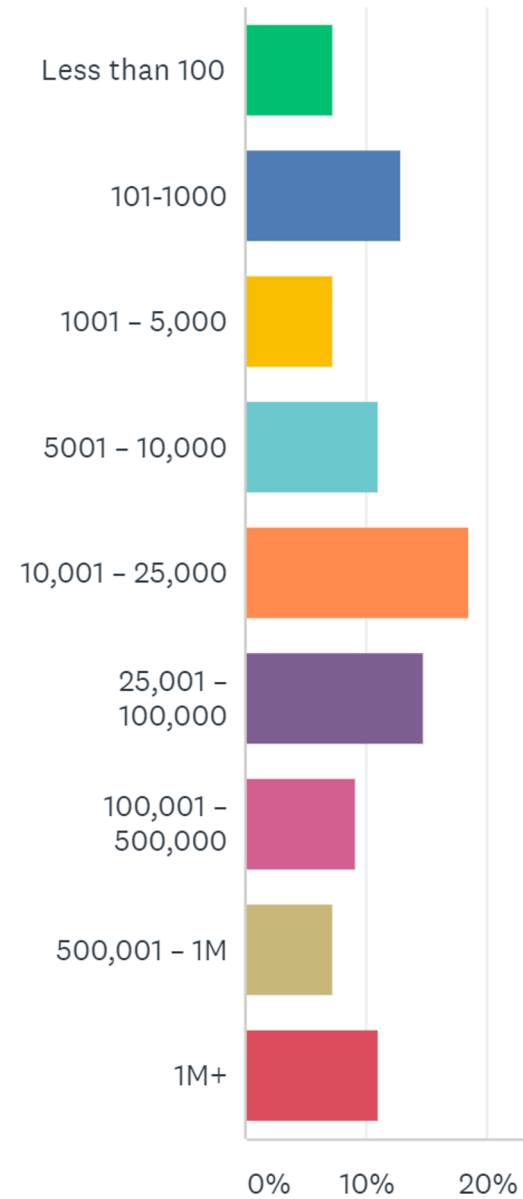


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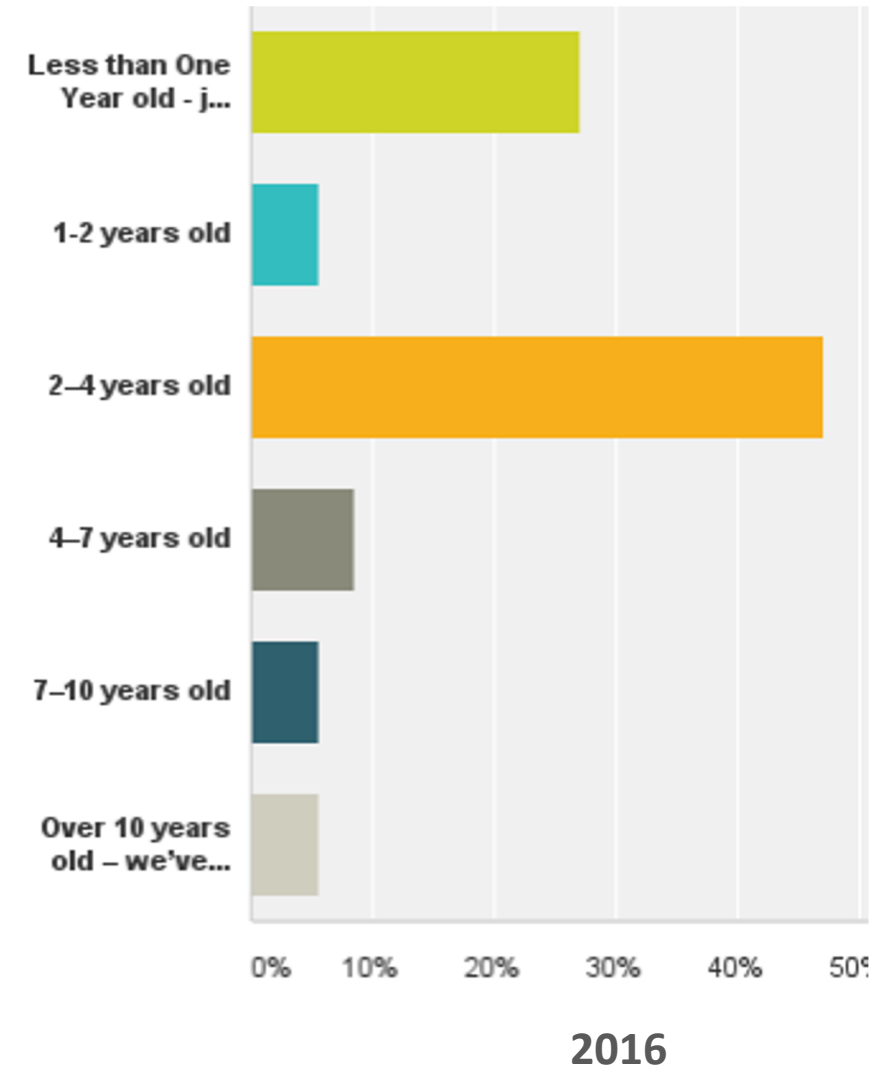
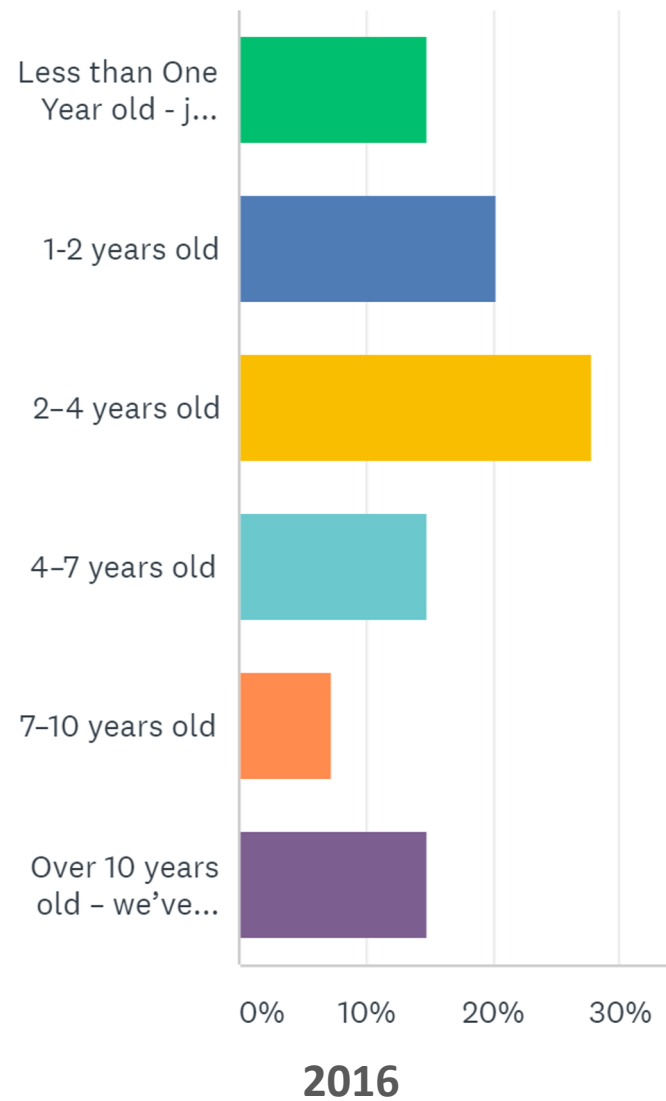
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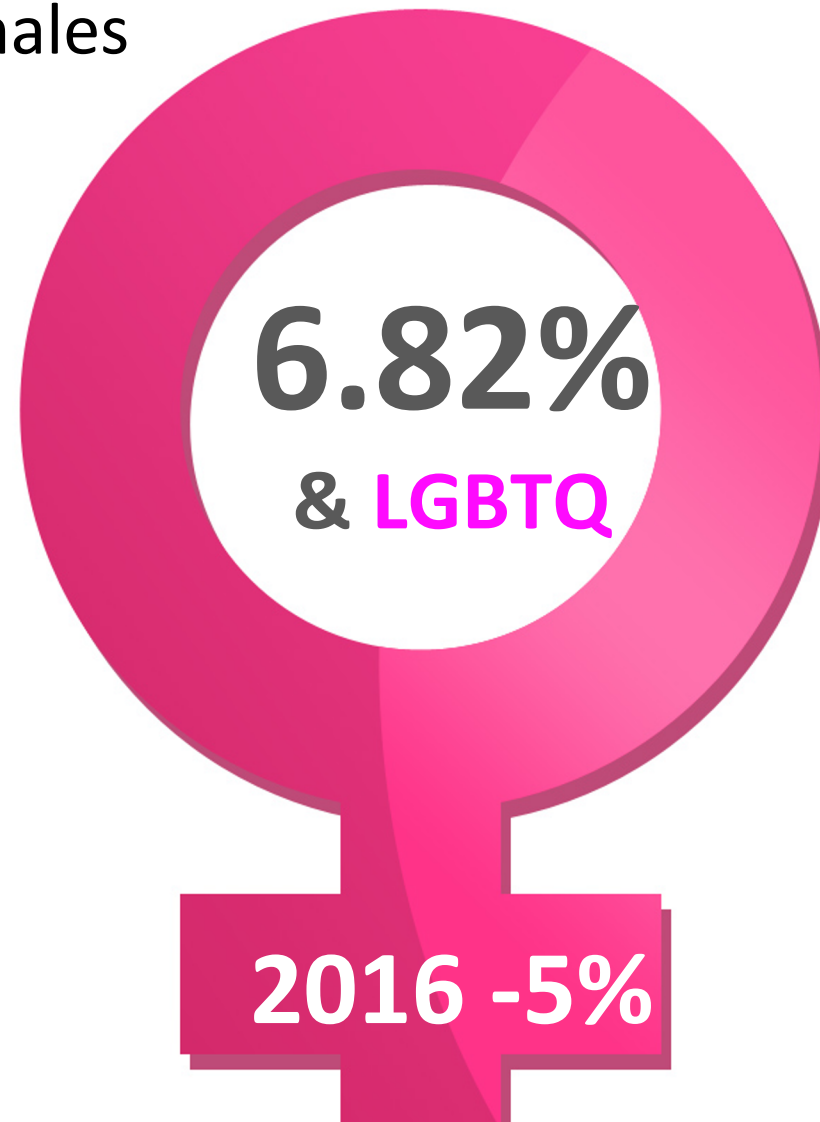
How large is your dev community?



Q6: How old is your company's developer program?



Targeting: Gender/females



Let's do better to target and encourage diversity



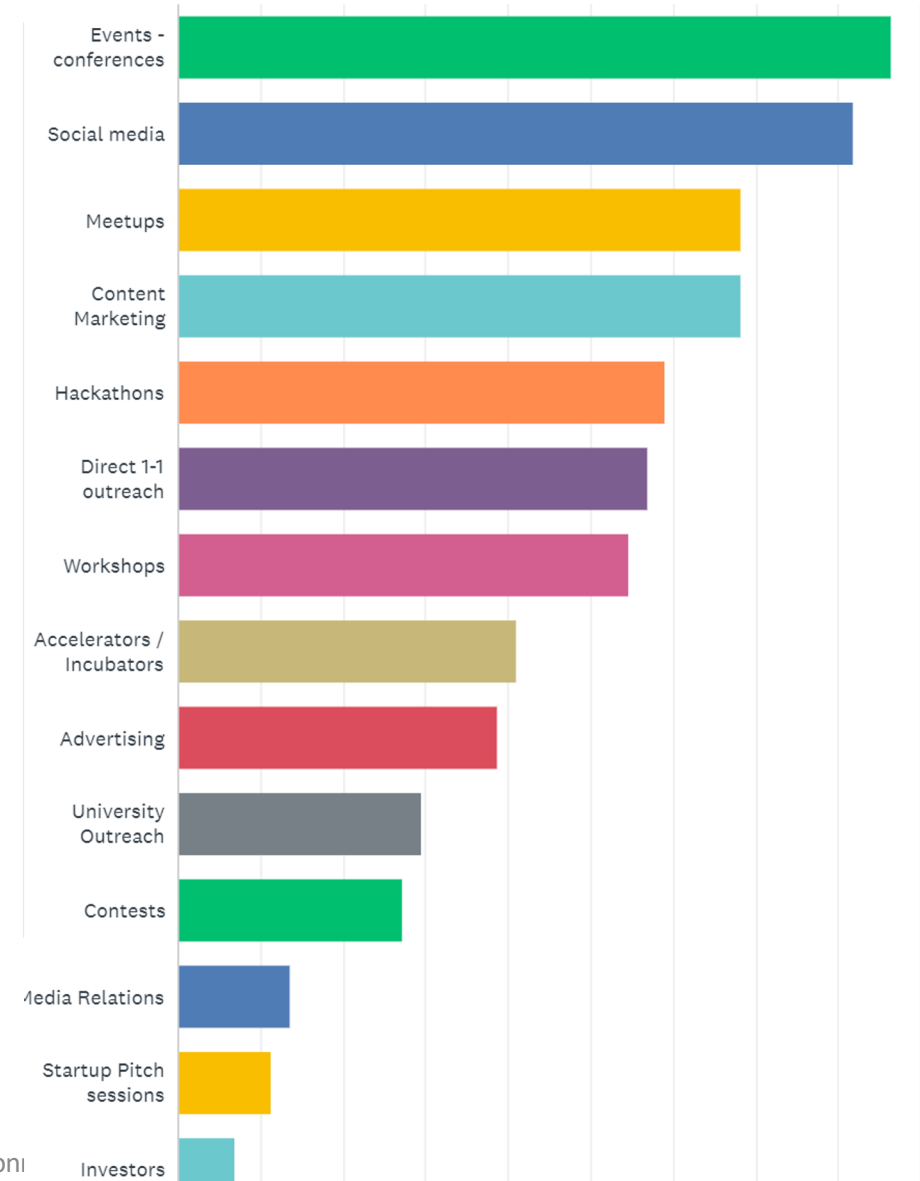
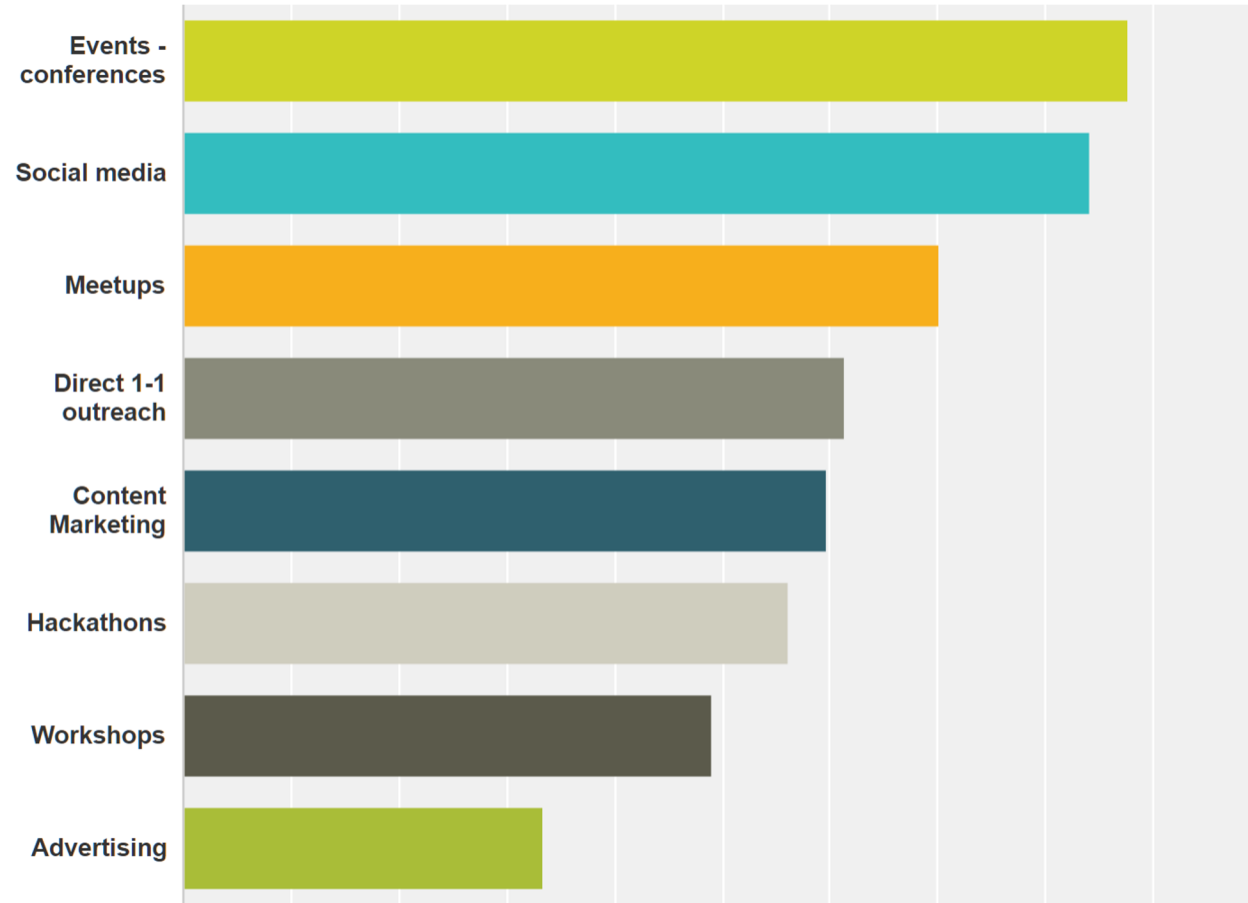
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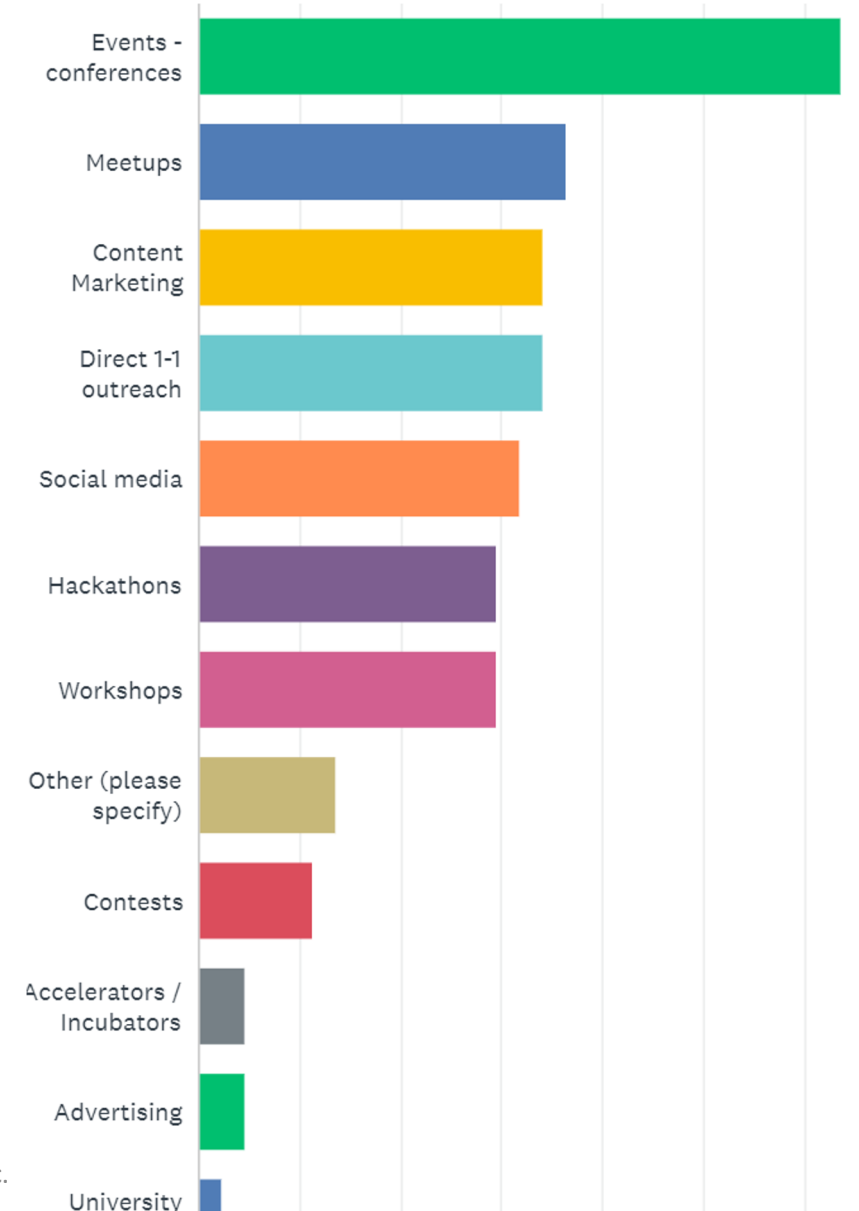
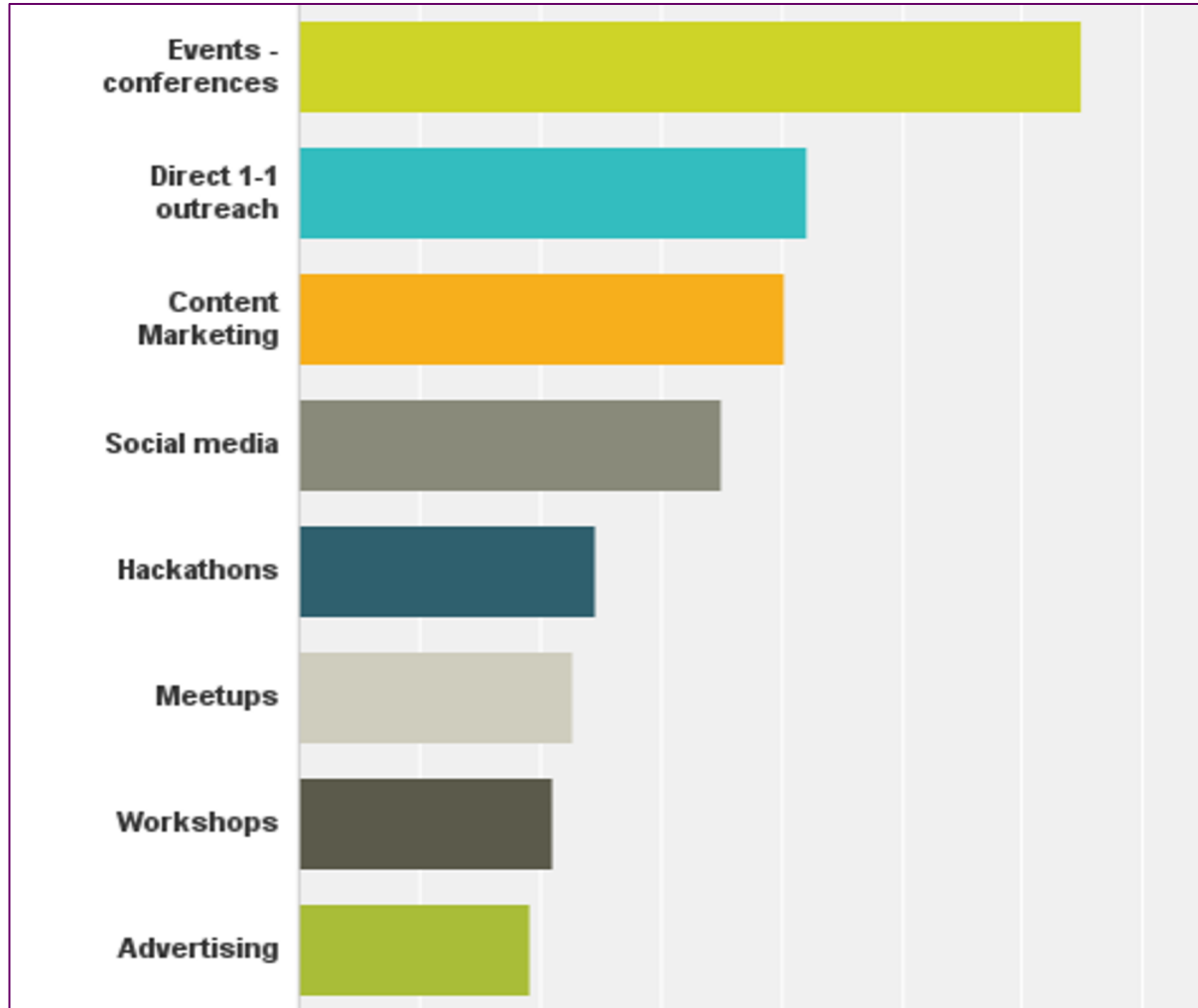
Channels used for Outreach

Most Used

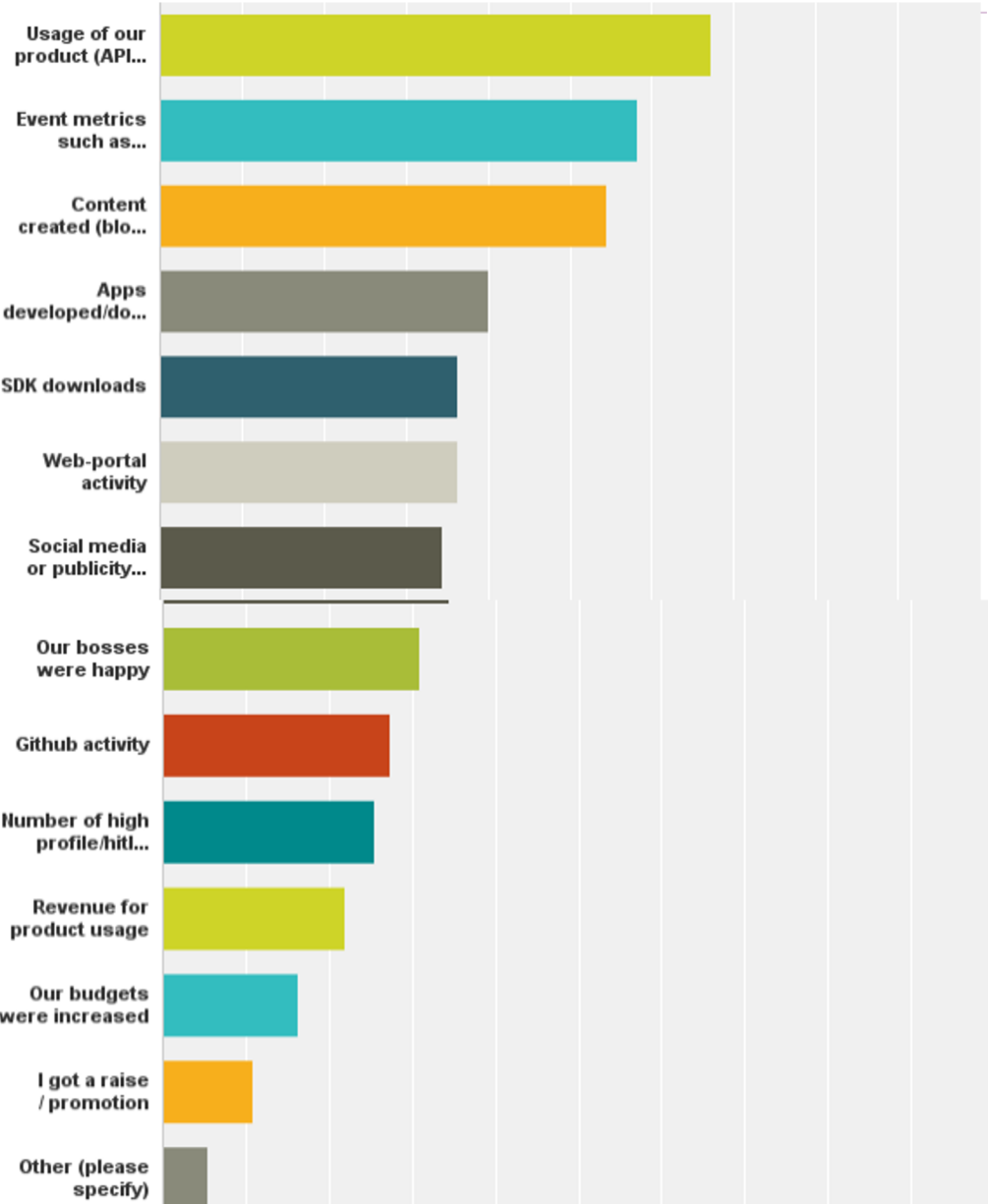


Channels used for Outreach

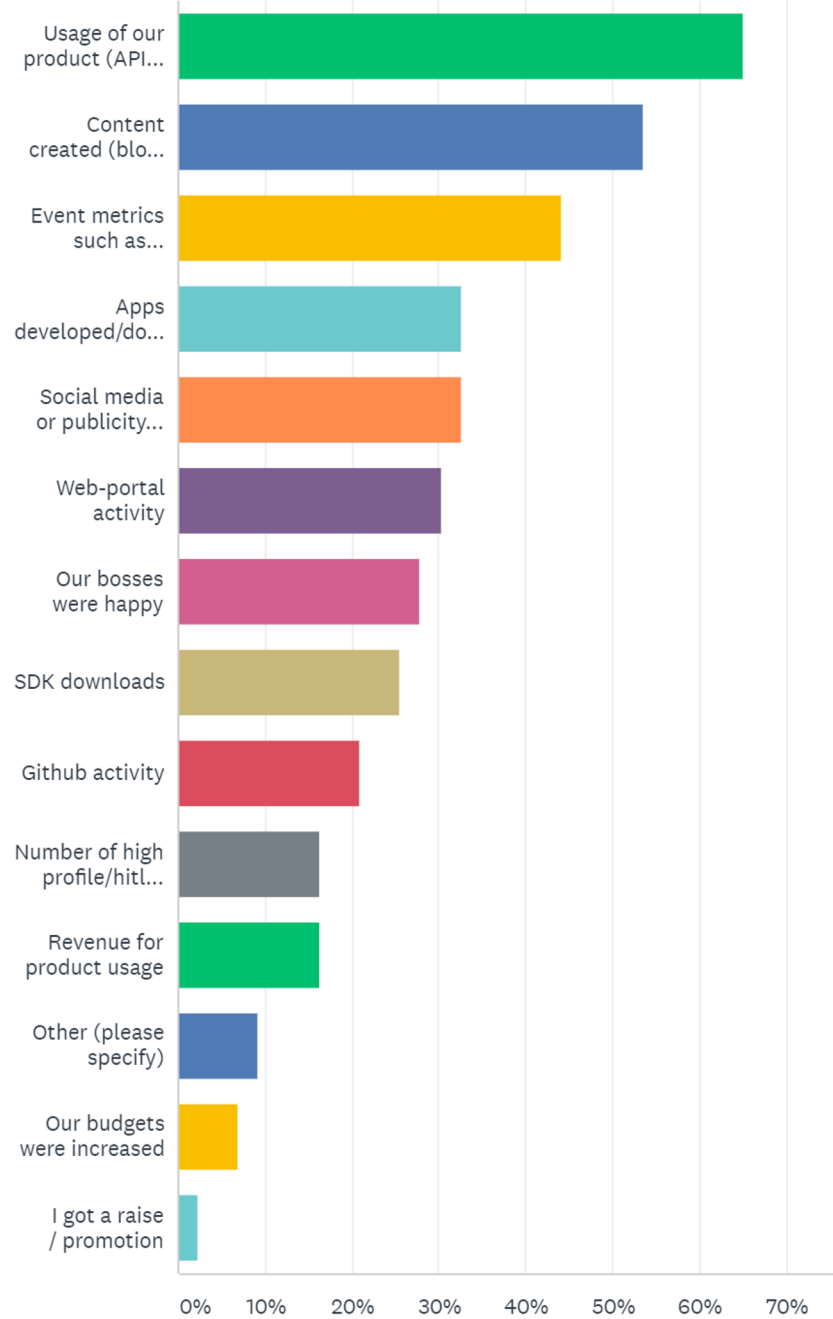
Most Effective



Measuring Success



Industry Partnership Connector Inc.



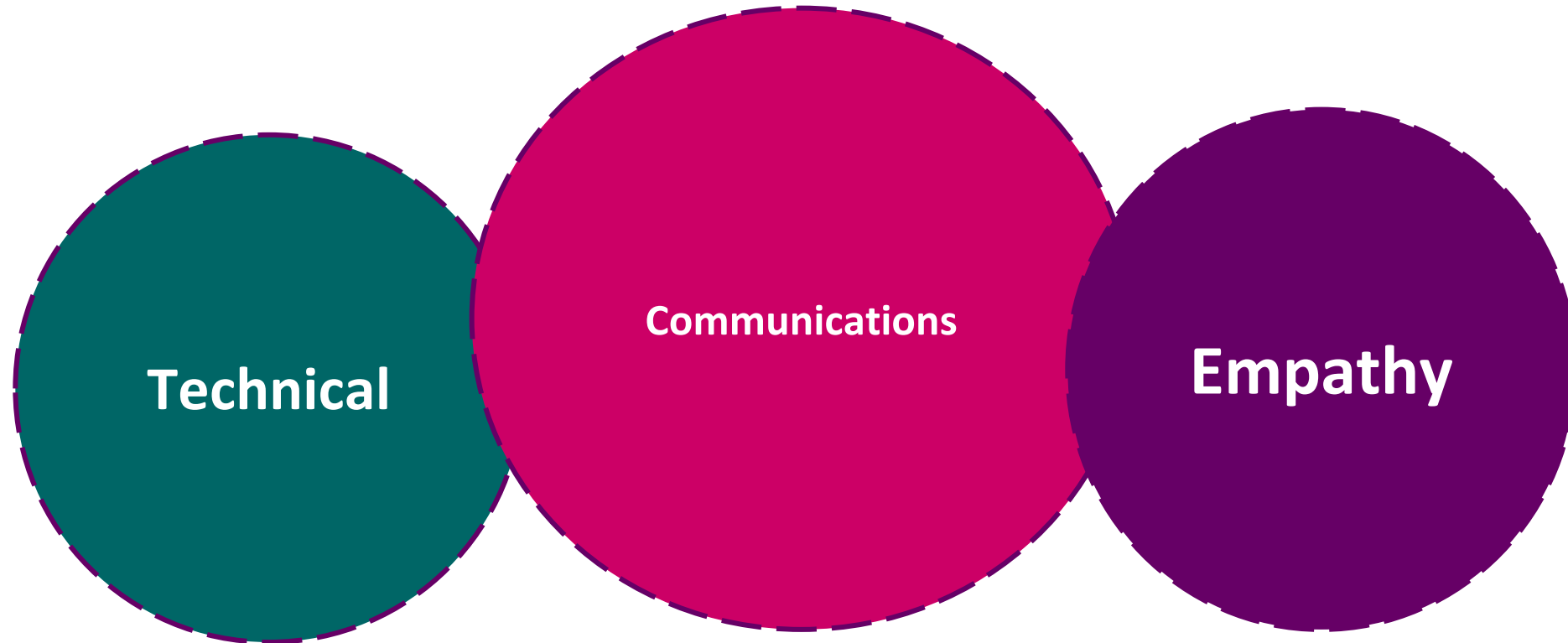


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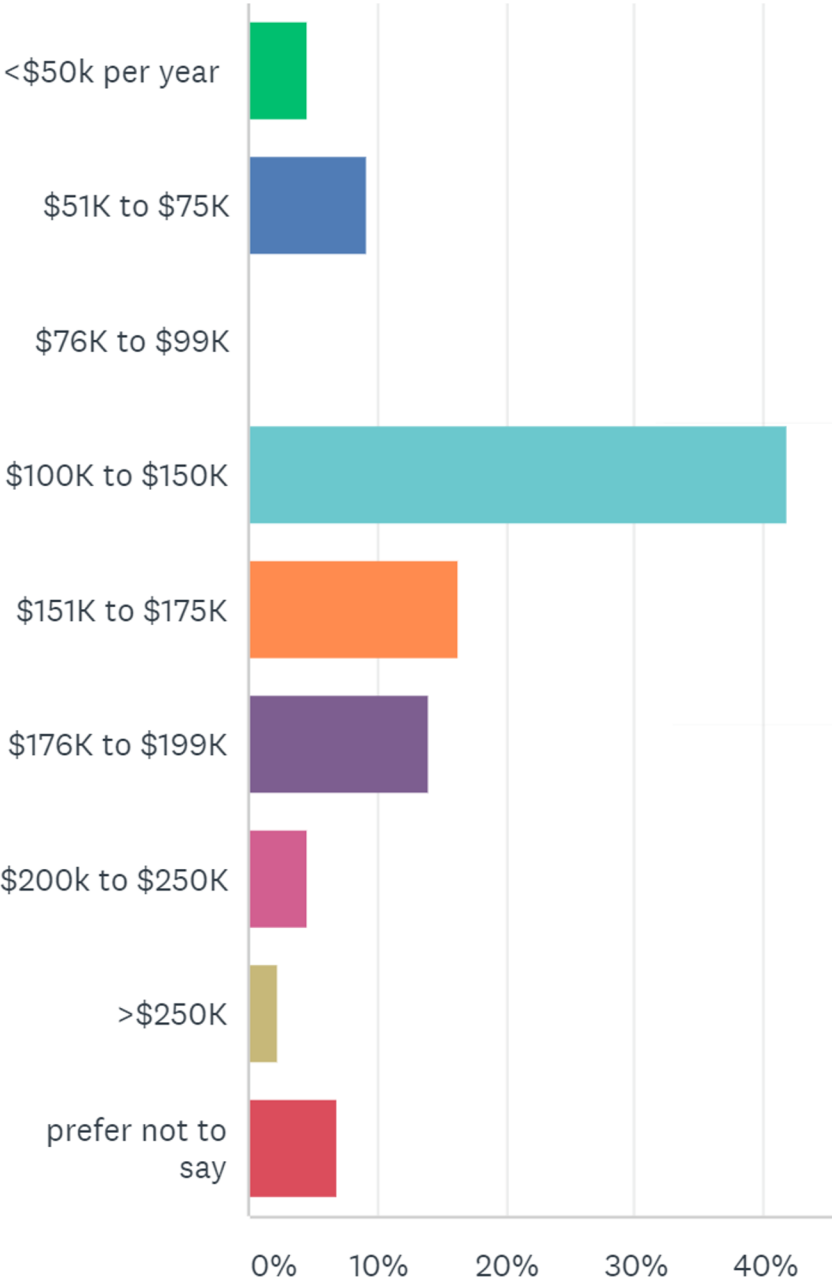
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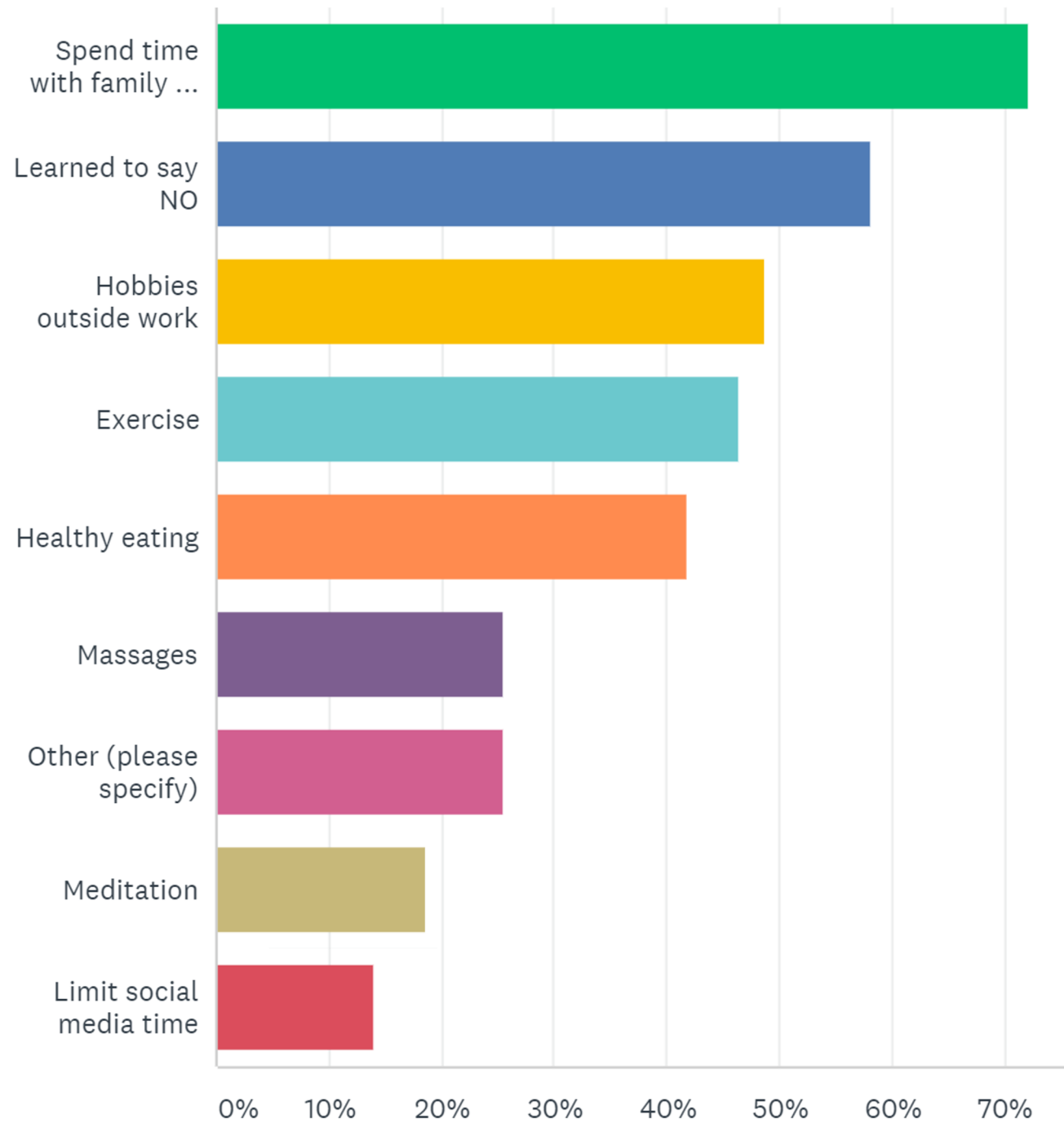
TOP skills needed to be successful in DevRel



Average Salary?



Self care



Years of Experience

Years of Developer Experience

<1 Year	5.8%
1-2 Years	12.4%
2-5 Years	32.1%
6-10 Years	23.2%
11+ Years	26.5%

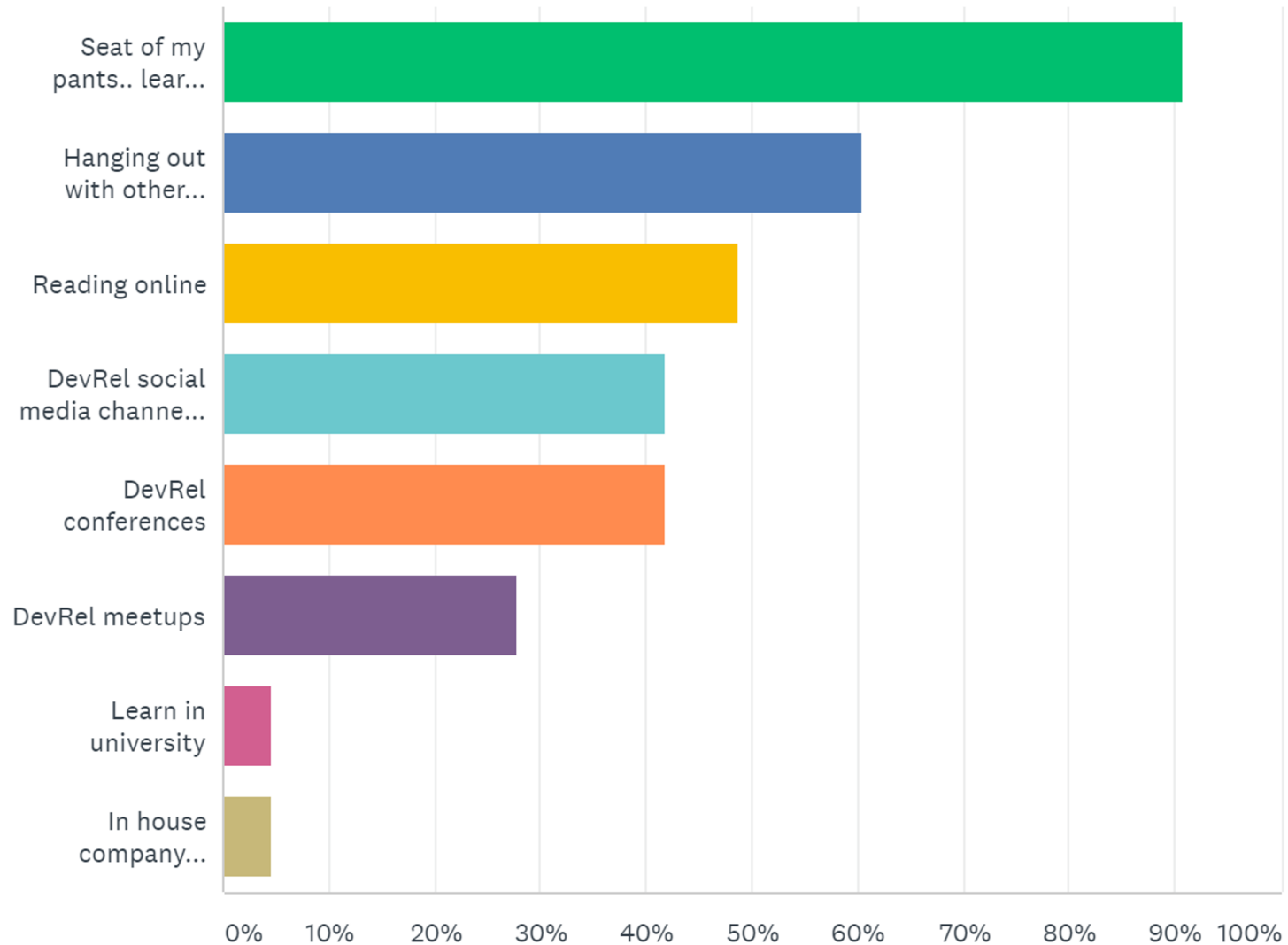
Stackoverflow, 16

Years of Developer Relations Experience

	2016	2017
<1 Year	16.4%	14%
1-2 Years	3.6%	14%
2-4 Years	43.6%	18.6%
4-7 Years	21.8%	25.5%
7-10 years	5.5%	14%
10-15 Years	1.8%	11.6%
15+	7.3%	2.3%

How did you learn to be a developer relations practitioner? How do you keep learning? Check all that apply.

Answered: 43 Skipped: 31



Biggest Challenges Ahead

2016

Increasing engagement with our developers	61.82%
Scaling our outreach and getting enough developers	58.18%
Finding great/qualified developers	32.73%
Getting internal support for our program	29.09%
Keeping content fresh and current	27.27%
Generating revenue from our program	23.64%
Getting sufficient budget	20.00%
Scaling our Support	20.00%
Personal and team training in dev relations	16.36%
Finding qualified staff - marketing	14.55%
Finding qualified staff - technical	14.55%
Launching new products	14.55%
Other (please specify)	

2017

Scaling our outreach and getting enough developers	53.49%
Increasing engagement with our developers	48.84%
Keeping content fresh and current	27.91%
Getting internal support for our program	23.26%
Getting sufficient budget	23.26%
Personal and team training in dev relations	23.26%
Launching new products	23.26%
Generating revenue from our program	20.93%
Finding qualified staff - technical	16.28%
Finding great/qualified developers	16.28%
Scaling our Support	16.28%
Finding qualified staff - marketing	11.63%
Other (please specify)	2.33%



INNOVATION: Starts with Developers

10 years of Outsourced Developer Relations

Building developer programs and ecosystems for emerging technologies

www.WIPFactory.com



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