Marketing Rexx
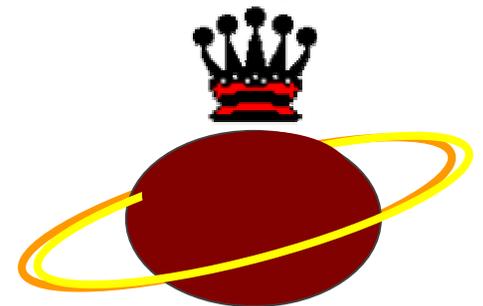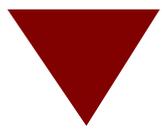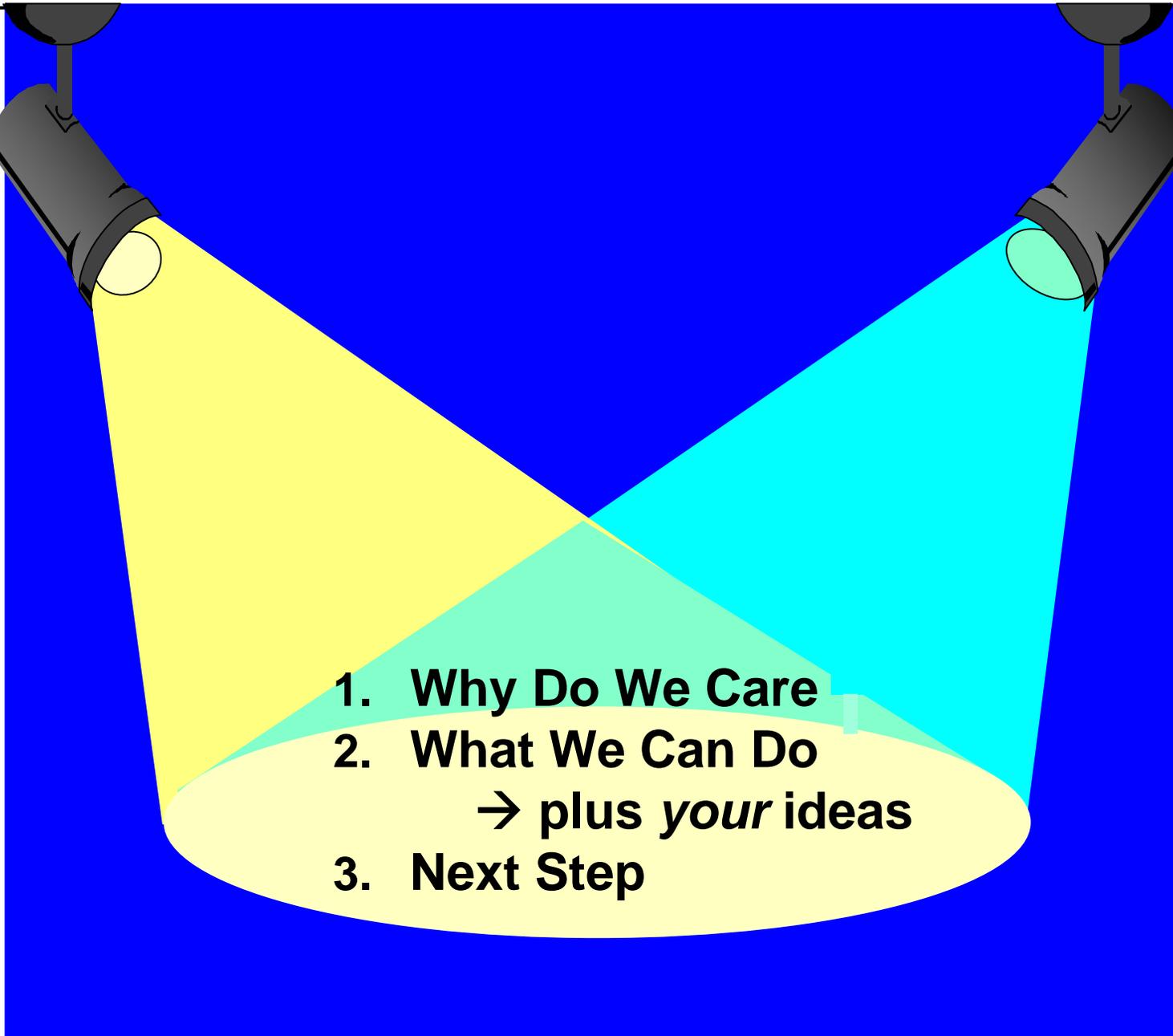
Howard Fosdick

Who Am I ?

- Independent consultant DBA

- Founder IDUG, MWDUG, CAMP

- Author: _Rexx Programmer's Reference_

- Presenter, author, geek

Contact: hfosdick@compuserve.com

Marketing Rexx -- Outline

1. **Why Do We Care**
2. **What We Can Do**
   → plus *your* ideas
3. **Next Step**

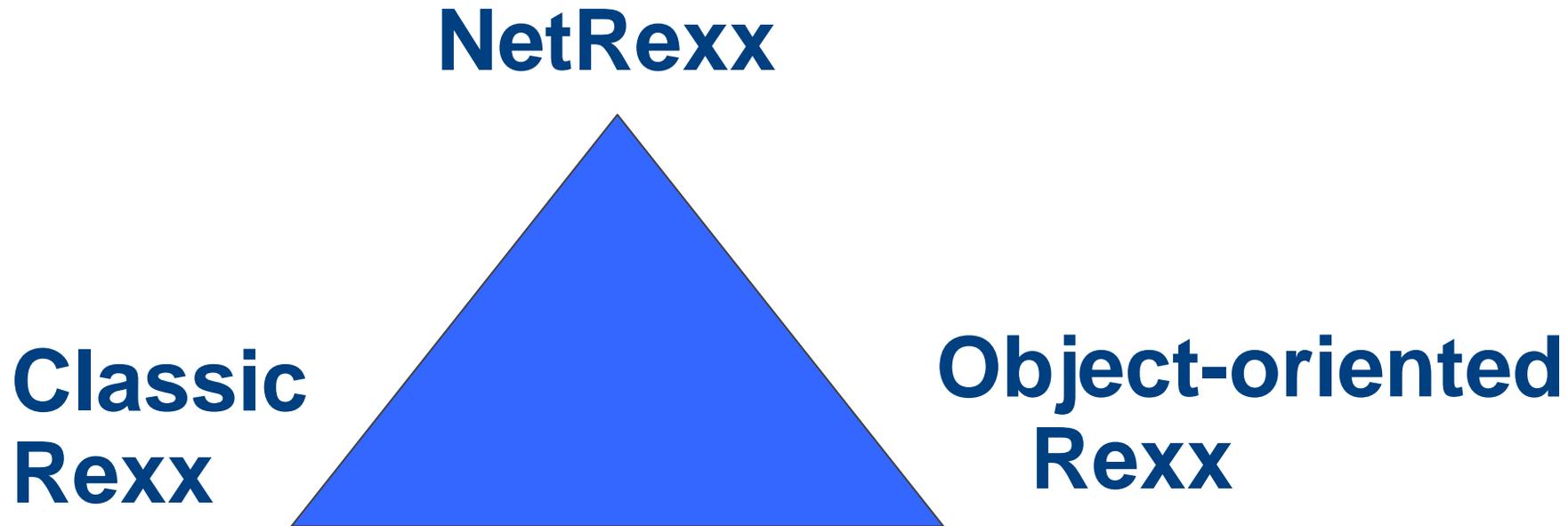# Why Market Rexx ?

Why ?

Practical

-- Enhance career prospects

-- Gain "soft" skills

-- Helps resume

Personal Satisfaction

-- Meet people, learn more

-- Discover your inner "marketing geek"

-- Fun !

What Are We Marketing ?

NetRexx

Classic
Rexx

Object-oriented
Rexx

Free

Bundled

Plus . . . *many* tools !

The Free Rexx Interpreters

Regina

Most major operating systems

Rexx/imc

Unix, Linux, BSD

BRexx

Windows, DOS (32/16 bit), Windows CE, Linux, Unix, Mac OS, others

Reginald

Windows

r4

Windows

Rexx for Palm OS

Palm OS

roo!

Windows

Open Object Rexx

Linux, Unix, Windows

NetRexx

Any Java Environment

Plus at least 100 free tools & interfaces

Our Situation Today

- **Rexx is one of the world's great languages**

- **Excellent interpreters and tools**

- **Have never heard of Rexx:**
  - **Linux developers**
  - **PC users**
  - **Handheld users**

- **Mainframers don't know it runs elsewhere**

- **No visibility in Linux/OSS movement**

- **Where are the young folks ?**

"I didn't know!"

Why Rexx Needs Marketing

Runs everywhere, but predominates on systems with declining market share. . .

Linux--	**all versions**
Unix--	**all versions**
BSD--	**all versions**
Windows--	**all versions**
Mac OS--	**all versions**
DOS	**all versions (32- and 16- bit)**
Handhelds--	**Windows CE, Palm OS, Symbian/EPOC32**
Embedded--	**Embedded Linux, DOS, Windows variants**
Mainframes--	**OS, VM, VSE (all versions)**
IBM mid-range--	**i5/OS, OS/400 (all versions)**
Many others--	**Amiga OS, AROS, OpenVMS, BeOS, OpenEdition, AtheOS/Syllable, SkyOS, QNX (QNX4/QNX6), OS/2, eCS, osFree, more…**

Rexx – A Victim of the "Hype Curve" ?

Measures the
Public attention

**Hype
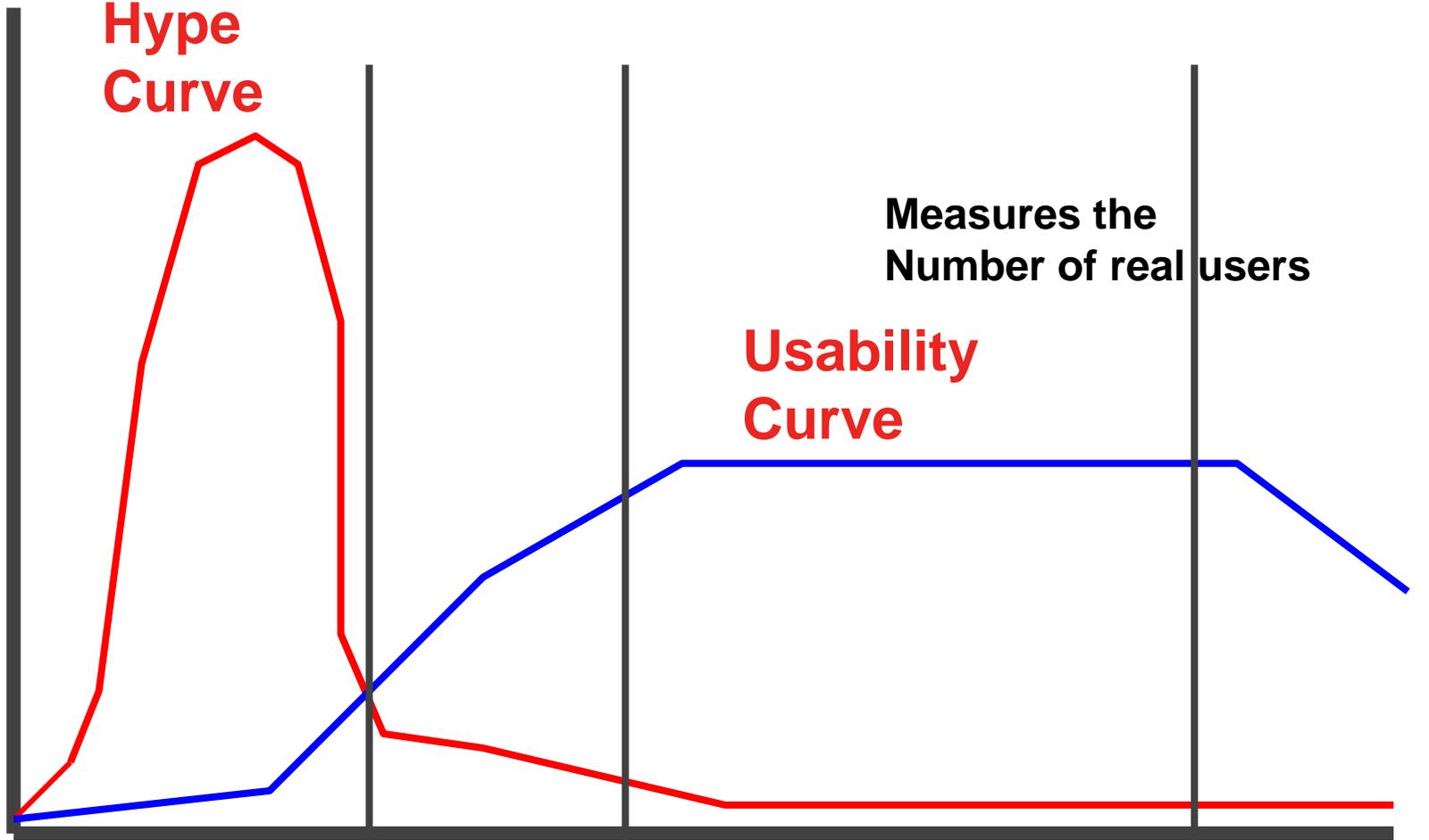Curve**

Measures the
Number of real users

**Usability
Curve**

Media
phenomenon

Early
adopters

Maturity

Decline

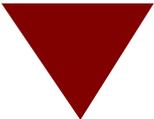# Can We Change Things ?
--> Guerilla Marketing

- I spent ONE HOUR

  - Sent the ooRexx announcement to 4 sites
  - 3 posted
  - 2 Rexx LA members commented

- Result = 60,000 eyeballs

O'Reilly's OSDIR.COM --

- Comments from 2 Rexx LA

members doubled our presence !
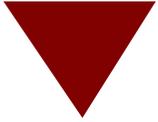
Imagine if 10 people did this !

- **Guerilla marketing:**

  - Fun !
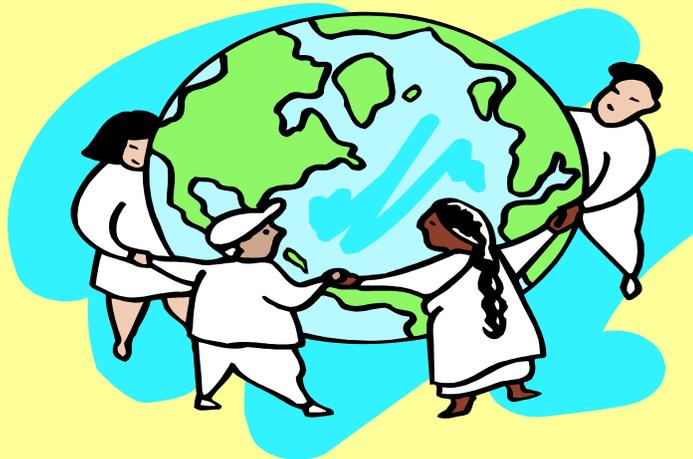 - It works !

- Doesn't take much time
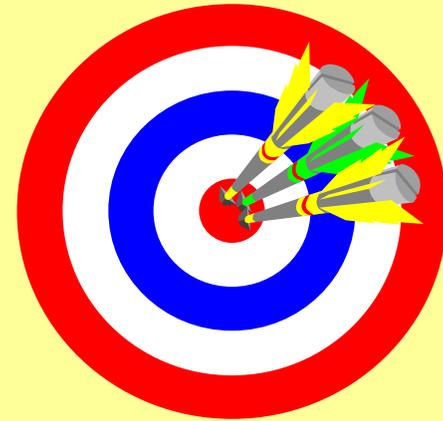
II. What Can We Do ?

Awareness

- **Spread the word. . .**
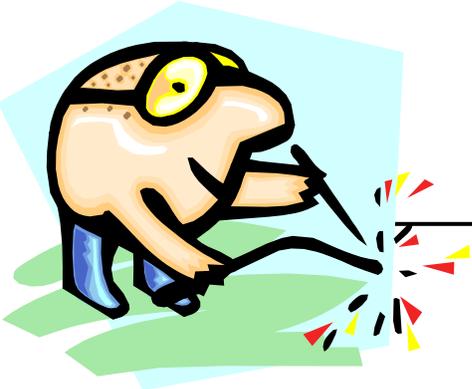
- **Rexx will sell itself !**

Who Do We Target ?

- **IBM world**

- **Linux world**

- **O'Reilly world**

- **PC users**

- **Handheld users**

- **Mac OS users**

- **Online scripting discussions**

Everyone has a Role !

Web sites

Forum Comments

Articles

Presentations

Distros

Comments on Articles
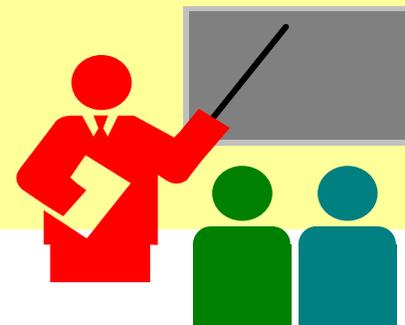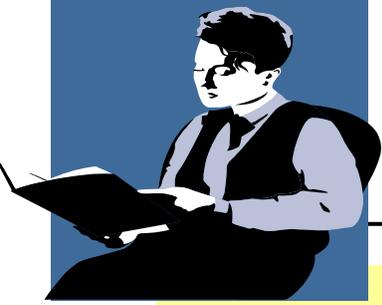
Press Releases

Your idea here !

Presentations

- *PC* and *Linux* users groups *love* this stuff

- *O'Reilly*, *SHARE*, and *GSE* too

- Helps your career !

- You can use my foils

Articles   (Online or Print)

- **One article *really* helps the resume !**

  1. They'll edit it for you
  2. Many are desperate for articles !

- **Comments on an article are as important as the article itself !**

  - Web sites count Hits and Comments

Article + **Comments** → **Impact !**

Forums & Feedback

- **Feedback to: *Articles, Forums,***
  Press Releases, Web sites

- **Confers legitimacy**

- **Only takes a minute**
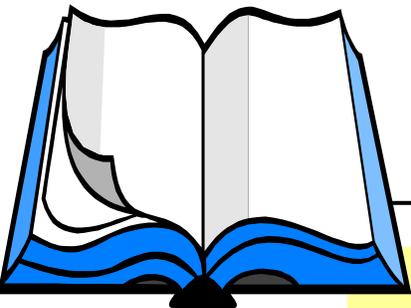
- ***Really* makes a difference**

Post !

"Don't underestimate the power of your referral !

… Please post on Amazon, blogs, user groups or other online places to help influence our success..."

-- IBM

Book

- **Motivation = personal satisfaction**

- **BookScan says "Rexx is dead!"**

- **Next release (hopefully!)**

  - **Your examples**
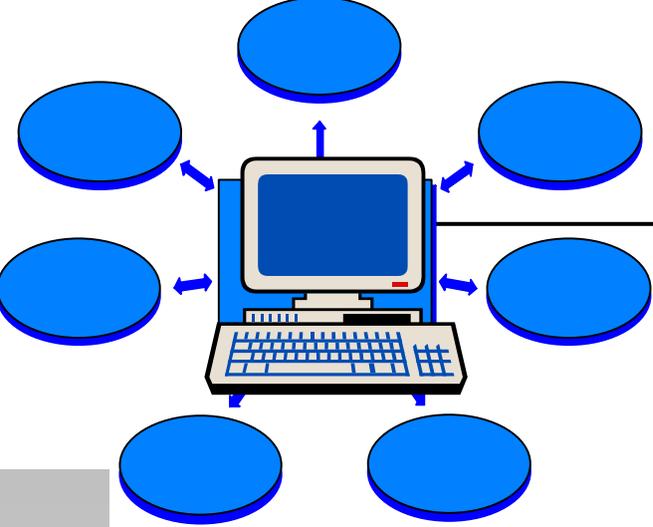 - **Deeper coverage**

- **I'll help anyone else**

Press Releases

- **Announce--**

  - **_Any_ Rexx "event"**

- **Our advantage--**

  - **Not-for-profit, techies**

  - **Not professional marketeers**

PR Team ?

Web Sites

- **Some Rexx interpreters & tools are hard to find**

- **Consolidated "Tools Page" (like CPAN)**

Distros

- **Why?**

  - Confers legitimacy
  - Rexx in OS doc, on web site

- **Goal**

  1. In *every* Linux distro
  2. In Windows Resource Kit
  3. In secondary OS distros
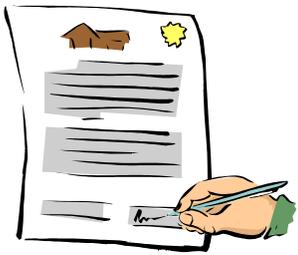
- **How?** →

  Distros team?

Handhelds

Native

- **Symbian/EPOC**
  → **Regina**

- **Windows CE**
  → **BRexx**

- **Palm OS**
  → **Rexx for Palm OS**

- **Blackberry Rim ???**

DOS Emulation
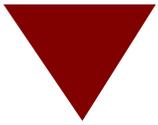
- **BRexx**

Handhelds team?
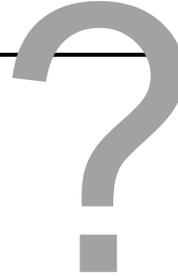
Next Step

Marketing Plan

- **A vehicle for group...**

  - **Consensus**
  - **Synergy**
  - **Participation**
  - **Prioritization**

→ Action !

Conclusions

- **Rexx has _way_ less mindshare than it deserves !**

- **We _can_ change this**

- **Let's _do it !_**

discussion...