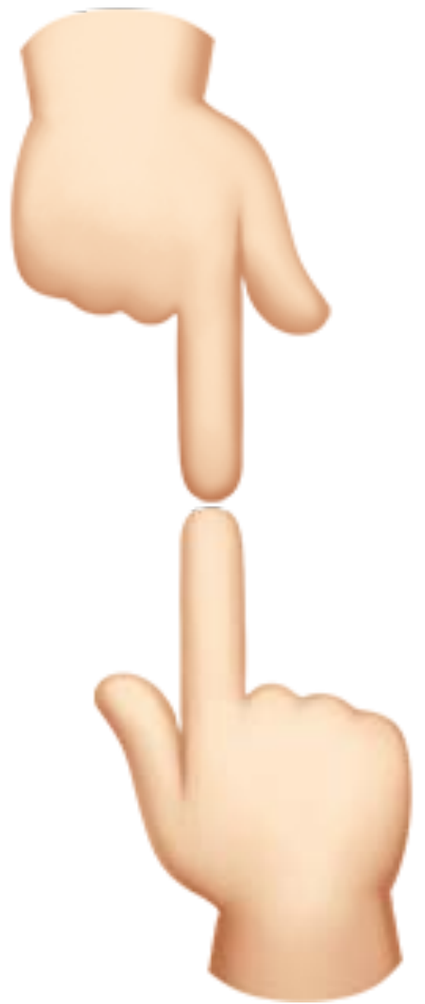
Champions & Buyers

Reify

@briandoll // @ReifyWorks



Selling top-down vs. bottom-up

Land and expand

More Usage: 📈 ➡ 📈📈📈

More Users: 👩🏾‍💻 ➡ 👩🏽‍🏫👩🏻‍💻👨🏼‍🏫👨🏽‍💻👨🏻‍💻👩🏾‍💻👩🏻‍🏫

More SKUs: 🍎 ➡ 🍎🍊🍑🥝

Persona

Value proposition

Key Features

Sales Cycle

Average deal size

Marketing assets

Developers as buyers

Virality is built on vanity

DO
THINGS
TELL
PEOPLE

280

Blog posts by the end of 2008

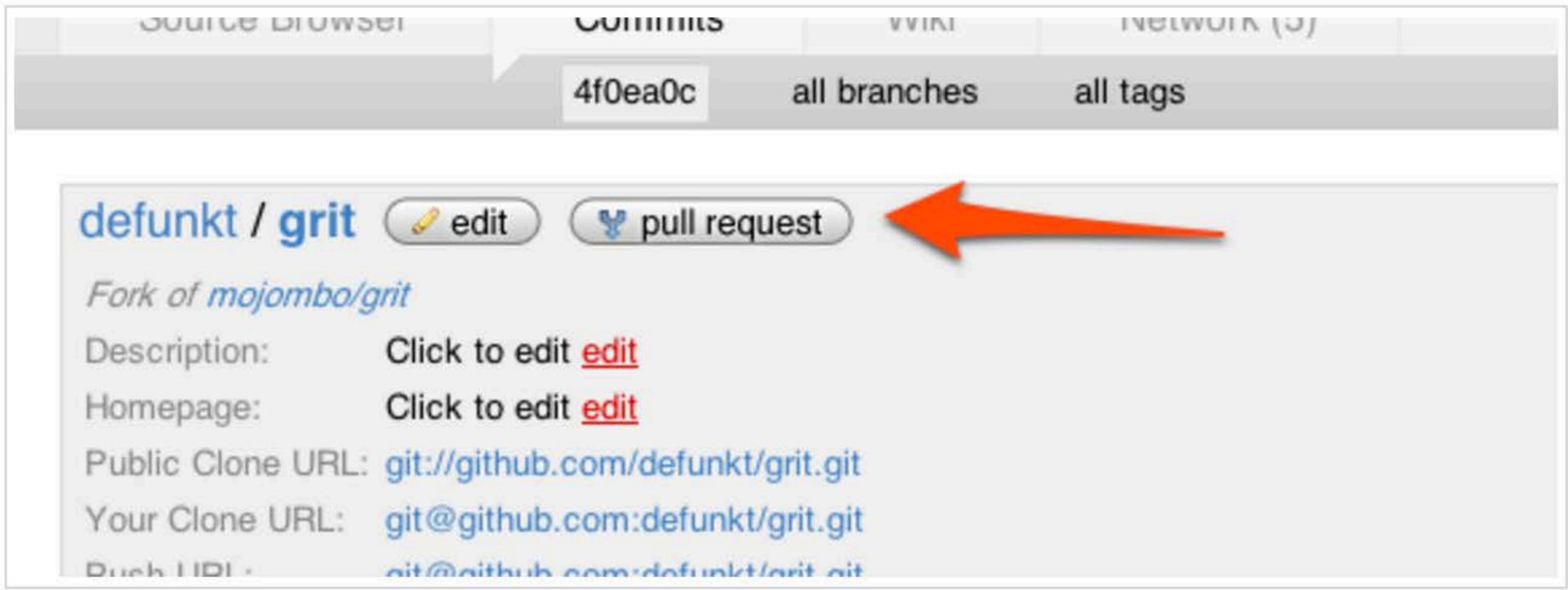
40

Blog posts by launch in April 2008

Oh yeah, there's pull requests now

February 23, 2008 defunkt New Features

Last night I pushed out a feature Tom and I have been talking about since day one: pull requests. That's the short walkthrough.



You can use it to tell people who forked from you they need to pull, or they can use it to ask you to pull. It's also great for letting someone else know you have a cool feature pushed to some non-master branch.

✍🏾 Write it down

Document, don’t create

Replies should include a URL

To developers:

- Best tool for the job
- Ease of use
- Workflow
- Features

To management:

- Team communication
- Time to market
- Efficiency
- No training required

To executives:

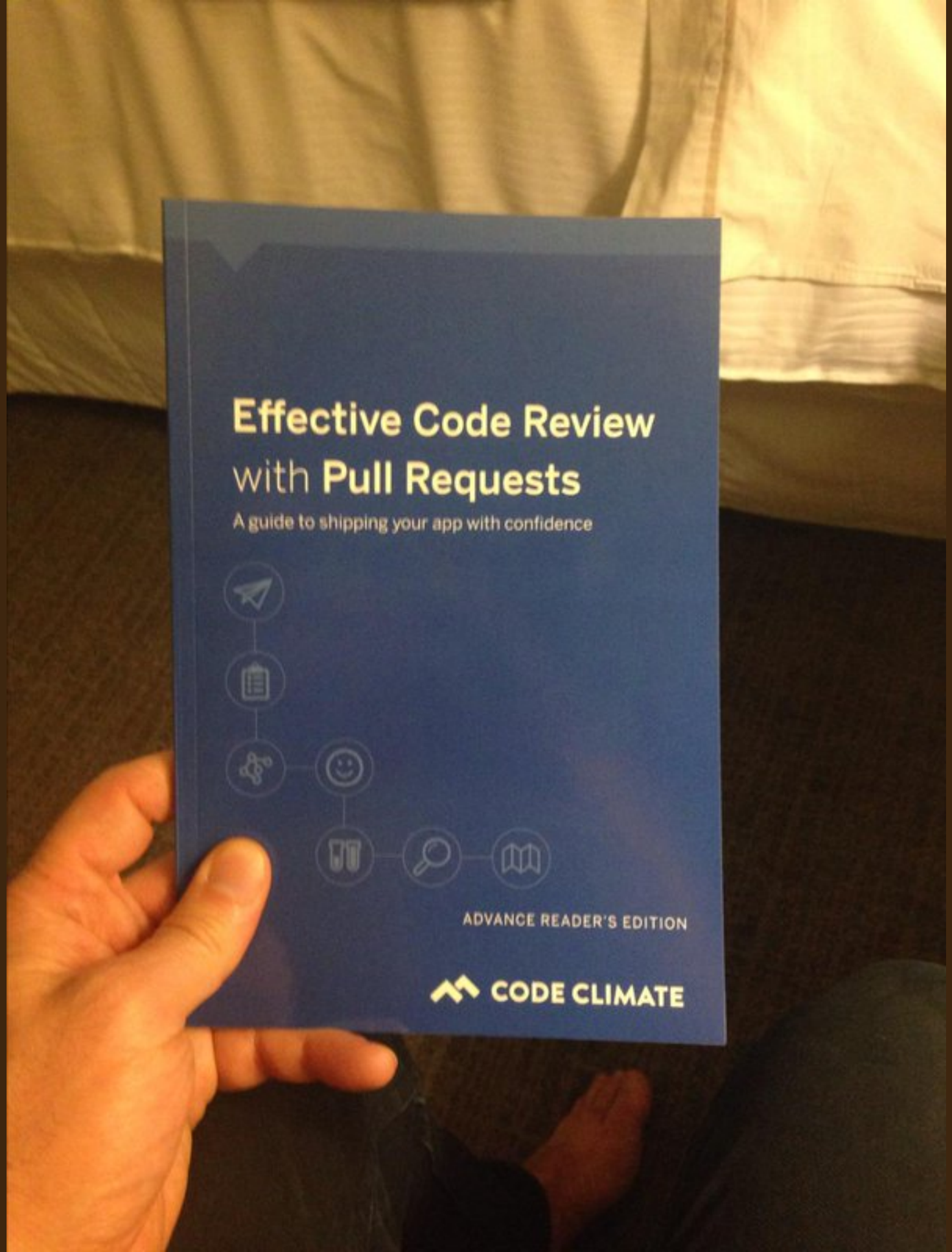
- Insourcing
- Innovation
- Industry best practice
- Talent development

Developers as champions

New Relic®

eBook

Ushering in a New Era of APM for the Enterprise

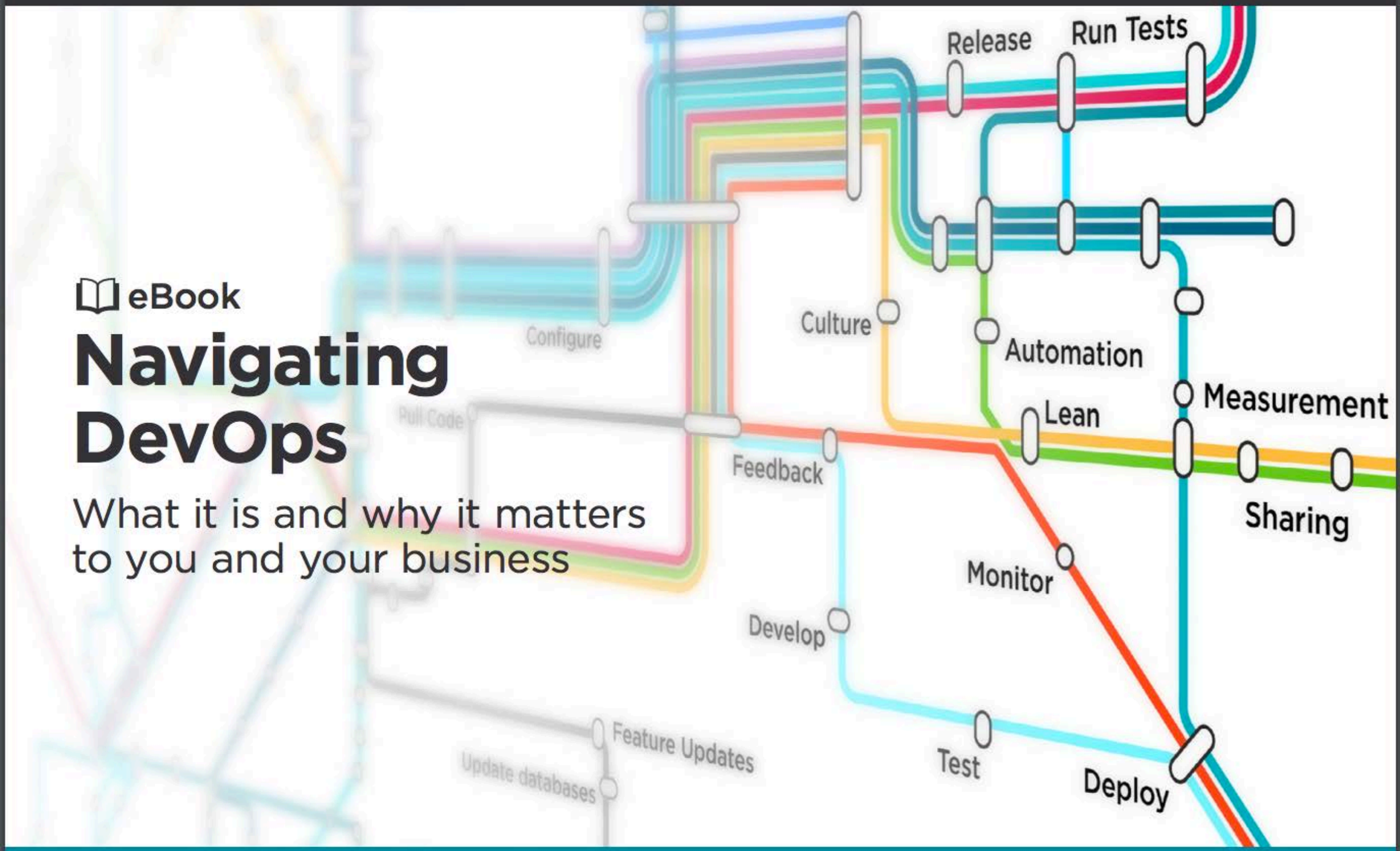

Effective Code Review
with Pull Requests
A guide to shipping your app with confidence
ADVANCE READER'S EDITION
CODE CLIMATE

New Relic®

eBook

Navigating DevOps

What it is and why it matters to you and your business



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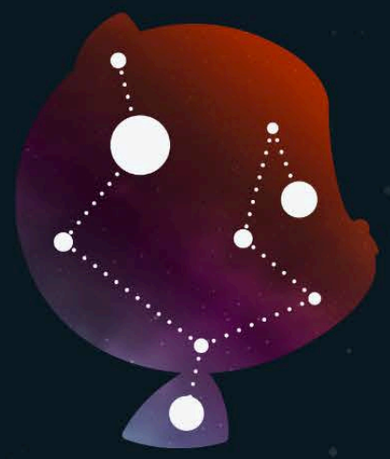


The state of the Octoverse 2016

It's been an amazing year for building software. Join us for a trip through the GitHub Octoverse and explore some of the highlights from the last twelve months.

Open Source Community Newcomers Organizations Fin

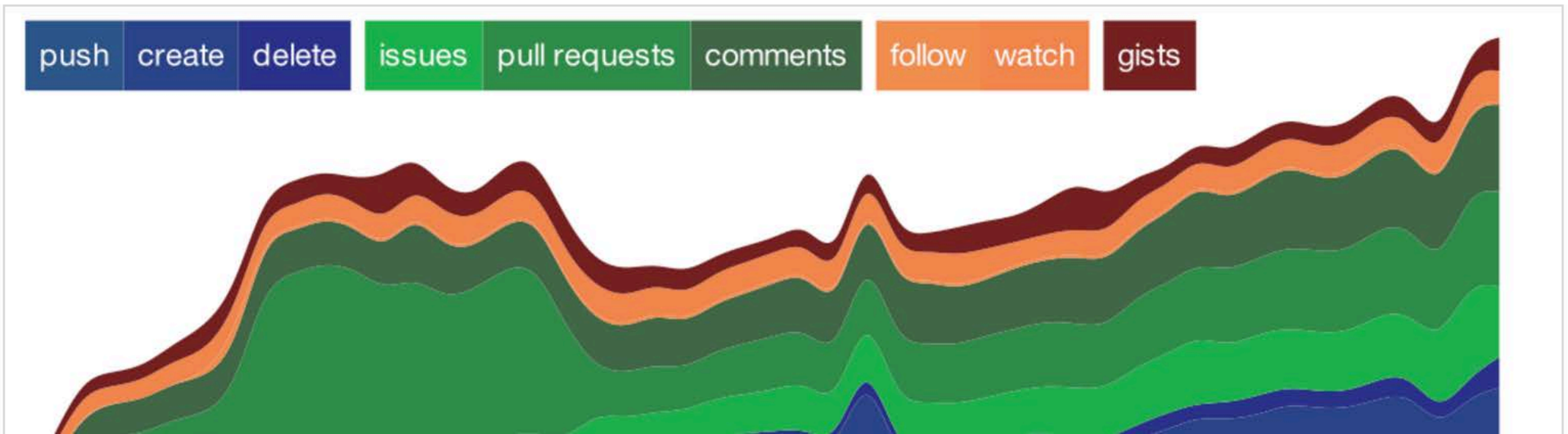
The Octoverse in 2012

December 19, 2012 briandoll New Features

I am continually blown away by the staggering amount of work happening on GitHub. Every day, our users commit code, open and close issues, and make plans for their software to take over the world. We track all of this activity and make the public data available via our API.

Over half a million individual events happen every day on GitHub. Here's a look into the ever-expanding Octoverse in 2012.

Push It

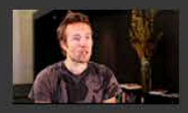


YouTube

Search

New Relic Customer Testimonials:

New Relic • 1/13 videos



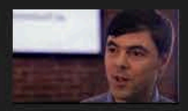
David Heinemeier Hansson of 37Signals & Ruby on Rails - New Relic Testimonial
New Relic

2

Dries Buytaert of Drupal, Acquia & Mollom - New Relic Testimonial
New Relic

3

Jim Bartus of Gawker Media - New Relic Testimonial
New Relic

4 

Zack Urlocker of Zendesk - New Relic Testimonial
New Relic

David Ting of IGN - New Relic Testimonial

David Heinemeier Hansson of 37Signals & Ruby on Rails - New Relic Testimonial

New Relic

Subscribe 3,277

1,751 views

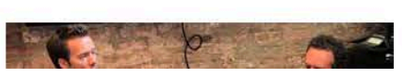
Add to Share More 5 0

Uploaded on May 17, 2011

37Signals founder David Heinemeier Hansson (@dhh) talks 37Signals, Ruby on Rails, and the importance of New Relic's simple self-deployment for developers.

How To Get The Perfect Manual! | Ask GMBN Anything About Mountain Biking
Global Mountain Bike Network
Recommended for you NEW

CHRIS AKRIGG - AS IT LIES - Behind The Scenes
Chris Akrigg
Recommended for you NEW



Jellyvision Q&A with DHH &

State of the Stack – A Ruby on Rails Benchmarking Report – Sept. 2011

By Brian Doll • Sep. 28th, 2011 • New Relic News, Tech Topics

case study, New Relic News, Rails

A report on Ruby usage among New Relic Customers

We saw recently that our friend Peter Cooper has created a nice tutorial on moving to Ruby 1.9 called The Ruby 1.9 Walkthrough: How to Go From Ruby 1.8.7 to 1.9.2 and 1.9.3. We started to wonder how many of our customers are on 1.8 versus 1.9, then quickly (and embarrassingly) realized we hadn't published a Ruby on Rails State of the Stack Report in quite some time. Read the (overdue) report below.

A little background

Many of our customers have opted in to have their performance data shared with the Rails Core Team to aid in the team's ongoing work on the platform. In addition to that data, New Relic also aggregates information on the versions of Ruby, Rails and the various gems and plugins deployed. This data is based on a sample size of well over 10,000 application instances.

Most Commonly Deployed Ruby Versions

New Relic.

Monday metrics for statulo.us

Because Mondays need a little help

Sunday 03/02/2014 through Sunday 03/09/2014

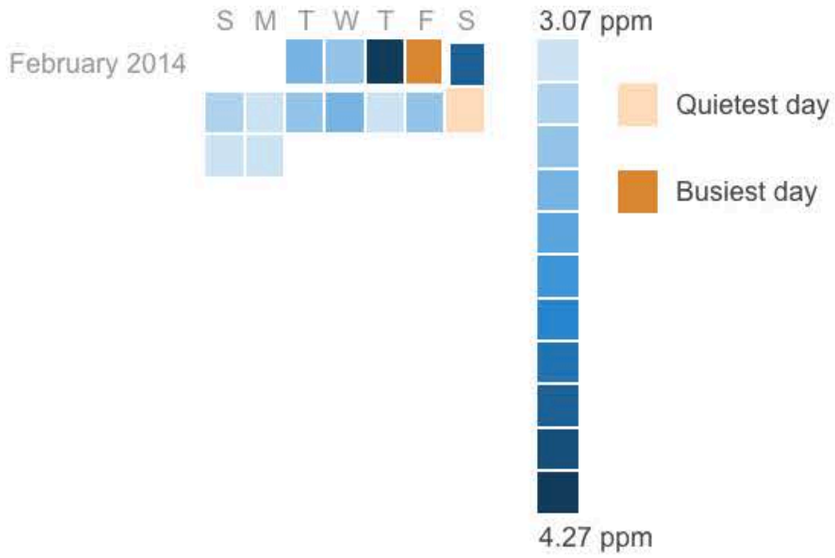
Skip ahead to all apps report

statulo.us

See report at New Relic

56.6 ms	31.9 K	100 %	1	0.201 %	
Response time	Requests	Uptime	Apdex	Error rate	
▲ 13.4 %	▼ 13.8 %	no change	no change	▲ 26.4 %	From last week

Two week throughput pattern



All apps report

statulo.us

statulo.us

Weekly Apdex: **$1.00_{1.0}$ (Excellent)** SLA report

	Sun 03-02	Mon 03-03	Tue 03-04	Wed 03-05	Thu 03-06	Fri 03-07	Sat 03-08	Summary
Uptime	100%	100%	100%	100%	100%	100%	100%	100%
Apdex	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent	$1.00_{1.0}$ Excellent
Resp. time	60.9 ms	50 ms	45.9 ms	57 ms	53.5 ms	68.4 ms	56.3 ms	56.3 ms
Throughput	3.79 rpm	2.93 rpm	3.17 rpm	3.42 rpm	2.95 rpm	3.33 rpm	2.97 rpm	3.22 rpm

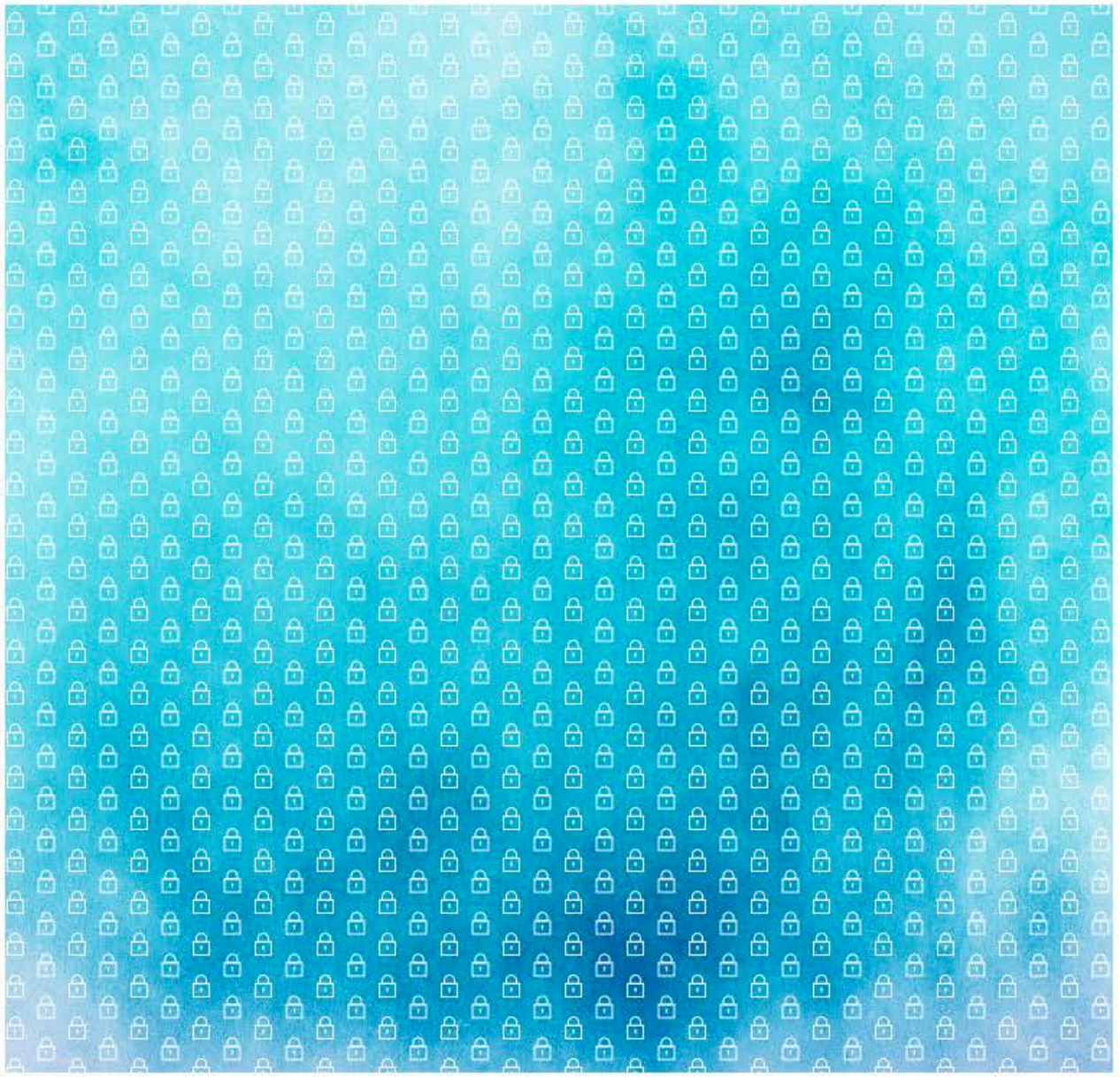
Targeting economic buyers

Reduce friction in the sales process

Here’s a giant security checklist, can you fill it out for us? Thanks!

New Relic.

Whitepaper



Security Policies & Information

October 2015

We’re moving apps to the cloud but now everything feels chaotic.

Managing Application Sprawl in the Cloud Era

Regaining visibility and control with next-generation application performance management

January 2012

This seems crazy expensive!

Evaluating On-Demand APM

A Cost-Benefit Analysis

February, 2011

GitHub Enterprise

WHAT IS GITHUB ENTERPRISE?

GitHub Enterprise makes collaborative coding possible and enjoyable for large-scale enterprise software development teams. So what's in the box?

- **SOURCE CONTROL MANAGEMENT** with Git, the dominant distributed version control system. GitHub Enterprise also includes full Subversion support built-in.
- **CODE REVIEW** using pull requests to foster continuous conversations about code without relying on meetings.
- **ISSUE TRACKING**, including personal and team mentions, to keep everyone in the loop.
- **DASHBOARDS** for a real-time view into activities across projects.

THE BEST WAY TO BUILD AND SHIP SOFTWARE, ON YOUR SERVERS.

DEVELOPERS KNOW AND LOVE GITHUB

Developers in your organization are already using GitHub, you just may not know it yet. GitHub Enterprise is the on-premise version of GitHub.com, where nearly 3.5 million developers have built over 6 million projects. GitHub Enterprise gives developers the same great experience at work that they have embraced for personal and open source projects. With the world's largest software development community already familiar with using GitHub, your organization can be on the fast track to a better way of building software.

FAST, AGILE SOFTWARE DELIVERY

Rapid, reliable software delivery requires collaboration and transparency—and that's exactly what GitHub Enterprise provides.

COLLABORATION WITHOUT BORDERS

Encourage collaboration across your organization. With GitHub Enterprise, you tap the best talent for a project, and team members work effectively together whether they're down the hall or ten time zones away. If you hire outside contractors, their contributions are easily managed with specific access controls.

TRANSPARENCY: ALL TOGETHER NOW

GitHub Enterprise allows total visibility into project activity. Repositories, branches, pull requests, commits and issues are all in one place, keeping teams on the same page. Program managers can track progress without disrupting developers.

PROTECT YOUR INTELLECTUAL PROPERTY

GitHub Enterprise is designed to run behind your organization's firewall. Keep your code safe with industry-standard authentication integrations and administrative controls for internal developers and external contractors.

CODE REVIEWS THAT DON'T SUCK

With GitHub Enterprise, code reviews are built right into the workflow, so they happen early and often. Pull requests are interactive, creating opportunities for developers to improve code quality and gain new skills throughout the development process.

WRITE ONCE, USE OFTEN

Avoid duplicate efforts by using GitHub Enterprise to share existing software assets to developers across your organization. Leveraging pre-built code saves time and money. And if someone improves on that code, everybody wins.

The “Closing Big Deals” Starter Pack

“Enterprise” / “POC”

Corporate authentication

Service level agreements

Custom contract

Account manager

Product roadmap

Discounts

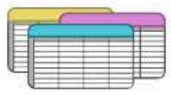
On-prem (AWS lol)

COPTER

Supercharge your SEO.

Our platform continuously runs experiments and optimizes SEO for you through Split-Testing. Start ranking higher on Google and grow your business with us.

Sign up for RankScience



Data-driven SEO

Take out the guesswork in SEO with A/B testing. No more praying to the SEO gods!

Expertise on demand

Leave it to the experts. Our network of experts optimizes SEO for you.

Prevent SEO Mistakes

Did you lose organic traffic from a site redesign or algorithm update? Recover lost traffic and prevent further SEO mistakes.

Iterate faster

RankScience enables faster SEO iterations without bothering your engineers, meaning more growth in less time.

Fast loadtimes

Performance is important. RankScience adds less than 25ms of latency per request, if anything at all.

Works with any CMS

Are you on WordPress, a legacy CMS, or something cutting edge? RankScience works with all technology stacks.

RankScience

Login Case Study

Supercharge your SEO.

Our platform continuously runs experiments and optimizes SEO for you through Split-Testing. Start ranking higher on Google and grow your business with us.

Sign up for RankScience

- ✅ Update messaging for your target buyer
- ✅ Create an anchor resource (Intro to SEO)
- ✅ Promote the paid trial, not “sign up”
- ✅ Begin targeted sales outreach
- ✅ Create case studies and write about successful SEO tests

Thanks!

Reify

@briandoll // @ReifyWorks