# Community @Elastic

## The why, what and how

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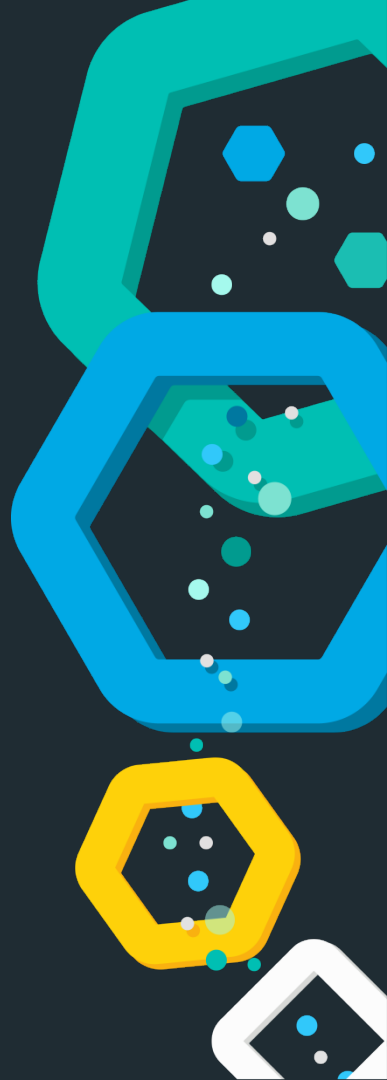


# Developer Relations

# Developer Experience

# Outreach

# Community

# Product

# Education & Support

# What is Community?

# Agenda

- Who are we?
- What do we do?
- How do we do it?

elastic

elastic

elasticsearch

kibana

beats

logstash

elastic

# elastic stack

elastic

elastic stack

elastic cloud

elastic cloud
enterprise

elastic

uptime

logging

metrics

maps

apm

enterprise search

site search

app search

security analytics

business analytics

# Community Team @Elastic

# 20 people

# 12 countries

# programs & advocacy

# Community @Elastic

# users

# discuss.elastic.co

meetup

github

# social media

# webinars

# blogs

# this all great but...

# know your audience

# bottom up

# Adoption

# OSS

# Events

# meetups

# conferences

# BBLs

# hackathons

# Elastic{ON} tour

# Recognition

# Pioneer program

https://www.elastic.co/blog/elastic-pioneer-program-7-0

# Markets

# culture

# market stage

# Organizational setup

# product management

# marketing

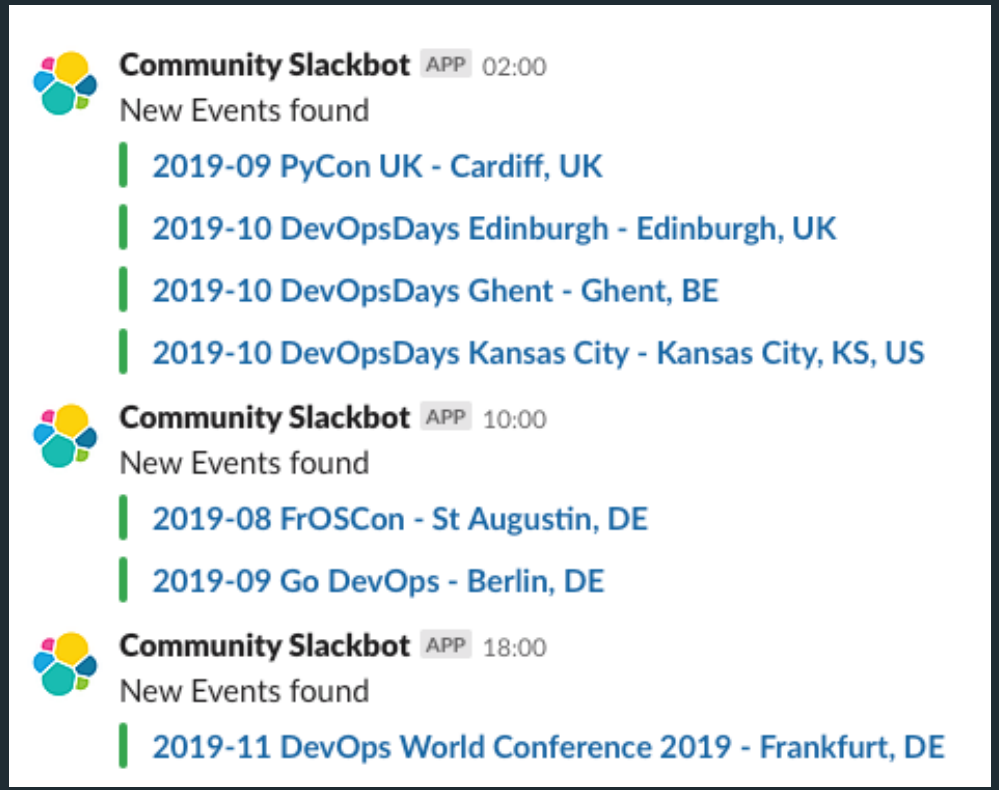
# embedded

# engineering

# Internal tooling

# github repos

# integrations


Community Slackbot APP 02:00
New Events found
2019-09 PyCon UK - Cardiff, UK
2019-10 DevOpsDays Edinburgh - Edinburgh, UK
2019-10 DevOpsDays Ghent - Ghent, BE
2019-10 DevOpsDays Kansas City - Kansas City, KS, US
Community Slackbot APP 10:00
New Events found
2019-08 FrOSCon - St Augustin, DE
2019-09 Go DevOps - Berlin, DE
Community Slackbot APP 18:00
New Events found
2019-11 DevOps World Conference 2019 - Frankfurt, DE

# Challenges

# Credibility

# Real-time communication

# Internal advocacy

# Budget

# Align with company goals

# Involve developers

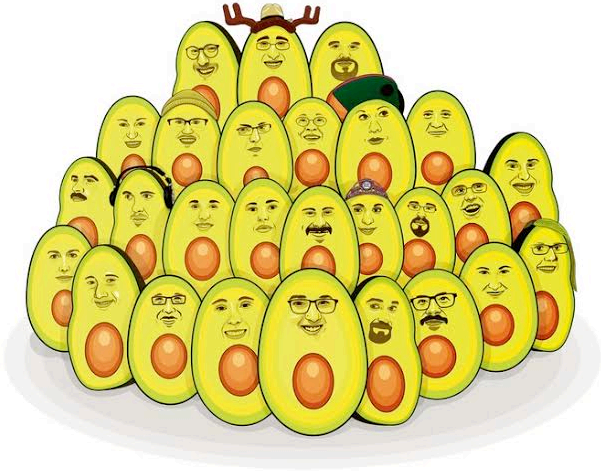
# Metrics

# Summary

# no role definition

# role changes over time

# Resources



# The Business Value of Developer Relations

How and Why Technical Communities Are Key To Your Success

—

With a Foreword by Jono Bacon

—

Mary Thengvall

Apress®

# Links

- https://devrel.net/strategy-and-metrics/the-four-pillars-of-developer-relations

# Thanks for listening!

## Let's discuss!

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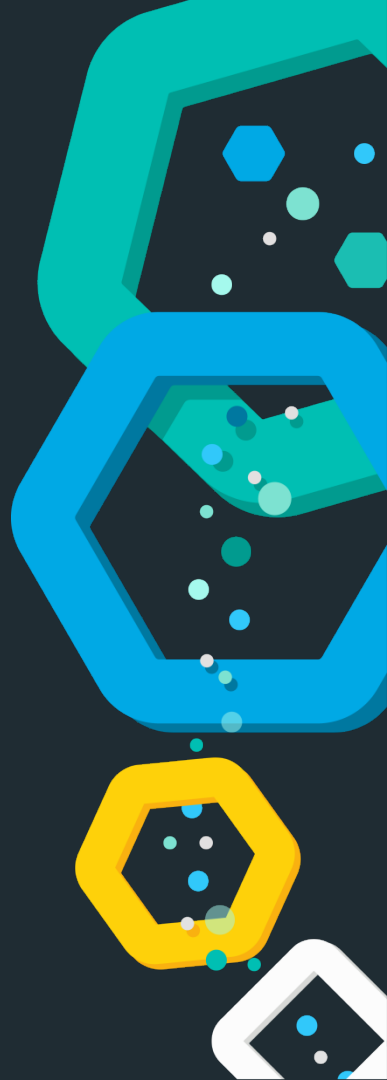
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