



THE DZONE GUIDE TO DEVELOPER PROGRAMS

2015 EDITION

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DEAR READER,

Craft, engineering, art, science — software development is all these things, and often (in spite of some stereotypes) these things are best done with others.

Excellent practitioners congregate into communities of practice. Here at DZone we do our best to help devs share their skills, and our team collaboration and knowledge management platform — AnswerHub — is built to facilitate communities of practice. Yes, the word ‘synergy’ is sometimes used in silly ways, but every developer understands that n systems interfacing just right can do more work than one system multiplied n times — the leverager’s dream, the promise of any (but perhaps especially information) technology.

Of course, if the interfaces are indiscriminate, then the complexity of the total system can increase exponentially — the optimizer’s nightmare. The right community magnifies practice; the wrong community suffocates it. As a practitioner, you need to know which groups to join and why.

That’s why we weren’t surprised that 77% of you asked us to publish a **Guide to Developer Programs** — more than any other topic we proposed last year. Developer programs are focused communities of practice, gathering developers around specific technologies and offering high-quality tools, shared expertise, and all kinds of community support.

In this Guide we’re proud to offer resources on what developer programs are made of; how developer programs can help you; and how to pick a particular program to join. We’ve learned a lot about how you choose and use developer programs. And we’ve assembled the usual solutions directory with bunches of data on tons of actual developer programs.

Let us know what you think.



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Summary & Key Takeaways

IN THE LAST SEVERAL YEARS, DEVELOPER PROGRAMS have gone from small, fairly exclusive groups that were lightly organized by their steward companies, to large-scale endeavors that grow product ecosystems and provide significant benefits to participating developers. Today, developers usually expect one of the following three benefits from a developer program: tools that will save them time and provide solutions for their projects, a community that will help them build their skills and advance their career, or a customer base that will pay them for their work. The most profitable type of program—mobile developer programs such as the Apple, Android, and Windows programs—paid out approximately \$6 billion to developers in 2013 [1]. Would it be beneficial for you to join one of these programs? DZone's *2015 Guide to Developer Programs* is the largest catalogue of developer programs in the world, and it is the key to understanding the potential benefits of each program and finding the perfect program for enriching your life as a coder. The resources in this guide include:

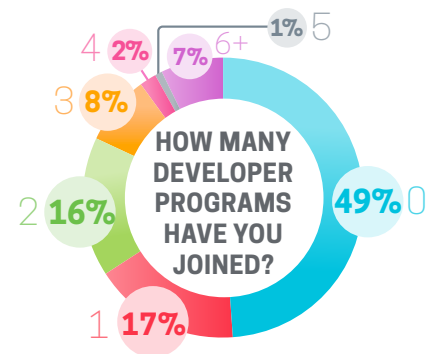
- A catalogue of developer programs containing helpful categorization labels and benefit comparisons.
- A scorecard for reviewing and choosing a developer program.
- Data from over 750 developers about developer program experiences and preferences.
- Advice for using tools in a developer program to turn a profit.
- Guides for harnessing a developer program's community and tools.

DEVELOPER PROGRAMS ARE BEING USED BY ABOUT HALF OF DEVELOPERS Developer programs are a major part of the IT industry. They support vibrant communities and provide tools for successful entry

into a product ecosystem, and can add additional functionality to your own application. A slight majority (51%) of our survey respondents have joined at least one developer program. 34% have joined two or more.

MOBILE APP DEVELOPMENT DRAWS LARGEST NUMBERS TO DEV PROGRAMS

52% of respondents who have joined at least one developer program have chosen to join a mobile developer program. This makes sense given the low barrier to entry and the high profit potential if a developer builds an app that becomes popular. Enterprise middleware programs (35%) and cloud/SaaS ecosystems (31%) were also popular developer program categories among respondents.



MOST IMPORTANT DEV PROGRAM FEATURES

- 1 API
- 2 DOCS
- 3 SDK
- 4 EXAMPLE APPS
- 5 COMMUNITY
- 6 FORUMS

APIs, DOCS, AND COMMUNITIES ARE THE MOST IMPORTANT FEATURES OF DEV PROGRAMS

The APIs and educational resources of a developer program are the undisputed core features. Respondents ranked APIs, documentation, SDKs, and example applications as the top four most important features of a developer program.

Immediately following those four features were a strong community (ranked 5th) and a good forum (ranked 6th), indicating that the developer activity around a program is also extremely important.

THERE IS SIGNIFICANT INTEREST IN DEVELOPER PROGRAMS

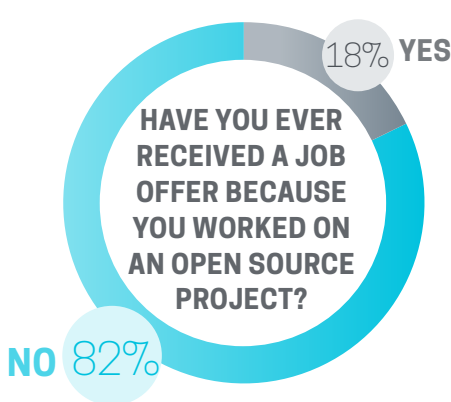
Although only 51% of respondents have joined a developer program, the number of respondents interested in joining a developer program, should they find the right one, is much higher. 78% of respondents said that they'd be interested in joining a developer program in the next six months. This bolsters the evidence that points to developer programs as a mainstay of the IT industry.

[1] <http://www.forbes.com/sites/tristanlouis/2013/08/10/how-much-do-average-apps-make>

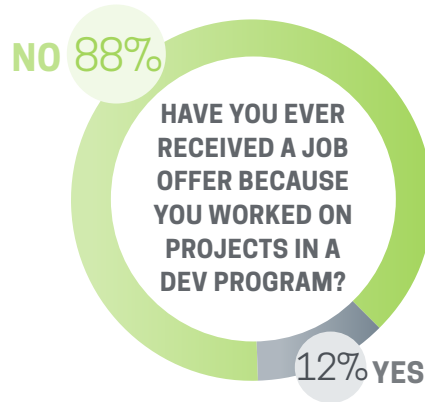
KEY RESEARCH FINDINGS

More than 750 IT professionals responded to DZone's 2015 Developer Programs Survey. Here are the demographics for this survey:

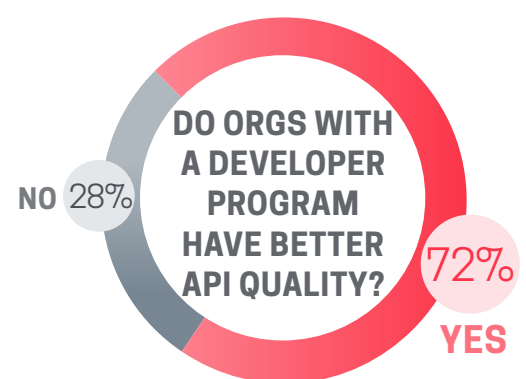
- Developers (48%) and development team leads (27%) were the most common roles.
- 60% of respondents come from large organizations (100 or more employees) and 40% come from small organizations (under 100 employees).
- The majority of respondents are headquartered in the US (35%) or Europe (38%).
- Over half of the respondents (60%) have over 10 years of experience as IT professionals.
- A large majority of respondents' organizations use Java (81%) and JavaScript/Node.JS (65%).



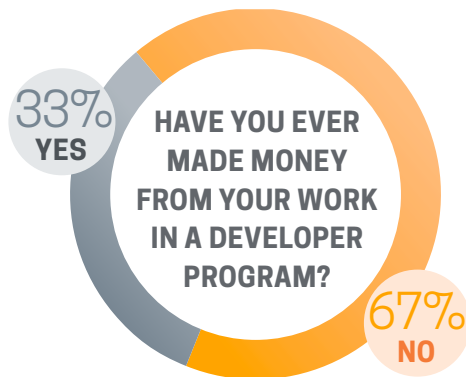
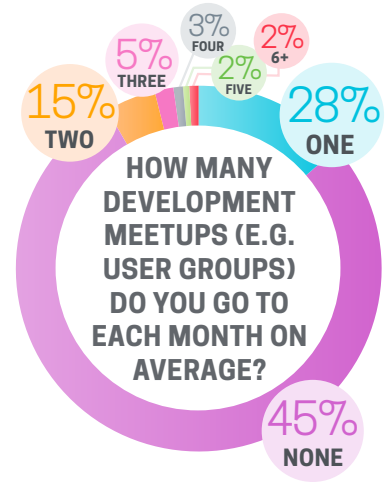
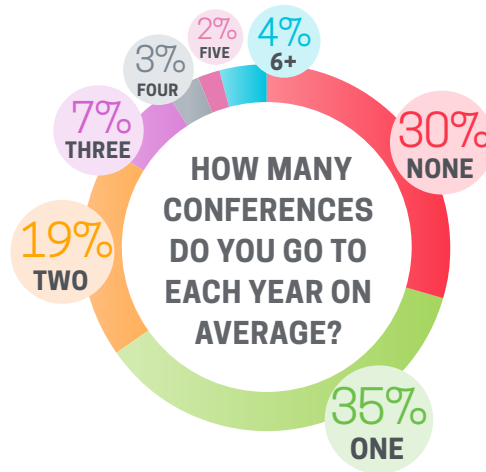
DEV PROGRAMS AND OPEN SOURCE COMMUNITIES BRING JOB OPPORTUNITIES One of the main benefits of engaging in a developer program is the increase in career advancement opportunities. When a developer is active, helpful, and contributes valuable code to a developer program or open source project, they get noticed. 18% of respondents said they have gotten a job offer because they worked on an open source project, and 12% said that working on a developer program got them a job offer. A developer program is a highly effective space in which to network, so if your dream is to one day work for Google or Amazon, join their developer programs and be active.



DEVS SAY API QUALITY IS BETTER IN DEV PROGRAMS While there are countless developer programs in the IT industry, there are still many companies that don't have a developer program infrastructure of tools and resources around their API. The drop-in API quality is clear for organizations that don't have a developer program, given that 72% of respondents believe organizations with a developer program have better API quality and maintenance than those without a developer program.



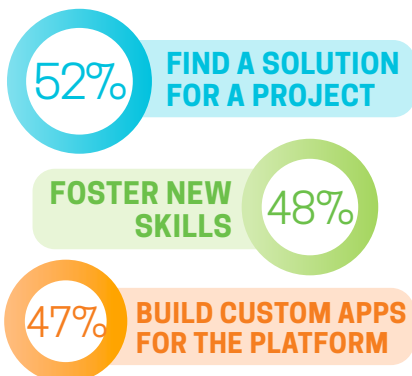
CONFERENCES ARE MORE POPULAR THAN REGULAR MEETUPS Regular meetups and even occasional conferences are a major feature to look for in a developer program. Developers firmly understand the importance of in-person networking, and that's why 55% of respondents to the survey said they go to at least one developer meetup in an average month. 27% go to more than one meetup in an average month. Conferences are even more important to developers, at least on a yearly basis. 70% of respondents go to at least one conference per year and 35% go to more than one per year.



MANY DEVELOPERS HAVE PAID TO JOIN A DEVELOPER PROGRAM, AND MANY HAVE MADE MONEY

Some developer programs have reached a level of popularity and technical sophistication that leads them to charge subscription fees to join. Many developers are willing to pay those fees since they understand the greater value provided by these premium programs. Sometimes they include ways to make a significant profit, which easily justifies the cost of joining the program. 41% of the respondents who have joined at least one developer program have also paid to be in a developer program. 33% of respondents who have joined a developer program have earned money from their work in a developer program.

REASONS FOR JOINING A DEVELOPER PROGRAM



SKILLS AND SOLUTIONS ARE THE TOP REASONS FOR JOINING A DEV PROGRAM

Most of the time, developers are focused only on the problem in front of them. So it makes sense that 52% of respondents that have joined at least one developer program said the main reason for joining was because they needed a solution for their project that a specific program could provide. Another large segment (48%) joined a developer program to foster new skills or get training and certification. That covers two of the three well-known value propositions for a developer program (save time, build career, and make money). Profit in the form of app sales was actually the fourth most common reason for respondents to join a developer program (38%). It was surprising to find that the third most common reason (47%) was that respondents wanted build their own apps for use on the program's platform. Usually these situations arise when the developer owns a product that uses a niche platform, and in order to customize their product for greater enjoyment, they will join the niche developer program to build software for their product.

DEVELOPER PROGRAM "RED FLAGS"



POOR COMMUNITY, CODE EXAMPLES, OR NON-FREE APIS ARE THE REASONS NOT TO JOIN

What are some of the reasons why a developer might avoid a developer program? 69% of respondents said a non-free API would discourage them from joining a developer program. That is the biggest drawback respondents could imagine. Another big group of respondents (58%) said not having any sample projects or code would discourage them from joining a program. The third most common deterrent is an inactive community, which would discourage 52% of respondents.

It's never been easier to be a developer. With nearly limitless access to developer-centric blogs, communities, and open source repositories, the internet has enabled countless new ways to learn and grow your craft. For some developers, these resources are all that is necessary to be successful.

Developer programs have become a mainstay in this new educational landscape. They provide unparalleled benefits to their members. The most frequent benefit is the time-saving integration with immediate access to an API, and any changes that may come to it. For enterprises and individuals alike, membership to developer programs can be required just to release your app. And while some may join programs simply to have access to their marketplace or to an API or SDK, there are many more benefits that shouldn't be overlooked.

Before you decide what program you should join, it's important to understand the distinction between the major types of developer programs and their unique benefits. Let's take a look at the four major developer program types and their benefits.

MOBILE MONEYMAKERS

Barrier to Entry: Low

App Types: General Computing, all-purpose

Examples: Apple's iOS, Google Android, Windows Phone, BlackBerry, and Amazon Fire

BENEFITS:

- Most profitable type of program
- Full SDKs and development environments provided
- Detailed documentation for device and OS APIs
- Massive worldwide communities
- Well-managed, well-designed app marketplaces

These types of development programs are known for their massive, worldwide reach and brand recognition, because they are all connected to a popular mobile device platform. They all have a plethora of tools and resources within the program and in the developer communities outside of the programs. The types of applications that you can build on these platforms are almost unlimited, since each of the platforms work mainly on general computing devices that can install a variety of apps just like a PC.

The platform is easy for indie developers or enterprises to start using, and the benefits almost exclusively lie in building applications for direct monetization in the marketplace built by the company that runs the program. A membership fee is usually required to publish your app, but any cost of admission is undoubtedly worth it, since the benefits are vast.

Apple's developer program will cost you \$99 as an individual member, but afterwards you're immediately granted access to the iOS SDK. You're also able to test your app on up to 100

Why Would You Join a Developer Program?

The Four Categories

BY JOHN WALTER

registered devices, as opposed to solely within Xcode. However, the biggest benefit is the massive consumer reach of Apple's App Store. If your app finds its way onto any number of featured lists or popularity lists in that marketplace, the implications for your profit margins are enormous.

Apple also has an enormous developer resource, dubbed the Dev Center. Filled with thousands of videos, documentation, and resources, the Dev Center gives members access to best practices, up-to-the-minute news on updates, and Q&As with experts.

Google's Android developer program, which differs from some other programs in this category by being open source, stresses the value of community. They provide forums for members where they can get feedback and advice. They also provide opportunities for peer review, and for having your app showcased within the program. The rest of the resources and benefits in the Android developer program are on par with Apple's

resources, just as you would expect from a world-class technology firm like Google.

Programs for Amazon Fire, Microsoft Windows, and BlackBerry are also worth a close look since they are focused on catching the frontrunners Google and Apple by providing special deals and extra benefits for developers.

ISV PARTNER PROGRAMS

Barrier to Entry: High

App Types: Niche

Examples: Cisco, VMWare, IBM

BENEFITS:

- Higher level of investment and expertise for customizations, so higher quality is expected
- Strong relationship is built with program provider for better support
- Association with program provider's brand can uplift your own company

These programs are often connected to a well-established company in the IT industry that sells a wide range of products and has created a standardized ecosystem, usually spanning hardware and software solutions. Cisco, for instance, has a wide set of networking products, and their developer program is focused on integrating these products with new software written by members of their program. Typically, members of these programs are not individuals, but entire organizations that are already invested in the ecosystem. There is usually a high degree of technical familiarity with the ecosystem that is required before an organization can be effective in these programs.

ISV Partner Programs are much more focused than Mobile Monsters, which are general computing platforms. As the name suggests, these are programs that require a deeper level of organizational partnership with the company running the program, but that doesn't necessarily mean it's very difficult

to join one. Members of these programs are provided with an API (or a set of APIs) to help them produce new apps within the network and enhance established functionality.

Cisco's Developer Network, as I mentioned, is a terrific example of this program type. Much like Apple's program, Cisco is able to provide a wide array of support and feedback to members of their community. But unlike Apple, Cisco's program is focused only on growing the technology in their own established ecosystem. Their program is seen as a resource first, as opposed to a means to monetize your app. The member ISVs benefit because they can customize the software in their Cisco products that they already use.

NICHE PRODUCT PLATFORM

Barrier to Entry: Medium

App Types: Niche

Examples: Ford, Nest

BENEFITS:

- *Relatively low barrier to entry compared to ISV partner programs*
- *Often smaller, more tightly-knit communities*
- *Better chance of getting your work noticed in the community*

Like the ISV Partner Program type, Niche Product Platform programs are focused on platforms that aren't relevant to the majority of IT organizations or individual developers. The difference is a lower barrier to entry and a program that's also open to individual developers. Also, the program providers usually don't have widely established products like the ISV Partner Programs do. The Niche Product programs are more active in engaging developers to build customizations in their product's ecosystem.

The most likely reason for a developer to join this type of program is because of their interest and ownership of a product that has a development platform. Through joining that program, they can customize the software for their own product.

Ford's developer program is a great example of the Niche Product program. Given the flexibility of apps for their cars, Ford has released an API so that developers can build their own custom apps. Ford's hope is that creative, invested developers will create new, relevant applications that will enhance the in-car experience for all customers. They provide minimal direction, but they have an active community and are focused on promoting successful apps within their App Catalog.

Many of these programs can't fully flourish without the creativity and additional efforts provided by these external developers. Which means that the benefits offered by Niche Product programs are usually lucrative, and you often have a better chance of getting noticed because there is a smaller community.

DROP-IN API PROGRAMS

Barrier to Entry: Very Low

App Types: General Computing, All-Purpose

Examples: GitHub, Firebase, SoundCloud, Kodak

BENEFITS:

- *Almost no barrier to entry*
- *Simple, straightforward use case and resources*
- *Provides benefits for your software and ecosystem, not just the vendor's*

Sometimes these programs are just called API programs because they usually supply just an API, and often don't even require enrollment. They also offer documentation and other resources for using the API, because their goal is for you to consider integrating their systems and technologies into the apps you are developing. This helps promote their own software in the hopes of making it ubiquitous. API programs also end up being the easiest types of programs to join because of these traits.

For example, Kodak's developer program gives users access to their API in order to harness the Kodak software ecosystem. Imagine you're creating a photography app. A developer could use Kodak's API to build a feature in their app that allows users to send photos to any major retailer's print center. All you have to do is register with their program and you get access to that network, and your app seamlessly integrates with it.

Social networks are especially eager to promote their APIs; their entire purpose is to connect people's data through as many applications as possible, and to connect people in as many settings as possible. That's why many of them have built their own authorization APIs: once a developer builds the network's authentication into their application, users can reuse the login for easy access and share data between applications.

SO, WHY SHOULD YOU BE USING A DEVELOPER PROGRAM?

It's important to not overlook the general benefits that apply to all types of developer programs, whether it's access to a community of individuals working towards the same goal, or immediate updates to an API. Some programs offer huge networks for developers to collaborate through forums and meet-ups, or get support from fellow practitioners. Many programs besides just the Mobile Moneymakers offer developers the avenue to showcase their hard work. Technical support is often provided by programs and can save valuable time and money for their members. Sometimes, the biggest benefit is the backing of a major company to help you monetize your app, or to improve upon an existing framework you're already passionate about.

Whether it's the resources, the support, or the community, developer programs are able to provide something developers just can't get anywhere else. Ultimately, whatever your reasons, joining a developer program just might be the best decision you make in your career.



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THE TOOLING LANDSCAPE FOR DEVELOPER PROGRAMS

BY G. RYAN SPAIN

I'LL GO AHEAD AND SAY IT: A DEVELOPER PROGRAM

is only as good as the tools it provides. A developer can't develop without them. Without the tools required for a developer to succeed, a developer program becomes nothing more than an invitation to make something out of nothing, working on an unfamiliar platform.

The DZone survey of technology experts asked what the most important components of a developer program were. The top four—APIs, Documentation, SDKs, and code examples—are all tools that assist developers in integrating their technologies with the developer program's or building their own applications. These tools provide the foundation on which the rest of the developer program should be built.

Developer programs started taking off in the early 2000s, as web-based companies began searching for ways to integrate their applications with other web portals to increase the visibility of their services. In early 2000, Salesforce.com launched, and from the get-go the site had an API (Application Programming Interface) available for developers to integrate Salesforce.com services into other platforms [1]. Soon after, the popularity of APIs began to surge across the web. eBay helped to pave the way for commerce-based developer programs with the launch of its API, which allowed developers to integrate eBay's data and tools into their own sites and platforms. As commercial developer programs became increasingly popular, social media sites began to explode; social APIs not only helped to reinforce the impact of sites like Flickr, Facebook, and Twitter, but also allowed these platforms to better serve their main function—to connect people via the web.

While APIs played a key role in emerging dev program communities, they are not the only tools available from developer programs. Every dev program is unique, and each has its own rationale behind the tools provided. Beyond APIs, some programs offer sample code, SDKs (Software Development Kits), or IDEs (Integrated Development Environments) to help developers become

acquainted with new coding environments. Support tools like extensive documentation, lists of frequently asked questions, knowledge bases, and developer forums can also be useful resources for developers.

In the end, developer program tools—and, by extension, developer programs themselves—are all about allowing developers to create and maintain connections between services, platforms, and people. The tools provided by developer programs vary widely, but a good developer program consists of tools that simplify the connection process and let developers move onward and upward with their projects rather than spending time reinventing the wheel.

APIs APIs are the most basic building blocks a developer program can offer. Put simply, an API enables an enterprise's products and services to communicate with other products and services. By giving outside developers access to resources through APIs, enterprises open up the possibility of integration with third-party applications. In this relationship, an enterprise doesn't have to use resources to develop new applications and systems that would otherwise be outside its domain, and the developer doesn't have to start from scratch and reinvent systems that are already available from another service.

Take for example [Spothero](#), an app that allows users to search for available parking near them. The app uses a map to show users various options for parking locations. Rather than building a mapping platform from the ground up, Spothero utilizes the Google Maps API to connect their data and application with Google's mature mapping platform. That's just a single example, though. The Google Maps API alone has been implemented on over one million websites (as of Spring 2013) [2].

[Programmableweb.com](#), a website "known as the Web's de facto journal of the API economy," currently lists over 12,000 APIs on the web. According to their research, this constitutes a 21.6% growth since October 2013, and an incredible 710% growth in the last five years [3]. While not all of these APIs are part of broader developer programs, DZone's survey of developers and other IT professionals found that 72% of API users prefer APIs within developer programs for their quality and maintenance. APIs are a key building block in developer programs, but there are many other tools developer programs provide to assist developers with integrating those APIs in their own development projects.

SDKs A software development kit is more like a set of tools rather than a tool itself, but it packages these tools together in a way that should allow developers intuitive access to them. SDKs often include API implementations, other libraries, code examples, definitions, specifications, debugging tools, and other utilities.

An SDK allows a developer program to keep their API lightweight, simple, and hopefully RESTful. Tools within an SDK can allow developers to configure APIs to their own specific needs for the platforms they are working on, rather than having APIs overpacked with materials that not all developers need.

The key features to look for in an SDK include simplicity and ease of use. Specifically, you should look for programs with SDKs that are:

- Built for easy initial integration
- Open source or highly customizable
- Flexible for a wide array of development scenarios

Once implemented, an SDK can serve many purposes. A quality SDK can assist a developer in adopting a platform they are not familiar with, or easing the introduction to a new development language or environment. An SDK can simplify the integration process by providing examples and other tools that help the developer connect their own applications with the API. And these examples and tools can help developers avoid coding mistakes or bad practices.

In addition to APIs and SDKs, developers also value quality documentation to back up these tools.

DOCUMENTATION After APIs, the most important dev program tool for developers is good documentation. Documentation is what really allows developers to become acquainted with new systems and integrate applications into their own systems. It's the tool that allows developers to learn to use the rest of the tools.

Good documentation helps to minimize the learning curve for getting started with new systems. It contains references, guides, and tutorials that help the developer know everything there is to know about the new interfaces they are working with. It contains quick-start guides to get the developer up and running in their new environment without too much stress. It provides concrete examples so the developer can more easily understand the core concepts, and it is easy to navigate by minimizing clicks needed to go from one area to another and maintaining logical organization.

A dev program can increase the quality of documentation by providing the space for developers to discuss how the documentation is provided, implemented, and supported. Tools for

communication are vital in a developer program, and documentation is no exception.

OTHER TOOLS There are so many tools that a developer program can provide to help developers become productive in the program's ecosystem. APIs and documentation are standards in the developer program world, and SDKs have become quite popular packages to provide.

IN THE END, DEVELOPER PROGRAM TOOLS—AND, BY EXTENSION, DEVELOPER PROGRAMS THEMSELVES—ARE ALL ABOUT ALLOWING DEVELOPERS TO CREATE AND MAINTAIN CONNECTIONS BETWEEN SERVICES, PLATFORMS, AND PEOPLE.

Some programs go even further, though. Examples of code, blogs, FAQs, knowledge bases, and even forums can be leveraged as tools to assist developers within these programs. There are even certain programs that provide their own IDEs to make development even more streamlined. Apple's developer program provides the Xcode IDE and Google's Android program provides Android Studio.

The point is, developer programs will often have an array of tools to help developers become more comfortable in the new development space where they will be working, and these tools enable the foundational goal of any developer program: to have developers be able to quickly and easily access and utilize the program's technologies to advance the utility of the technology.

SUMMARY No matter what type of developer program you choose, or whatever your reason is for adopting a developer program, there are certain to be tools in place to assist you with your development endeavors. Whether you go for a massive "Mobile MoneyMaker" like Apple or Android, or even a minimal "Drop-In" API program, you'll find tools to help you integrate into new systems so you won't have to start from scratch with your own development.

[1] <http://history.apievangelist.com/>

[2] <http://googlegeodevelopers.blogspot.com/2013/05/a-fresh-new-look-for-maps-api-for-all.html>

[3] <http://www.programmableweb.com/api-research>



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The Importance of a Thriving Developer Community

BY RABEB OTHMANI & MITCH PRONSCHINSKE

What do I mean when I talk about “community” in this article? It’s a bit tricky to define. Generally, it refers to a sense of cohesiveness among a group of people. Usually, a community serves a vital role by offering camaraderie and acting as a support system. The idea of community simply comes down to supporting and interacting positively with other individuals who share a mutual interest.

As developers, we interact with other fellow developers out of necessity. Ever received a good answer on Stack Overflow, Quora, or Yahoo Answers? If you have, then you’ve benefited from a strong community. Developers, more than most professionals, have a very high learning curve when they first enter the industry. Without strong developer communities sharing their expertise, many smart people would never have broken into the industry. Even the most experienced developers still need the support of developer communities when they get stuck on a problem—all the more reason why it is important for a developer program to have a thriving community.

DEVELOPER COMMUNITIES: A NECESSITY

After APIs, SDKs, documentation, and code samples, community and forums were the most important aspects of a developer program in DZone’s recent survey of 700+ software developers [1]. The importance of communities around various technologies is not hard to comprehend. New tools and languages arrive in the developer space

every year that can reinvent how you produce software, so developers are often asked to explore or master new technologies in a very short amount of time. There’s no way they could do that in a reasonable timeframe without the support of a community.

Developer programs are a great place to harness a community because they already have the infrastructure in place thanks to the company that runs it. It provides a central gathering point for a particular software ecosystem, so it’s always the first place you’ll want to look for information. As a .NET developer, when facing a new challenge or trying to learn a new technical skill, the first place I’ll look is on [MSDN](#) (Microsoft Developer Network) and the “Getting Started” documentation. The company and the community may also provide development kits or individual tools to make coding in the ecosystem significantly easier. So not only will a community answer hard questions, but they’ll also give you tools to address those issues.

I don’t think a fully successful program can exist without a great community. Even though the vendor contributions to developer programs are a solid base, they can’t cover everything, and they can’t answer all the questions. If you look at open source projects, they usually start with one developer or a group of developers and a simple idea; it’s the expanding contribution of its community that makes an idea or small project become an ecosystem. Major players like Microsoft and Apple have recognized this fact, which is why you always see these developer program communities clearly advertised on these sites with plenty of links to the community forums.

A developer program and a community feed each other. You build a community around a developer program so that a community can make a developer program more valuable. The vendor provides stewardship for that community in the form of tools, administration, and motivation to code.

Here are some reasons why you want to look for developer programs with strong communities.

A COMMUNITY... OFFERS RESOURCES:

An online developer community is usually much bigger than your local user group; therefore, it can offer more collective problem-solving skills along with a much bigger library of resources around a specific technology or language. Blogs, forums, wikis, and open source projects—you can find it all.

It’s important to know that even though some communities may be born in developer programs and are centered around them, their boundaries certainly aren’t limited by them. Developer communities from a developer program can expand and start creating

resources outside of the infrastructure provided by the program, so it's important to be aware of those resources and take advantage of those as well. And those same external resources can always rely on the company stewards in the developer program for support.

PROVIDES SUPPORT:

When developer programs combine a community with the power of social media, you will be amazed with the amount of answers you can find. Just tweeting your question with the right hashtags, for example, could yield not one but several answers. Developer communities are often the best form of technical support, and they're free—as long as you pull your weight in the community as well. Answering each others' questions, fixing bugs, and contributing to the program's ecosystem (plugins, extensions, frameworks, etc.) increases the utility of the program for everyone.

ENLARGES YOUR NETWORK:

Developer programs also lend support to conferences, user groups, and other in-person events. The most important part of a community is forming long-term support relationships that will help drive your development for years to come. A community helps you to expand your network, which results in more opportunities for your projects and your career.

This is especially true for me. At Microsoft's TechEd conference I met someone who would eventually hire me and become my boss. Some of your fellow community members may become your best friends, and others may become your colleagues. Some of my very best friends are people I've never met in person, but I know them via my technical community.

Developer programs are great because they will help you get to the level where you can make a good case for yourself at these conferences. Sure, you'll start out as just a consumer of community resources, but over time, if you take the initiative, you'll be the one helping other people and learning new things before anyone else. Then you can share and advertise your newfound knowledge by writing a blog post and sharing it with the community. Eventually you will become a better developer, a better blogger, and maybe even a better speaker just by being part of the community.

As a developer who works heavily with .NET and Microsoft technologies, I can tell you that MSDN has an amazing community. There are thousands of user groups around the world that organize meetups and talks around various topics such as SQL Server or Windows Phone. Some of the most useful frameworks were created by members of the community and not by Microsoft! MVVM Light (built by

Laurent Bugnion) and MVVM Cross (built by Stuart Lodge) are two prime examples. And when the Windows Phone users were waiting for an Instagram app, it was MVP Rudy Huyn who created [6Tag](#) way before the official app was released.

MY DEVELOPER COMMUNITY JOURNEY

Today I am a .NET developer working for Microsoft, but my first contact with .NET was through the community. I was still just a student when I heard about a club in my university around Microsoft technologies. When I first joined, I had no clue what people were talking about. Silverlight? .NET? I'd never heard of them. I attended most of the workshops to understand these technologies and I would go home to do some research and practice more.

Without even noticing I soon became the one giving workshops and writing blog posts about it. That is how I became part of the community and enlarged my personal and professional network (virtually and in real life). When I look back on the path I took few years ago, I honestly think that it wouldn't be the same without that great community. I found exactly what I needed in the .NET community and it shaped my career. So the possibilities I described above are not a myth. I'm living proof that a developer program's community can have a life-changing impact.

“ I'm living proof that a developer program's community can have a life-changing impact. ”

Because I'm always looking for more ways to expand my network and enrich my career, I couldn't settle on just one developer program. Later on, I also participated in the outstanding [Mono](#) community. For those who don't know about it, it is the open source implementation of the Microsoft .NET Framework (although the .NET framework

is also becoming open source now). Mono is another huge success that is growing substantially thanks to its community and its amazing contributions.

There are many other great communities out there around developer programs, so if you are a developer, please invest some time in finding a great community that fits your interests and needs. Become a major part of that community and try to make an impact. If you do, I guarantee the community will make an impact on you.

[1] DZone 2015 Developer Programs Survey



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MITCH PRONSCHINSKE is the head analyst for DZone's research division. He has been writing, curating, and editing content for an audience of IT professionals for over five years. In that time he has understood the complexity that software producers deal with on a daily basis and strives to make their world easier to understand and digest.

AnswerHub

POWER UP YOUR DEVELOPER COMMUNITY

**All the tools you need for building
a developer community**

TRUSTED BY:

IBM

 **Microsoft**



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Sign up for a demo at answerhub.com

Programmable Profits:

GAINING VISIBILITY & MAKING MONEY IN THE APP MARKET

BY LAUREN CLAPPER

Making an app has never been easier, but, as a result, it's also never been harder to make money off your hard work. According to a recent study, less than 1% of apps actually make money in their marketplace [1]. Although app marketplaces, like Apple and Google Play, have billions of apps to choose from, they generate little direct profit for the developers. In fact, a reported 90% of paid applications make about \$1,250 per day due to resistance to commit to a paid app—even though the app prices are typically low. This results in more and more paid apps eventually making the transition to free; an estimated 94% of apps in app marketplaces are “freemium,” thus making it harder to compete and monetize.

However, despite this data, the app market is actually extremely lucrative—if you know how to properly strategize and market your product. It's estimated that Apple, Windows, and Android paid out a combined total of around \$6 billion to its developers in its programs last year [2]. Plus, if you consider Portio Research's projected total of 4.4 billion app users by 2017, the dollar amount paid out to developers can only increase as the number of potential users grows [3].

There are a number of ways to market and generate revenue to get a return on all your hard work, and almost all of them have one theme in common: the work you put in before your app hits the marketplace is directly proportional to how popular it will be and how much money it will make. This article will help you get the most out of developer programs that provide an app marketplace to sell your creations directly to customers.

ADVERTISE BEFORE YOU MONETIZE Even if your app isn't completely finished, it's still important

for you to start getting the word out early. There's an adage I read recently from AdDuplex that said you should advertise before you monetize. Creating an early buzz about your app before it hits the market almost guarantees that users, from the press to early adopters, will want to check it out as soon as it's available.

While a lot of good publicity will come once your app has hit the market, you can act early by using one of the most visible platforms in the world: social media.

- Create a Twitter and Facebook page for your app with links to download sites.
- Start networking by liking and following your competitors and colleagues in the industry.
- Start a blog to chronicle the development stages.

These methods are 100% free, and they're most likely a part of your target audiences' daily routines already, so it will be a natural way to grow visibility.

Another way to get early advertising is to use beta testers. This is a strategy that has worked well for Android's Lollipop, in which the use of beta testers in early stages created intense anticipation and speculation around its final release date for the next major version of the OS. Reach out to bloggers, tech writers, or anyone you know in the industry to preview the app and give you ideas on what you can improve.

SpareStub, a social networking site set for release in Spring, has built their business model on the idea of bringing people together. Their goal is to connect people who want to go to events but either have no ticket, or no one to go with, to people who want to attend the same event and are in the same situation. Although the startup is still in its development phase, they say that reaching out to other people in the business has been essential for building a marketing strategy.

“We've found the most useful marketing so far has come from simply getting out into the community,” CEO and co-founder Stephanie MacConnell says. “There are a lot of events in New York, like NY Techweek and different startup-oriented Meetups that we've attended, and [we've] gotten to spread the word in an organic way.”

Tapping into members of the industry is an excellent way to network and gain insight, and with the current state of open source, most developers are willing and happy to give advice and offer opinions. Additionally, you can organically network and generate positive word of mouth about your work before it even hits the marketplace. In the world of social media, tech news, and more blogs than you can count, people's opinions are essential to your app, especially if you're a first-time developer. A good product will create

its own publicity; if you like an app, you're more likely to recommend it to your friends and colleagues.

MOBILE MONEYMAKERS Mobile programs are often the best place to directly create revenue for developers. The numbers in this article confirm the massive profits that are up for grabs, and in DZone's recent developer programs survey, it was confirmed that mobile development programs were the most popular. 52% of respondents who have joined at least one developer program have joined a mobile program, the biggest draw for developers most likely being the low barrier to entry and high profit potential.

One deterrent for some developers is the subscription cost of these programs. However, many developers understand that the value of these programs often outweighs the costs. In a recent study conducted by DZone, we found that 33% of developer respondents who have joined at least one developer program also made money for their work in that program. Another 41% of respondents who joined a program were willing to pay to join because of the potential benefits these programs have to offer.

How much does it cost to be in a program? It depends on which one you choose; fees differ from program to program, with different annual rates for individuals and businesses. You'll also want to keep in mind that any mobile programs you develop for will take a percentage of the money you make. The current industry standard for distribution and operating fees in a mobile marketplace is 30% of an app's revenue, so developers typically net 70% of what their app makes. Still, your chances of getting a check from one of the top three mobile developer programs is high. Forbes reported the amount of the checks sent to developers in 2013, an overall total of \$6 billion [2]:

	GOOGLE	APPLE	MICROSOFT
# OF USERS (MILLIONS)	900	600	12
# OF APPS (THOUSANDS)	800	1250	160
# OF DEVELOPERS (THOUSANDS)	150	235	45
# OF DOWNLOADS (BILLIONS)	48	50	65
PAID TO DEVELOPERS (MILLIONS)	900	5000	100

Data and info from Forbes.com.

While many high-profile developer programs require payment to gain entry and will keep a certain percentage of your app's gross income, joining one is worth it, and it's an investment in the future of your business.

HOW TO MAKE LONG-TERM PROFITS In a study by Distimo, data on how much revenue was made in app stores and the type of monetization tools the app was using were collected and analyzed. They found that, while premium (paid) apps made more money initially, free apps with in-app purchase options made up 79% of the revenue share in January 2014, whereas paid apps (without the option for in-app purchases) only made up 17% [4].

The only caveat to this is that sustained income from such purchases are only feasible when you have high user engagement, meaning that users continue to use the app over a long period of time on a regular basis. This is all the more incentive to join a developer program that consistently helps its developers and ensures their success through tried and true methodology and a strong community input. Additionally, many app marketplaces actively seek out new apps to promote.

Distimo published another study on how becoming a "featured" app affects downloads. The study found that, for the iOS App Store, apps in a few categories had an over 500% increase in downloads after gaining visibility in these categories, which amounted to a 400% increase in monetization. Gaining access to these categories is largely up to the program's guidelines, but, overall, common themes amongst the apps chosen for featured slots are a focus on program exclusivity (i.e., Apple will choose apps that have the most to offer for Apple customers), originality in platform utilization, and the development of excellent UI/UX features. Such features are invaluable to ensuring long-term success of your app, and solidify your place at the forefront for consumers [4].

Although there are more apps than ever, and more developers than before, making money in the app market has never been more feasible. Because of the high probability of monetization in the mobile app market and the likelihood of making a portion of what you earn, developer programs have a vested interest in the success of your product. Joining a developer program creates a community experience that can give you invaluable insight on marketing and gaining the most visibility you can for your product.

[1]<http://www.ibtimes.com/how-do-you-make-money-when-less-1-apps-are-financially-successful-1537962>

[2]<http://www.forbes.com/sites/tristanlouis/2013/08/10/how-much-do-average-apps-make/>

[3]<http://www.portioresearch.com/en/free-mobile-factbook.aspx#download>

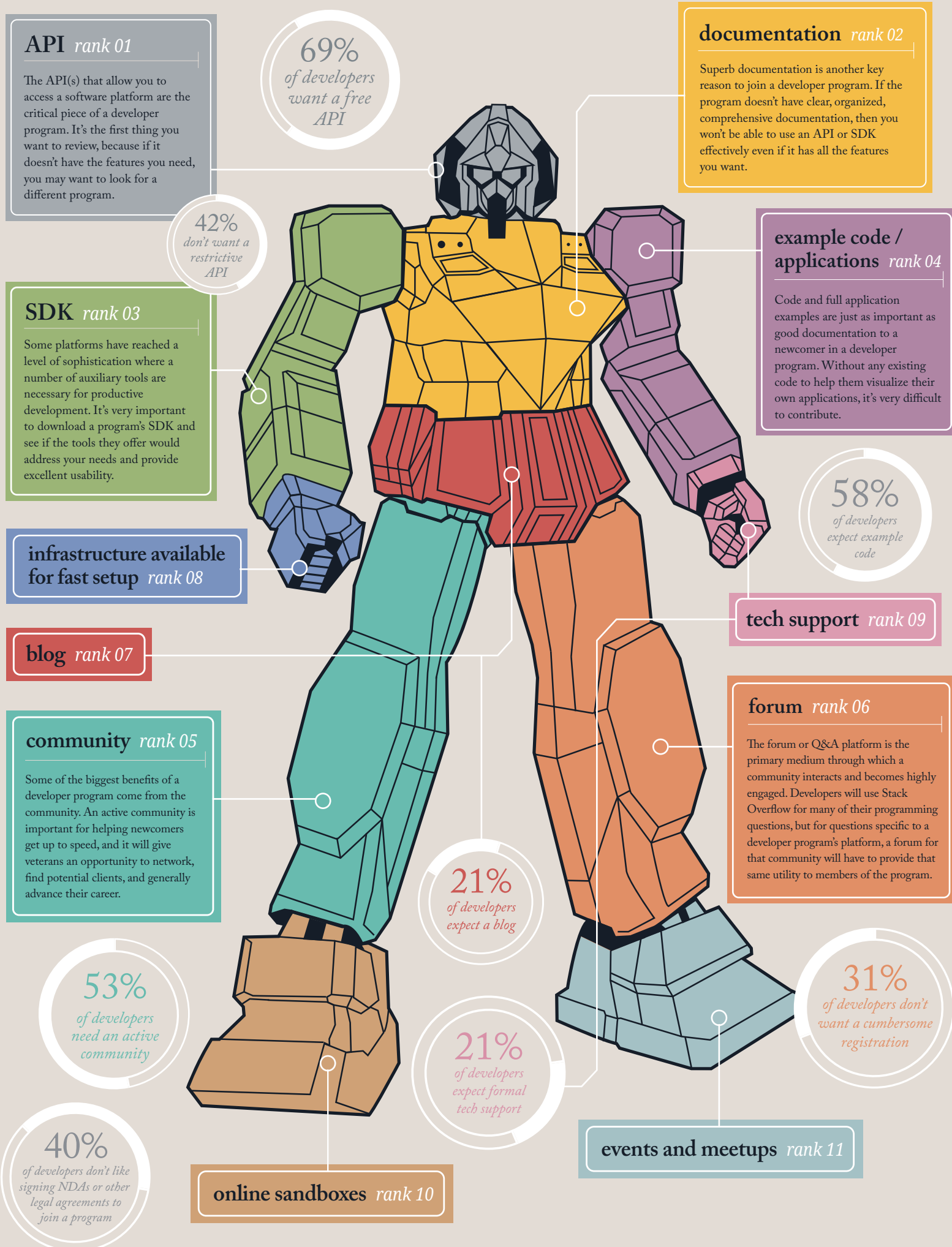
[4]<http://www.distimo.com/publications>



LAUREN CLAPPER is a Content Curator at DZone and the leader of the Mobile and Web Dev Zones. She has a passion for the latest in web development and is fascinated with how society, culture, and technology overlap. She cites April Ludgate as her greatest hero.

transform your DEVELOPER PROGRAM

In DZone's 2015 Developer Programs survey, users ranked the most important features of a developer program. All of these features work together to form the anatomy of an optimal developer program. Here are the components with the corresponding rankings.



Developer Program Scorecard

Not sure which dev program to join? Check out this comparison matrix, which will help you factor in both the intrinsic quality of each program and how well each program fits your interests and experience.

Use the product directory (at the end of this guide) and your own research to assign an objective quality score ('how good it is'). To help you assign subjective weights to each benefit ('how much I care'), we've ranked the fifteen most important benefits as reported by our survey respondents, but the final weighting is up to you.

Fill out this scorecard once for each program you're considering seriously.

 ADD TOGETHER

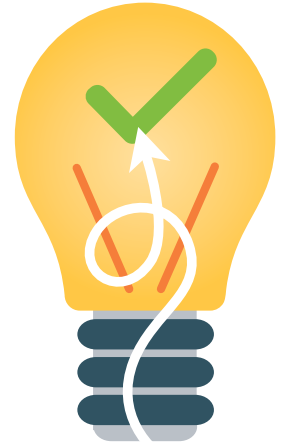
 MULTIPLY TOGETHER

 ADD MULTIPLIED TOTALS TOGETHER

BENEFIT	SURVEY RANK	MY WEIGHT (1-5)	X SCORE (1-5)	TOTAL
API	1			
DOCUMENTATION	2			
SDK	3			
SAMPLE CODE/APPLICATIONS	4			
SUPPORTING COMMUNITY	5			
FORUM	6			
BLOG	7			
INFRASTRUCTURE AVAILABLE FOR FAST SETUP	8			
TECH SUPPORT	9			
ONLINE SANDBOXES	10			
EVENTS AND MEETUPS	11			
TRAINING AND CERTIFICATIONS	12			
BETA TOOL/FEATURE ACCESS	13			
GALLERY FOR USER CREATIONS	14			
APP MARKETING AND SALES TOOLS	15			
TOTAL INTRINSIC SCORE				
+ (TECH FAMILIARITY TO ME (1-5))				
+ (TECH EXCITEMENT TO ME (1-5))				
TOTAL EXTRINSIC SCORE				
TOTAL DEV PROGRAM SCORE (=TOTAL INTRINSIC SCORE x TOTAL EXTRINSIC SCORE)				

SOLUTIONS DIRECTORY

This directory is the one of the largest, most comprehensive comparison catalogues ever assembled for developer programs. Solutions in the directory are selected based on several impartial criteria including program maturity, technical innovativeness, relevance to our audience, and data availability. The summary underneath each solution title is based on the organization's description of the characteristics that most distinguish its developer program from others. Only vendors who provided data directly to DZone are included.



ISV PARTNER PROGRAM

ActiveState Code

Site visitors can discover code snippets to solve particular problems just by browsing or searching the site. Code submitters get helpful code reviews from a community of thousands of programming experts.

ISVS OR DEVS?
Both

PRODUCT OR ECOSYSTEM
ActiveState Stackato

ENTRY FEE
Free

IDEAL EXPERIENCE

- Developers
- Sysadmins
- DevOps Engineers
- IT Engineers

INFO NEEDED TO JOIN

- Email
- Real name

☐ APP STORE ☒ OPEN SOURCE

RESOURCES AVAILABLE

FORUM Q&A SYSTEM EXAMPLE APPLICATIONS

TWITTER @ActiveState

WEBSITE code.activestate.com

MOBILE MONEYMAKERS

Amazon Developer

Amazon developers can work directly with the AWS and Fire lines of products, providing experience with both front-end and back-end development.

ISVS OR DEVS?
Both

PRODUCT OR ECOSYSTEM
Kindle Fire, AWS

ENTRY FEE
Free

IDEAL EXPERIENCE

- Full-stack developers
- Network Architects
- Sysadmins
- Mobile Developers

INFO NEEDED TO JOIN

- Email
- Real name
- Address
- Phone number
- Amazon account

☒ APP STORE ☐ OPEN SOURCE

RESOURCES AVAILABLE

APIS SDK FORUM Q&A SYSTEM BLOG

TWITTER @amazonappdev

WEBSITE developer.amazon.com/public/community/blog

MOBILE MONEYMAKERS

Apple iOS Developer

Apple's developer program is the only way to get official Apple tools to develop and distribute iOS and HomeKit apps.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM iOS
ENTRY FEE \$99 per year	IDEAL EXPERIENCE <ul style="list-style-type: none">• Mobile Developers• Web Developer• Web Designers
INFO NEEDED TO JOIN <ul style="list-style-type: none">• Email• Real name• Address• Phone number	
<div><input checked="" type="checkbox"/> APP STORE<input type="checkbox"/> OPEN SOURCE</div>	

RESOURCES AVAILABLE

APIS SDK FORUM IM CHATROOMS BLOG

TWITTER @appstore

WEBSITE developer.apple.com

MOBILE MONEYMAKERS

AT&T Developer Program

Access to AT&T APIs, Application Resource Optimizer (ARO) to build more efficient apps, as well as access to training events, hackathons, and community support.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM AT&T API Platform
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none">• All developers
INFO NEEDED TO JOIN <ul style="list-style-type: none">• Email• Real name	
<div><input type="checkbox"/> APP STORE<input checked="" type="checkbox"/> OPEN SOURCE</div>	

RESOURCES AVAILABLE

APIS SDK FORUM Q&A SYSTEM BLOG

TWITTER @attdeveloper

WEBSITE developer.att.com

DROP-IN API PROGRAMS

Autodesk Developer Network

Whichever Autodesk platform technology you work with, Autodesk can support development of design, engineering, manufacturing, construction, media software, and web services for desktop, web, and mobile devices.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Autodesk platform technology
ENTRY FEE Varies by subscription	IDEAL EXPERIENCE <ul style="list-style-type: none">• Mobile developers• Web developers• Software engineers
INFO NEEDED TO JOIN <ul style="list-style-type: none">• No information required for free tier	
<div><input checked="" type="checkbox"/> APP STORE<input type="checkbox"/> OPEN SOURCE</div>	

RESOURCES AVAILABLE

APIS BLOG VIDEOS FORUM SOFTWARE TRIALS

TWITTER @autodesk

WEBSITE usa.autodesk.com/adsk/servlet/index?siteID=123112&id=19118898

DROP-IN API PROGRAMS

Avaya DevConnect

The Avaya DevConnect program provides a framework for developers to leverage Avaya technology providing technical education and resources, SDKs, and a range of technical support and compliance testing services.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM Avaya's enterprise software ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none">• Telecommunications engineer• VXML professionals• Java developer• C/C++ Developer• .NET developer
INFO NEEDED TO JOIN <ul style="list-style-type: none">• Email• Real name• Address• Phone number• Company• Job title• Function	
<div><input checked="" type="checkbox"/> APP STORE<input type="checkbox"/> OPEN SOURCE</div>	

RESOURCES AVAILABLE

APIS SDK FORUM ONLINE SANDBOXES EXAMPLE APPLICATIONS

TWITTER @devconnect

WEBSITE avaya.com/devconnect

DROP-IN API PROGRAMS

Best Buy APIs

Through Best Buy APIs, developers have access to the largest product set of consumer electronics. Users have the ability to monetize blogs and content with our affiliate program, and have a chance to compete for prizes at hackathons.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Best Buy Enterprise ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Developers • IT Engineers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • User account 	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [EXAMPLE APPLICATIONS](#)
[TWITTER](#) @bbyopen[WEBSITE](#) developer.bestbuy.com

ISV PARTNER PROGRAM

Braintree Developer Program

Braintree powers billions of dollars in mobile and online payments. Braintree's full-stack payments platform can be integrated in minutes and gives developers easy access to new payment options and advanced features.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM v.zero SDK
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Front-End Developers • Back-End Developers • Full-Stack Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address • Phone number • Extra questions/survey 	

☐ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [BLOG](#)
[TWITTER](#) @braintree_dev[WEBSITE](#) developers.braintreepayments.com

DROP-IN API PROGRAMS

Bluetooth SIG Developer Showcase

A developer will not only learn about how to build Bluetooth technologies into their products and apps, but will also gain insight and access into Bluetooth technologies and the roadmaps for them.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Mobile and Embedded Devices
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Mobile Developers • Embedded Platforms Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email 	

☐ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[SDK](#) [FORUM](#) [BLOG](#) [EXAMPLE APPLICATIONS](#)
[TWITTER](#) @bluetooth[WEBSITE](#) developer.bluetooth.org

NICHE PRODUCT PROGRAM

Carriots

Carriots is a ready-to-use and a hands-free hosting environment that scales from several devices to several million, enabling developers to decrease their time-to-market and development costs.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Independent IoT Projects
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Java Developers • Groovy Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name 	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [ONLINE SANDBOXES](#)
[TWITTER](#) @Carriots[WEBSITE](#) carriots.com

ISV PARTNER PROGRAM

Cisco DevNet

For developers working with Cisco products, DevNet brings you a central access point to the tools and solutions to solve technical challenges.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM Cisco technology ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Network Engineers • NetOps Engineers • DevOps Engineers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email 	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [ONLINE SANDBOXES](#)
[TWITTER](#) @CiscoDevNet

[WEBSITE](#) developer.cisco.com

NICHE PRODUCT PROGRAM

Dolby Developer Program

By participating in the program, developers will be able to form a solid relationship with Dolby, utilizing Dolby technology for apps and games to improve sound quality.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Android
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Mobile Developer
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address 	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [Q&A SYSTEM](#) [EXAMPLE APPLICATIONS](#)
[TWITTER](#) @DolbyDev

[WEBSITE](#) developer.dolby.com

NICHE PRODUCT PROGRAM

DocuSign Developer Program

DocuSign is an easy way to get legally binding eSignatures and document workflow integrated into applications.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Web, Mobile, or Desktop apps
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Developers • Software Engineers • Architects • CTOs • Software Managers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address • Phone number 	

☒ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [IM CHATROOMS](#)
[TWITTER](#) @docusignapi

[WEBSITE](#) docusign.com/devcenter

DROP-IN API PROGRAMS

Embarcadero Developer Program

The Embarcadero Partner Program opens users up to over 3 million developers who share a passion for developing the best solutions. By joining, users get exclusive access to resources and people to help them succeed.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM Embarcadero technology ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Designers • Front-End Developers • Back-End Developers • Full-Stack Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Phone number • Terms and Conditions 	

☒ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [IM CHATROOMS](#)
[TWITTER](#) @radtools

[WEBSITE](#) embarcadero.com/services/partners

ISV PARTNER PROGRAM

EMC CODE

Developers working with EMC CODE will have access to world-class technology for next-gen apps for webscale, mobile, and big data. EMC CODE will enable access to global customers in every Fortune 500 industry.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM EMC technology ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Full-Stack Engineers • DevOps • IT Architects • Storage Engineers • Data Scientists
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name 	

☐ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [ONLINE SANDBOXES](#)
[TWITTER](#) @EMCCode[WEBSITE](#) emccode.github.io

NICHE PRODUCT PROGRAM

EVERYTHNG Developers

EVERYTHNG allws developers to create end-to-end applications for the Internet of Things, including data monitoring and bulk QR code generation.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM EVERYTHNG Engine
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • All developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Extra questions/survey 	

☐ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [EXAMPLE APPLICATIONS](#)
[TWITTER](#) @evrythng[WEBSITE](#) dashboard.evrythng.com/developers/quickstart

DROP-IN API PROGRAMS

Facebook Developers

Allows developers to integrate Facebook functionality into websites or mobile apps to increase your community around your app, or develop apps for use on Facebook.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Facebook, Web, Mobile
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Web Developers • Mobile Developers • Front-End Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Facebook account 	

☒ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[SDK](#) [FORUM](#) [BLOG](#)
[TWITTER](#) @fbplatform[WEBSITE](#) developers.facebook.com/blog

NICHE PRODUCT PROGRAM

Ford Developer Program

The Ford Developer Program allows the opportunity to drive the future of in-vehicle connectivity, and impact areas such as navigation, entertainment, news, and more.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM AppLink
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • iOS developers • Android developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real Name • User account 	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [ONLINE SANDBOXES](#)
[TWITTER](#) @ford[WEBSITE](#) developer.ford.com

DROP-IN API PROGRAMS

GitHub Developer Program

Developers receive regular email updates on topics relevant to people building integrations with the GitHub API, eligibility for a developer license of GitHub Enterprise, and eligibility for API previews in the future.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM GitHub technology ecosystem
ENTRY FEE \$7 per month	IDEAL EXPERIENCE • All developers
INFO NEEDED TO JOIN • Email	

☐ APP STORE

☐ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#)
[SDK](#)
[BLOG](#)
[EARLY ACCESS TO PRE-RELEASES](#)
[TICKETED TECHNICAL SUPPORT](#)

TWITTER @github

WEBSITE developer.github.com/changes/

MOBILE MONEYMAKERS

Google Developers

Google developers can develop for multiple platforms and ecosystems with one login, creating opportunities to be seen in Google's app galleries or app stores.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Android, Google Glass, Chrome, Cloud, Google+, Google Maps, YouTube, Google Ads, Google Analytics
ENTRY FEE Free	IDEAL EXPERIENCE • Front-End Developers • Back-End Developers • Mobile Developers • Web Designers
INFO NEEDED TO JOIN • Email • Real name • Address • Google account	

☒ APP STORE

☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#)
[SDK](#)
[FORUM](#)
[Q&A SYSTEM](#)
[BLOG](#)

TWITTER @googledevs

WEBSITE developers.google.com

ISV PARTNER PROGRAM

IBM developerWorks

Access to IBM cloud platform, as well as other products, trials, and experts. Program offered in English and in Portuguese, Spanish, Russian, Chinese, Japanese, Korean and Vietnamese.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM IBM Software Ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE • All developers
INFO NEEDED TO JOIN • Email • Real name	

☐ APP STORE

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RESOURCES AVAILABLE

[APIS](#)
[SDK](#)
[FORUM](#)
[Q&A SYSTEM](#)
[BLOG](#)

TWITTER @developerworks

WEBSITE ibm.com/developerworks

ISV PARTNER PROGRAM

Intel DeveloperZone

The Intel Developer Zone provides tools and resources designed to provide the development support and business opportunities developers and software businesses need to innovate and succeed.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM iOS, Android, Windows, Web, Intel hardware and software
ENTRY FEE Free	IDEAL EXPERIENCE • Embedded systems developers • Game developers • Web developers
INFO NEEDED TO JOIN • Email • Real name • Country • Professional experience	

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RESOURCES AVAILABLE

[SDK](#)
[BLOG](#)
[CODE SAMPLES](#)
[GAMIFIED LEARNING PROGRAM](#)

TWITTER @intelsoftware

WEBSITE software.intel.com

NICHE PRODUCT PROGRAM

Intuit Developer

Intuit counts on innovative developers to improve the lives and work of business owners everywhere. Intuit offers several tools to help understand what the platform offers developers, and how to get involved.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM QuickBooks Platform
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Systems architects • Software engineers • Software architects
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Facebook account 	
<input checked="" type="checkbox"/> APP STORE <input type="checkbox"/> OPEN SOURCE	

RESOURCES AVAILABLE

APIS SDK BLOG FORUM ONLINE SANDBOXES

TWITTER @IntuitDev

WEBSITE developer.intuit.com

NICHE PRODUCT PROGRAM

Magnolia Community

The purpose of Magnolia's developer program is to grow the Magnolia ecosystem through the submission of apps and modules. For developers, the program gives visibility to their projects and efforts.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM Magnolia CMS
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Front-end developers • Web designers • Sysadmins • Java developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email 	
<input type="checkbox"/> APP STORE <input checked="" type="checkbox"/> OPEN SOURCE	

RESOURCES AVAILABLE

APIS FORUM BLOG ONLINE SANDBOXES

EXAMPLE APPLICATIONS

TWITTER @magnolia_cms

WEBSITE community.magnolia-cms.com

ISV PARTNER PROGRAM

MapR Developer Central

Using the sandbox or MapR distributions available for download, developers can quickly write Hadoop applications for both realtime operational and analytical applications on the same platform.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM MapR Distribution, Apache Hadoop
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Hadoop Developers • Software Engineers • DevOps Engineers • Data Scientists • Business Intelligence Analysts
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email 	
<input type="checkbox"/> APP STORE <input checked="" type="checkbox"/> OPEN SOURCE	

RESOURCES AVAILABLE

APIS SDK Q&A SYSTEM BLOG EXAMPLE APPLICATIONS

TWITTER @mapr

WEBSITE mapr.com/developercentral

MOBILE MONEYMAKERS

Microsoft BizSpark

Get free tools, training, and more exposure for your startup.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM .NET Framework, Windows, Windows Phone, Visual Studio, Azure
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • All developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address 	
<input checked="" type="checkbox"/> APP STORE <input type="checkbox"/> OPEN SOURCE	

RESOURCES AVAILABLE

SDK EARLY ACCESS TO PRE-RELEASES SOFTWARE

TWITTER @bizspark

WEBSITE microsoft.com/bizspark

NICHE PRODUCT PROGRAM

MongoDB Masters

Getting involved in the MongoDB community is a great way to build relationships with other talented engineers, increase awareness for the interesting work that you are doing, sharpen your skills, or give back.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM MongoDB
ENTRY FEE Free	IDEAL EXPERIENCE • All developers
INFO NEEDED TO JOIN • Email • Real name • Address • Phone number	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [EXAMPLE APPLICATIONS](#)
[TWITTER](#) @mongodb

[WEBSITE](#) mongodb.org/about/community/masters

NICHE PRODUCT PROGRAM

MuleSoft //Dev

The MuleSoft //Dev program provides all the resources to become a proficient software integration expert using Anypoint Platform to master traditional enterprise SOA, SaaS, or AP- based integration scenarios.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Anypoint Platform
ENTRY FEE Free	IDEAL EXPERIENCE • Software Architects • Software Designers • Lead Developers • QA • Test Engineers • Back-End Engineers • API Developers • Web Developers • Mobile Developers • IT Managers • Sysadmins • DBAs
INFO NEEDED TO JOIN • Email • Real name • Address • Phone number • Extra questions/ survey	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [BLOG](#)
[TWITTER](#) @MuleDev

[WEBSITE](#) mulesoft.org

ISV PARTNER PROGRAM

Mozilla Developer Network (MDN)

Developers can access best practices and a complete reference for developing software for web. Mozilla is open source, so everyone can participate in a global community.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM The Web, Mozilla, and MDN
ENTRY FEE Free	IDEAL EXPERIENCE • Web Developers • Mobile Developers • Front-End Engineers
INFO NEEDED TO JOIN • Email	

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RESOURCES AVAILABLE

[IM CHATROOMS](#) [BLOG](#) [EXAMPLE APPLICATIONS](#)
[EARLY ACCESS TO PRE-RELEASES](#)
[TWITTER](#) @moz hacks

[WEBSITE](#) developer.mozilla.org

ISV PARTNER PROGRAM

Oracle Technology Network

Powered by the Oracle Technology Network, this site is a portal for all Oracle product communities. Connect with peers, share best practices, and engage to earn recognition on the platform.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Oracle technology ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE • DBAs • Database Developers • Sysadmins • Systems Developers • Architects • Java Developers • Front-End Developers • Full-Stack Developers • Network Engineers
INFO NEEDED TO JOIN • Email • Real name • Address	

☐ APP STORE☐ OPEN SOURCE

RESOURCES AVAILABLE

[FORUM](#) [Q&A SYSTEM](#) [BLOG](#) [COLLABORATION TOOLS](#)
[TWITTER](#) @oracleotn

[WEBSITE](#) community.oracle.com

NICHE PRODUCT PROGRAM

OutSystems Developer Community

OutSystems Platform represents a progressive, fundamental shift in the approach to building integrated, broadly-accessible applications, providing developers a faster time-to-market with their creations.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Native iOS, Android, and web apps
ENTRY FEE Free	IDEAL EXPERIENCE • All developers
INFO NEEDED TO JOIN • Email • Real name • Address	

☐ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [BLOG](#)
[TWITTER](#) @OutSystems

[WEBSITE](#) outsystems.com/forums

NICHE PRODUCT PROGRAM

Philips Hue Developer Program

Programming for Philips Hue is visual and entertaining. Controlling connected lighting in many colors is fun for a developer. Philips provides a healthy market for Hue developer apps, allowing them to make money.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Philips Hue Personal Wireless Lighting
ENTRY FEE Free	IDEAL EXPERIENCE • Software Developers
INFO NEEDED TO JOIN • Email • Real name	

☒ APP STORE☒ OPEN SOURCE

RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [EXAMPLE APPLICATIONS](#) [INFRASTRUCTURE FOR FAST SETUP](#)
[TWITTER](#) @philiphuedev

[WEBSITE](#) developers.meethue.com

DROP-IN API PROGRAMS

Qualcomm Developer Network

Qualcomm Developer Network provides software and hardware tools to help developers build high-performance mobile apps and games.

ISVS OR DEVS? Any developers	PRODUCT OR ECOSYSTEM Mobile OS's and Qualcomm developer tools such as Adreno and Alljoyn
ENTRY FEE Free	IDEAL EXPERIENCE • Mobile developers • IoT developers • Embedded device engineers
INFO NEEDED TO JOIN • Email • Real name • Country	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#)
[TWITTER](#) @qualcomm_dev

[WEBSITE](#) developer.qualcomm.com

NICHE PRODUCT PROGRAM

Rackspace Developer+

Rackspace allows complete access to an open source cloud platform including servers, files, CDN, bare-metal-on-demand servers, autoscaling, orchestration, and more.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Cloud applications
ENTRY FEE Free	IDEAL EXPERIENCE • All developers
INFO NEEDED TO JOIN • Email • Real name • Address • Phone number • Registration	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [IM CHATROOMS](#) [BLOG](#)
[TWITTER](#) @rackspace

[WEBSITE](#) developer.rackspace.com

ISV PARTNER PROGRAM

Red Hat Enterprise Linux Developer Program

There are many Linuxes available to choose, but many Linux deployments run on RHEL. This program allows development directly on RHEL with important refreshed tools and Red Hat support.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Red Hat Enterprise Linux
ENTRY FEE \$99	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Application Developers and Architects • Web Developers • Data Scientists
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Purchase subscription 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [IM CHATROOMS](#)
[TWITTER](#) @RHELdevelop

[WEBSITE](#) developer.redhat.com/rhel

ISV PARTNER PROGRAM

Red Hat JBoss Developer Program

Red Hat JBoss Middleware products, tutorials, and advice are available for download to members of the JBoss Developer program.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Red Hat JBoss Middleware
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Java Developer • Mobile Developer • Enterprise developer
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Terms and Conditions 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [EXAMPLE APPLICATIONS](#)
[EARLY ACCESS TO PRE-RELEASES](#)
[TWITTER](#) @JbossDeveloper

[WEBSITE](#) planet.jboss.org

ISV PARTNER PROGRAM

SalesForce Developers

Joining the Salesforce program allows users to access free cloud development tools and learn to build apps to sell on the Salesforce AppExchange.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Force.com and Heroku
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Salesforce Developers • Salesforce Architects • Salesforce Admins
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [BLOG](#)
[TWITTER](#) @salesforcedevs

[WEBSITE](#) developer.salesforce.com

MOBILE MONEYMAKERS

Samsung Developer Program

Samsung's developer program helps developers use Android to optimize and develop for several popular smart devices.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Samsung Electronics Ecosystem - Galaxy, Gear, Smart TV, Smart Home
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Mobile Developers • Front-end Developer • Web Developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address • Phone number 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#)
[TWITTER](#) @samsung_dev

[WEBSITE](#) samsungdevus.com/blog

ISV PARTNER PROGRAM

SAP Developer Program

The SAP developer program opens opportunities for developers to monetize their skills in the enterprise application market.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM SAP technology ecosystem
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Developers • Business process developers • Data scientists • Analytics developers • Front-end developers • Full-stack developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [Q&A SYSTEM](#) [BLOG](#)
[TWITTER](#) @SAP

[WEBSITE](#) developers.sap.com

DROP-IN API PROGRAMS

Shopify Partner Program

Shopify's global developer community can be used to build shops, themes, and apps for Shopify's 120,000+ merchants. Users can also access free resources about Shopify development and earning clients.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Shopify
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Front-End Developers • Back-End Developers • Web Developers • Full-stack Developers • Web Designers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address • Extra questions/survey 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [ONLINE SANDBOXES](#)
[TWITTER](#) @ShopifyPartners

[WEBSITE](#) shopify.com/partners

DROP-IN API PROGRAMS

Twitter Developers

Developers who join Twitter's program will be able to build excitement around their sites through Twitter implementation, as well as access to Fabric.io and Crashlytics for mobile development.

ISVS OR DEVS? Both	PRODUCT OR ECOSYSTEM Fabric, Web, Mobile
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • Front-End Developers • Mobile Developers • Data Scientists • Big Data Engineers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Twitter account 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [BLOG](#) [FABRIC MOBILE DEVELOPMENT SUITE](#)
[TWITTER](#) @TwitterDev

[WEBSITE](#) dev.twitter.com

DROP-IN API PROGRAMS

Verizon M2M Developer Program

Developers can activate, suspend, and provision devices en masse, all from a single interface. They can also directly access devices through their own company applications using M2M Unified Web Services.

ISVS OR DEVS? M2M/IoT Developers	PRODUCT OR ECOSYSTEM M2M Management Center Platform
ENTRY FEE Free	IDEAL EXPERIENCE <ul style="list-style-type: none"> • All developers
INFO NEEDED TO JOIN <ul style="list-style-type: none"> • Email • Real name • Address • Phone number • Terms and Conditions 	

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RESOURCES AVAILABLE

[APIS](#) [SDK](#) [FORUM](#) [EXAMPLE APPLICATIONS](#)
[TICKETED TECHNICAL SUPPORT](#)
[TWITTER](#) @verizon

[WEBSITE](#) m2mdeveloper.verizon.com