Application Developers Alliance

Corporate Membership
WHO IS THE APPLICATION DEVELOPERS ALLIANCE?

The Application Developers Alliance is a non-profit global membership organization that supports developers as creators, innovators, and entrepreneurs. The Alliance promotes the continued growth of the industry and advocates on behalf of its members on public policy and industry issues.

WHAT DOES THE APPLICATION DEVELOPERS ALLIANCE DO?

The Alliance’s mission is to be a valued resource for developers, promote an industry that rewards entrepreneurial innovation, and empower developers as an essential workforce.

To ensure the success of its members and continued growth of the industry, the Alliance is committed to:

• **Servicing developers and the industry**: Responding to members’ needs.
• **Promoting developers’ contribution to the economy and society**: Analyzing and reporting on the industry’s growth, strength, and vitality.
• **Advocating for entrepreneurs and innovators**: Representing developers and fighting on their behalf on public policy and industry issues.

WHO ARE ALLIANCE MEMBERS?

The global membership includes individual developers utilizing Alliance resources to build better products, businesses and careers; and the companies that depend on them.

• **Developer Membership**: A global network of tens of thousands of developers across industries with diverse skills, expertise, and interests.
• **Corporate Membership**: Hundreds of companies invested in developers to build innovative software, products, and platforms.
• **Startup Membership**: Early-stage companies building the next generation of technologies.
Why Should My Company Join An Industry Organization?

Industry organizations offer companies the opportunity to work with their partners and peers to promote common interests and to support their specific strategies and needs. Companies should view membership as a valuable resource that delivers tangible benefits, as well as a strategic, long-term investment in the success and sustainability of their industry.

Industry organization membership:

- Provides a platform for thought leadership.
- Builds credibility and positive perception.
- Establishes public policy and issue advocacy channels.
- Enables professional development for the industry’s workforce.
- Promotes networking and business development opportunities.
- Grants access to discounts and services.
- Generates industry-wide promotional and marketing support.

How is the Alliance Different?

The Alliance mission and membership is focused on developers that work across all industries and technologies, and the companies that rely on them as an essential workforce.

The size and diversity of the Alliance membership provides value to the entirety of the industry through professional development, research and insights, business development, as well as public policy and industry advocacy.
Corporate Member Benefits

In addition to the benefit of participating in an industry organization, companies join the Application Developers Alliance to engage the developer community and like-minded companies, to better understand the unique needs of this workforce, and to contribute to initiatives that align with their business objectives.

Corporate Members pay annual dues and receive a number of benefits, including:

- **Global Network of Developers & Companies**
  - Engage, educate, and network with the Alliance membership.

- **Policy Briefings**
  - Stay up-to-date on regulatory issues that impact your business.

- **Industry Research**
  - Analysis and insights on developers, markets, and the industry.

- **Committee Participation**
  - Contribute as a thought leader on committees.

- **Promotional and Marketing Support**
  - Increase engagement and visibility within the industry through Alliance channels, content, and events.

- **Member Only Discounts**
  - Redeem member-only discounts on research, sponsorships, certifications, job boards, and more.
Developer Members

Tens of Thousands of Developers
- 6 Continents
- 88 Countries
- 1,305 Cities

Top Countries

Experience and Skill-set

Employer Size

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1-10</td>
<td>20%</td>
</tr>
<tr>
<td>11-50</td>
<td>9%</td>
</tr>
<tr>
<td>51-200</td>
<td>39%</td>
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<tr>
<td>201-1,000</td>
<td>2%</td>
</tr>
<tr>
<td>1,001-10,000</td>
<td>6%</td>
</tr>
<tr>
<td>10,000+</td>
<td>14%</td>
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</tbody>
</table>

Frontend Developer: 20%
Fullstack Developer: 9%
Backend Developer: 39%
Hardware Engineer: 2%
Software Architect: 20%
Systems Analyst/Tester: 4%
Other: 6%

AppAlliance.org
Corporate Members

175+ Companies

1-10
34%

11-50
32%

51-200
16%

201-1,000
4%

1,001-10,000
5%

10,000+
9%

Number of Employees

1-10
11-50
51-200
201-1,000
1,001-10,000
10,000+
Research and Insights

About Research
The Application Developers Alliance research and insights products contain quantitative and qualitative analysis of developer needs, market trends, and emerging technologies.

Corporate Member Benefits
• Access to research products and findings, commensurate with membership level.
• Opportunities to contribute data and expertise to research as appropriate and applicable.

2016 Research and Insights Products

• **One (1) Annual Industry Report (released beginning of Q4)**
  The annual report serves as a “State of the Union” for the developer community, benchmarking key trends and offering insight into what is on the horizon.

• **Two (2) Semi-Annual Start-up Snapshots**
  Based on the results from one of four surveys administered to Alliance start-up members, these snapshots will update trends from the previous snapshot as well as examine new and rotating topics that impact the start-up community.

• **Four (4) Quarterly Reports**
  A topical deep-dive that incorporates quantitative, qualitative, and where applicable analytic data to present a comprehensive overview of a particular topic.

• **Twelve (12) Monthly Reports (released every 3-5 weeks)**
  Small scale projects that reflect the diversity and flexibility of research, allowing the Alliance to be nimble and reactive to current events and the latest trends and touch upon niche topics and audiences while still generating data-driven reports with global relevance. Two ongoing features include:
  • Developer snapshot: Results of the on-boarding developer survey every three months.
  • Monthly Report: Results of topical, monthly surveys.
2016 Research Calendar

January
- Monthly Report: Enterprise Developer

February
- Monthly Report: Mobile World Congress

March
- Monthly Report: City Spotlight - Paris

April
- Monthly Report: Global Competition Preview

May
- Monthly Report: Topic TBD

June
- Monthly Report: Topic TBD

July
- Monthly Report: Topic TBD

August
- Monthly Report: Topic TBD

September
- Monthly Report: Topic TBD

October
- Monthly Report: Topic TBD

November
- Monthly Report: Topic TBD

December
- Annual Industry Report

Developer Member Snapshot

Quarterly Report: Business Operations

Semi-Annual Startup Snapshot

Developer Member Snapshot

Quarterly Report: Global Competition

Developer Member Snapshot

Quarterly Report: Topic TBD

Semi-Annual Startup Snapshot

Developer Member Snapshot

Quarterly Report: Topic TBD

Developer Member Snapshot

Quarterly Report: Topic TBD

Developer Member Snapshot

Quarterly Report: Topic TBD
About The Committees

The Alliance Steering and Standing Committees are comprised of corporate members and working to address key issues, develop solutions, and deliver products to support innovation and industry growth. The work done by each Committee helps the Alliance drive initiatives and better support member service and growth within the industry.

Steering Committees

Policy Committee (U.S. and EU): Guide the policy agenda and support the efforts to build and serve a network of developers and companies.

The US and EU policy committees deal with similar issues, but from varying perspectives. To create efficiencies and narrow the scope of focus when possible, subject pillars have been put in place for activity, including:

- Data
- Competition
- Commerce
- International

Participants of the Committee will:
- Evaluate policy objectives, activities, and initiatives.
- Identify future policy topics and potential issues.
- Align policy related activities and programs with membership needs and interests.

Research Committee: Advise and contribute to topics and questions.

The Committee supports the planning and execution of research and insight initiatives, sets audience and topical priorities, and helps to promote both data collection and the resulting reports:

- Provide guidance and expert opinion on all research.
- Generate and refine ideas for future Alliance research products.
- Review and help shape survey questionnaires and the data analysis/reports.
- Develop high-level narrative for promoting Alliance research.

Participants of the Committee will:
- Shape the direction of Alliance research to maximize its value.
- Directly contribute questions and content to select research products.
- Access data beyond what’s included in the report to generate additional insights.
Standing Committees

Professional Development Committee: Advise the Alliance on criteria for training and testing programs.

The Committee will help developers improve their skills and career planning, enable companies to hire better trained developers, and identify opportunities and obstacles throughout the industry. Initial product planning includes:

• Create a jobs board.
• Build and launch certification programs.
• Produce curriculum and continuing education materials.
• Establish core competency testing.

Participants of the Committee will:

• Identify opportunities to create programs that will assist developers in meeting the growing needs of the industry.
• Develop programs and services that will provide tools and resources for companies hire developers.
• Evaluate the quality, education, and training of the developer workforce.
• Advise the Alliance on the “Developer Workforce Initiative” and its efforts to educate and support software developers.

User Acquisition & Marketing Committee: Provide helpful marketing strategies for developers to acquire new users and tips, tools, and best practices for user growth.

Advertising & Monetization Committee: Provide educational content and guidance on best practices to make money through apps using advertising and other monetization methods.
About Policy Briefings

The Alliance is the voice of developers and the global industries powered by software. The policy teams in the United States and the European Union help policy makers, regulators, and stakeholders better understand the changing developer industry and support an environment that encourages innovation.

The Alliance advocates on behalf of developers and the industry on a number of issues across verticals and continents, and keeps members up to date, educated, and engaged through Policy Briefings as issues arise that can affect their work and their businesses.

Corporate Member Benefits

• Receive Policy Briefings and additional insights on selected issues.
• Topic tracking commensurate with membership level.
• Influence and participate in Alliance advocacy affecting your business.

TOPIC 1: Data Innovation and Opportunity
Issues:
• Data and commerce
• Consumer privacy
• Geolocation
• Children’s privacy and education technology privacy
• Data protection
• Data flows
• ePrivacy Directive

TOPIC 2: Government Surveillance
Issues:
• Encryption
• Electronic communications privacy

TOPIC 3: Emerging Technologies
Issues:
• Sharing economy
• Connected vehicles
• IoT
• mHealth

TOPIC 4: Digital Single Market
Issues:
• Digital contract rules
• Online platforms
• Geoblocking
• eSkills

TOPIC 5: Software Patents
About Marketing and Promotional Support

The Alliance is free from brand limitations, and has the opportunity to credibly engage developers on any number of topics. In partnership with Alliance corporate members, engagement activities include: content creation, event production, digital evangelism, and shared education.

Corporate Member Benefits

- Share company content through Alliance channels and platforms.
- Participate as a speaker at Alliance events.
- Contribute content to the Alliance blog.
- Be a thought leader through publications, interviews, and other media channels.

Alliance Channels by the Numbers

- Newsletter List: 17,390
- Social Media Followers: 32,045
- Views on YouTube: 92,710

Alliance Events: 2015 Events by the Numbers

- Total Number of Events: 47
- Total Number of Attendance: 6,841
- Total Views on Events Listings: 187,675
About Discounts

Alliance members receive exclusive access to discounted pricing on products, tools, and services intended to enhance membership value. Offerings and discounts, include:

- Premium pricing on event registration and sponsorship opportunities.
- Invites to member-only networking receptions and industry leader conferences.
- Access to professional development resources and discounts on certifications.
- Connection to the jobs board with reduced pricing on job postings.
- Opportunity to sponsor research products at a discounted price to gain additional data and insights.

Corporate Member Benefits

- Member-only pricing on sponsorships and products (professional development, research, etc.).
- Opportunity to provide input on discounts offerings.
- First right of refusal for sponsorship opportunities.
### Membership Levels & Benefits

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<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Standard</th>
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<tbody>
<tr>
<td></td>
<td>$75,000</td>
<td>$40,000</td>
<td>$15,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

#### RESEARCH
- Annual Industry Report (1) □ □ □ □
- Start-up Snapshot (2) □ □ □ □
- Quarterly Reports (4) □ □ □ □
- Monthly Reports (12) □ □ □ □

#### POLICY BRIEFINGS
- Briefing Topics (5) □ □ □ □ □

#### COMMITTEES
- Policy □ □ □
- Research □ □ □
- Professional Development □ □ □ Eligible
- User Acquisition /Marketing □ □ □ Eligible
- Advertising/Monetization □ □ □ Eligible

#### DISCOUNTS
- Products and Sponsorships 20% off 15% off 10% off

#### MARKETING
- Company Listing □ □ □ □
- Promotional Support □ □ □ □
Contact Us
If you have any questions regarding your membership with the Alliance and would like to set-up a call/meeting to discuss, please contact the Alliance membership team:

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