EDUCATION TOPS MONETIZATION IN WHAT DEVELOPERS WANT MOST FROM ECOSYSTEMS

74% want to learn new skills, or improve current skills, when engaging with a developer ecosystem.

64% want to make money through engaging with a developer ecosystem.

DEVELOPERS WANT A ROI ON THEIR TIME, BUT IN TRAINING MORE THAN IMMEDIATE REVENUE

69% say a return on their investment of time is the most important factor when choosing a developer ecosystem.

71% of developers believe a platform should offer formal training and certification.

Most Developer Ecosystems Need to Know

ENGAGING THE DEVELOPER COMMUNITY

Findings from the 2018 Accenture Developer Ecosystem Survey of 750 US-based developers reveal that developers are pragmatic and nuanced in their wants and needs.

What Developer Ecosystems Need to Know

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What Developer Ecosystems Need to Know

TIMELY, KNOWLEDGEABLE AND CAPABLE SUPPORT RATE HIGHLY IN SUPPORT NEEDS

81% rate timely support as important.

79% rate knowledgeable support as important.

88% rate capable support as important.

ALL EXPERIENCE LEVELS WANT PERSONALIZED SUPPORT

76% of developers believe developer ecosystems are generally good at providing the support they need.

76% of developers believe developer ecosystems are generally good at providing the support they need.

76% of developers believe developer ecosystems are generally good at providing the support they need.

THERE’S ROOM, AND INCENTIVE, FOR DEVELOPER ECOSYSTEMS TO DIFFERENTIATE

47% agree that a platform offering a truly differentiated and meaningful developer ecosystem would get a much larger part of their business.

70% of developers believe developer ecosystems are pretty much the same in terms of usefulness.

23% agree that a platform offering a truly differentiated and meaningful developer ecosystem would get a much larger part of their business.

47% of developers believe developer ecosystems are pretty much the same in terms of usefulness.

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MARKET POSITIONING MATTERS, BUT MARKETING LESS SO

76% of developers believe developer ecosystems are generally good at marketing their capabilities to them.

65% of developers believe developer ecosystems are generally good at marketing their capabilities to them.

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WHAT WOULD MOTIVATE SWITCHING WITHIN THE NEXT 12 MONTHS?

53% would switch to a platform that helps me build my career.

40% would switch to a platform that is more future-looking.

44% would switch to a platform that is more developer-friendly in terms of ease of use.

TECHNICALLY ACCURATE, UP-TO-DATE CONTENT IS THE MOST IMPORTANT ECOSYSTEM ELEMENT

82% of developers believe developer ecosystems are generally good at providing the support they need.

78% of developers believe developer ecosystems are generally good at providing the support they need.

78% of developers believe developer ecosystems are generally good at providing the support they need.

HOW TO STAND OUT FROM THE CROWD?

Visit us at www.accenture.com/devecosystem

Source: 2018 Accenture Developer Ecosystem Survey