



#DevRel

Can you relate?



The DevRel Landscape

Total Books: 1

The screenshot shows a search results page on the O'Reilly website. The search query is 'DevRel'. The results are filtered to show 3 books. The first book is 'The Business Value of Developer Relations: How and Why Technical Communities Are Key To Your Success' by Mary Thengvall, published by Apress in October 2018. The second book is 'Continuous API Management' by Mehdi Medjaoui, Erik Wilde, Ronnie Mitra, and Mike Amundsen, published by O'Reilly Media, Inc. in November 2018. The third book is 'Seven Databases in Seven Weeks' by Eric Redmond and Jim R. Wilson. The page also includes a sidebar with navigation options like 'Browse', 'Resource Centers', 'Playlists', 'History', 'Topics', 'Learning Paths', 'Newsletters', 'Highlights', 'Settings', 'Support', and 'Sign Out'.

learning.oreilly.com/search/?query=DevRel&extended_publisher_data=true&highlight=true&include_assessments=false&include_case_studies=true&include_courses=true&include_orioles=true&include_playlists=true&include_collections=true&inc...

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Book Topics Publishers Rating Language Sort By Relevance

1 - 3 of 3 search results for DevRel

BOOK

The Business Value of Developer Relations: How and Why Technical Communities Are Key To Your Success
By [Mary Thengvall](#)

Write the [first review](#)

Apress October 2018

Featuring interviews with Developer Relations professionals from many successful companies including Red Hat, Google, Chef, Docker, Mozilla, SparkPost, Heroku, Twilio, CoreOS, and more, and with a foreword by Jono Bacon, *The Business Value of Developer Relations* is the perfect book for anyone who is working in the tech industry and wants to understand where **DevRel** is now and how to get involved.

BOOK

Continuous API Management
By [Mehdi Medjaoui](#), [Erik Wilde](#), [Ronnie Mitra](#) and [Mike Amundsen](#)

★★★★☆ 3 reviews

O'Reilly Media, Inc. November 2018

7. API Teams

The DevOps engineer is responsible for deprecating the API in the deployment domain and the **DevRel** is responsible for deprecating the API in the user domain. Like the API evangelists, **DevRel** staff are responsible for creating samples, demos, training materials, and other assets to help promote the use of the product. ... The **DevRel** role is best placed to provide this kind of support and can help the product to...

BOOK

Seven Databases in Seven Weeks
By [Eric Redmond](#) and [Jim R. Wilson](#)

Developer Relations: Defined

“At its foundation, the purpose of Developer Relations (or DevRel) is to build relationships with the developer community. DevRel professionals act as a liaison between their company and the developer audience, who are typically the end users of the product. Whereas most professionals have the best interests of the business at the front of their minds driving their day-to-day decisions, DevRel professionals have the best interests of the community as their driving factor. They, of course, care about the success of the business as well--it is, after all, what pays the bills--but they understand that if the community is happy and successful as a result of using the product, the business is far more likely to succeed as well.” -- Mary Thengvall, ‘The Business Value of Developer Relations’

Why DevRel?

According to “Uncle” Bob Martin, the number of developers in the world doubles every 5 years. That means that every 5 years, half of all developers have almost no experience.

How will our organizations relate to these developers?

Forming positive relationships with Developers will be a primary business requirement from now until the robots take our jobs.

What do we value about human relationships that will drive our organization’s structure and activities?

Developers are the future.



Who has their attention?

Who is meeting their
needs?

Community is the present.



Why do we gather?

Where do we gather?

What do we measure?

- Who is receiving value?
- Who is the expert?
- Can we measure a vacuum?

What works?

- Alignment of focus, top-down
- Engineering-driven goals
- Fill the gaps in your Developer Experience
- Build things
- Talk about what you've built
- Go the extra mile

What doesn't work?

- Reporting to Marketing
- Reporting to Sales
- Putting the cart before the horse
- Fading into the background of internal support



DevRelopers.io

DevRel Services

Are you a Developer?
We can relate.





David Liedle, CEO

@DavidCanHelp
Let's chat!

