

2008

N.A. Micro Projects Program: Be a Part of It!

eBay Developers Conference 2008

Megan Lacy

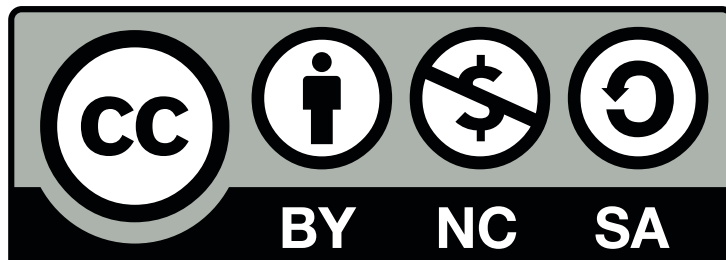
Micro Projects Program Manager



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Agenda

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- Definition of a “Micro Project”
- Why eBay Does Micro Projects
- Overview of the Micro Projects Program
- Some Examples
- Review the Micro Projects Program Process
- Benefits to You
- How Can You Be a Part of It?
- Q&A

What Is a “Micro Project”?

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- Is a term that eBay uses to describe projects or applications that are sponsored by eBay but developed outside the typical eBay product development process
- Is typically built by a third-party developer and hosted in our Micro Projects data center
- Is integrated via the public APIs/Web Services

The Benefits of Micro Projects

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- eBay teams choose to develop a Micro Project when they need to:
 - Develop a prototype—quickly
 - Experiment with or deploy new technologies and applications
 - Launch a new standalone application—with fast time to market
 - Test and validate their ideas and understand the impact of change with minimal risk and investment
 - Free up eBay development resources for major core initiatives

The Micro Projects Program

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- What the Micro Projects Program offers to eBay teams:
 - Catalog of pre-qualified third-party developers already under contract with eBay
 - Lightweight processes specific to and streamlined for Micro Projects
 - Learnings from past successes and best practices so they can be applied to future Micro Projects
 - One centralized view of Micro Project activity across multiple groups and business units
 - A cost-effective option for hosting with a centralized and shared hosting solution

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Some Comments from eBay Clients

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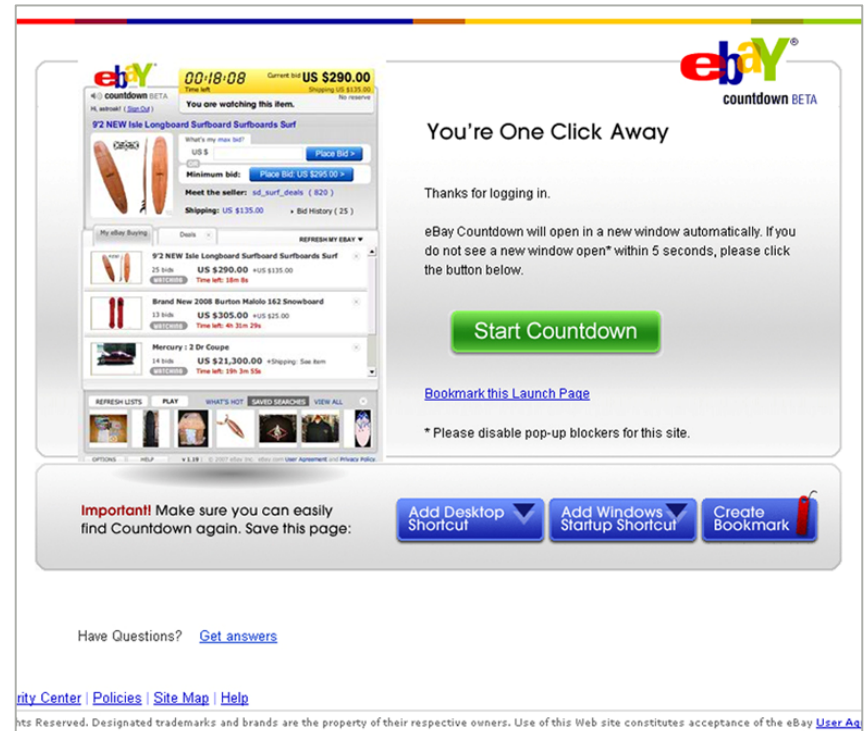
- “The Micro Projects team made it possible for us to quickly meet the demands of the market without compromising the timeliness of our product. With their “above and beyond” help, we were able to get our project to production and make necessary improvements instead of booking a formal project and waiting the time it usually takes to have a kick-off meeting.” – Steve Corral, eBay Marketing Operations
- “The Micro Project Program is an incredibly powerful program. As train seats become harder to obtain and business needs continuing to grow, investment in the Micro Project Program is a key alternative to get things done. In Canada, we’ve been able to launch off-roadmap projects from concept to launch within nine days. With the help of the Micro Project Program, we’re able to find vendors, build and launch programs quickly. That being said, the Micro Project Program is one of the most valuable tools available to us, and used wisely and efficiently, will contribute to our bottom line.” – Hector Catre, eBay Canada

Some Examples of Micro Projects

eBay Countdown

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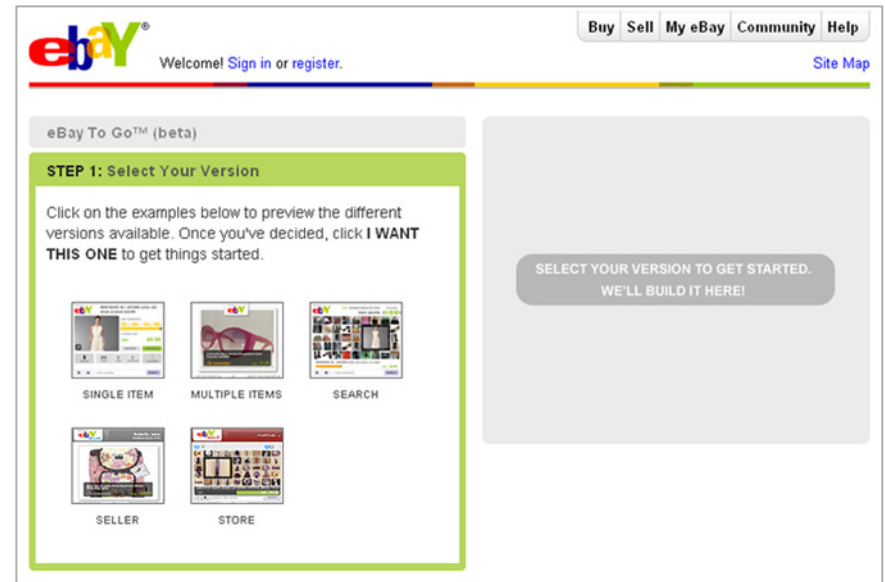
- Example of a standalone application built quickly
- Learnings from project were applied when defining the countdown feature on the Next Gen View Item page
- Countdown project led to additional work for the third-party development team



eBay To Go

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- Example of a standalone application built quickly
- One of our more popular Micro Project applications
- Because of its popularity, project has been localized for use in other countries



Video Testimonial Site—Canada

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- Tbd
- Tbd
- Tbd
- Tbd

The screenshot shows the eBay.ca website interface. At the top, there's a navigation bar with links for Buy, Sell, My eBay, Community, and Help. Below this is a search bar with a dropdown menu set to 'All Categories' and a 'Search' button. The main content area is titled 'Audio & Video' and features a welcome message: 'Welcome to eBay's Media Hub'. It includes a cartoon character wearing headphones and holding a TV and a musical note. Below the welcome message, there's a section for 'Featured Videos' with four video thumbnails: 'Stay Safe...', 'Bill...', 'Marihyn...', and 'Terapeak...'. At the bottom, there are links for 'More Audio & Video' and 'Related Audio & Video Topics', which include links for 'Acheter', 'Buying', 'Canada Post', 'Community', 'Phishing', and 'Selling'.

Buy Sell My eBay Community Help

ebay.ca Welcome! Sign in or register

Categories All Categories Search Advanced Search

Categories Motors Stores

Home > Community > Audio & Video

Audio & Video

Welcome to eBay's Media Hub

Thanks for tuning in. eBay's media hub is an interactive, online station featuring audio and video files from Canada and around the Globe.

See All Audio & Video >>

Featured Videos:

Stay Safe... >>

Bill... >>

Marihyn... >>

Terapeak... >>

More Audio & Video

Related Audio & Video Topics

Acheter Buying Canada Post Community Phishing Selling

The Process

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Contact MPP

eBay business has an idea for a Micro Project and contacts Megan Lacy, MPP Program Manager

Review for Fit

MPP team and project team review details of project and determine fit within the guidelines of the program

Select Developer

MPP team reviews the Catalog of Micro Projects Developers for fit and sends out RFP. Complete RFP process and SOW.

Code & Test

Developer codes and tests application with direction from the project team. Keep MPP aware of technology changes and issues.

Launch

Application developer deploys code to MP data center with support from MPP team

Iterate & Maintain

Iterate and redeploy code as desired. Maintain application and or graduate.

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Benefits to Micro Projects Developers—You

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- New business and revenue opportunity
- Long-term ownership of an application
- Word-of-mouth marketing
- Tighter relationship with eBay
- Easy and simple process to join

Next Steps—Join the Program

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- Be a part of the Micro Projects Program Developer Catalog
 - Brief description of company and services
 - Technology skills and preferences
 - Specialties and/or niche area
- Complete the Master Service Agreement

More Details About Micro Projects

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- Built on eBox or LAMP stack
- Flash, Flex, AIR projects as well
- Use Auth and Auth
- Processes and guidelines for APIs/Web: Services are the same

Q&A

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Thank you!

Questions?

To learn more, visit

www.ebay.com/devcon

