2008

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

eBay Developers Conference 2008

Megan Lacy
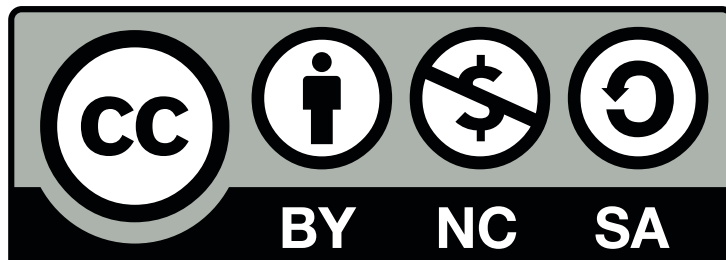Micro Projects Program Manager

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Agenda

- 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"?

- 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

- 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

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The Micro Projects Program

- 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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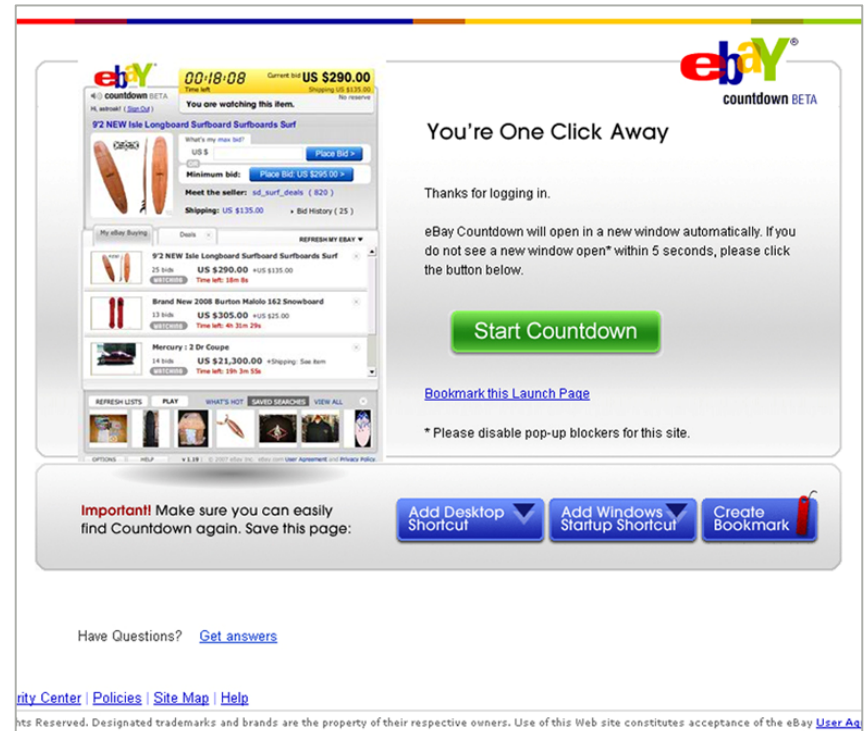# Some Comments from eBay Clients

- "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

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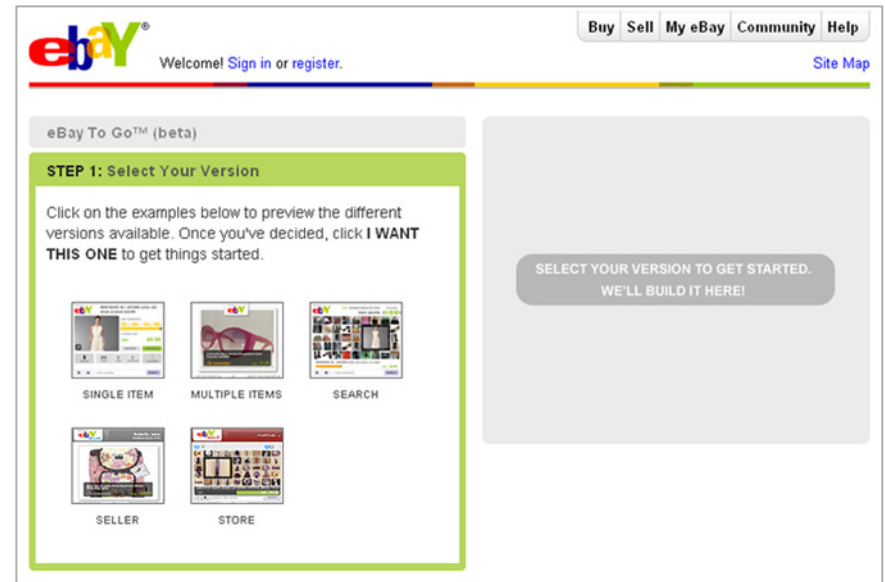# Some Examples of Micro Projects

eBay Countdown

- 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

- 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

- Tbd
- Tbd
- Tbd
- Tbd

The Process

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

- 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

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Next Steps—Join the Program

- 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

- 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?

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