ReleaseTEAM
September 2015

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Welcome to our September 2015 Newsletter!

Since the beginning of the tech booms that started in the 1960's various locales have been anointed as the place to be for innovation and startups. Areas such as Palo Alto, CA; Boston, MA; Austin, TX; and Boulder, CO are frequently pointed to as cities that are the essential places to be.

One of the difficulties that many communities face is when they try to create such an area and attract talent and business to their city. But there is one company which is trying to help in their home country with Atlassian trying to transform Sydney's Australian Technology Park (ATP) into a long term innovation hub.

Atlassian is lobbying to keep the Australian Technology Park in inner-city Sydney as a technology hub as the NSW Government prepares to sell the land to developers. As part of the proposal, Atlassian would move to ATP as an anchor tenant and has secured interest from a large swathe of the Sydney startup community, from companies such as Campaign Monitor to venture capital firms such as Blackbird Ventures.

Atlassian co-founder Mike Cannon-Brookes said his goal is to grow the technology industry in Sydney and keep Atlassian in Australia. "If Atlassian is growing faster than the Sydney technology industry we're stuffed because we're going to hit a ceiling," Mr. Cannon-Brookes said. "As a company a large part of our mission now is to grow the Sydney technology industry otherwise we'll have to move. From a purely personal view, I have two daughters and in 20 years' time if they want a job in technology I don't want them to have to move to San Francisco."

Atlassian's plans for ATP also involve close collaboration with the three nearby universities for technology education, hosting startup events after hours, and keeping the space open to the community for markets and access to parklands.
"There is symbolic power in having some sort of physical location in Sydney like New York has Roosevelt Island or London has Shoreditch, as a physical manifestation of the city's commitment to the technology industry," Mr. Cannon-Brookes said. "What we're saying to government is that a physical place is one plank in a broader set of initiatives they need to put together if they're really committed to changing this stuff."

The Unlocking Sydney's Innovation Potential report commissioned by Atlassian and delivered by PwC includes modelling showing the long-term value delivered by a technology-focused ATP could be $390 million more than other uses of the site would deliver over 10 years.

"We've backed many Australia-based start-ups and we want to keep them around. We also want our kids to be able to have jobs in this city. We think this park is an important piece of the puzzle." Mr. Cannon-Brookes said there was a 'chicken and egg' issue: many of the local technology players only wanted to move into the space if everybody else moved.

"We want Sydney to have a globally competitive technology industry and the fact is that people want to work in places that are attractive to them," he said. "We don't want to lose this opportunity because there are not many opportunities like this that come around in Sydney."

ReleaseTEAM's Spotlight

Dave Robertson- Vice-President of Channels

This month ReleaseTEAM is honored to shine our spotlight on an individual whom I find not only very knowledgeable when it comes to every aspect of building and maintaining Business Partner Channel relationships, but who is also a very unique individual! Professionally he has guided and mentored me to become what I consider to be a very strong BP for Perforce. Why, you ask, is Mr. Robertson the best at working with partners and those internally managing us partners? Well working at Perforce for 16 years certainly tells you a lot! One of the unique things about Dave is he has been back and forth, working for Perforce, mainly in the UK (his native County) and Alameda CA (Perforce's corporate office)!

- 1999-2009; Director of European Operations- Wokingham, UK
- 2009-2013; VP of International- Wokingham, UK
- 2013-2014; VP of Channel & Product Strategy- **Alameda, California**
- 2014- Present;   VP of Channels- **Alameda, California**
- Mid-September; Dave will be moving back to the UK, continuing to be the VP of Channels for Perforce!

This is Dave's 4th employment contract with Perforce; he likes to brag that he has done about every job Perforce offers except Engineering. Prior to his stellar career at Perforce Dave spent many years as a Consultant, Pre-Sales Support and Product Marketing Manager.
Dave has been married to his lovely wife (Alison) for 2 years now, whom he met over in the UK. He has 2 beautiful daughters who also live in the UK. Now for some fun facts about Dave, which definitely make him that special individual!

- Dave enjoys doing improv comedy acting at a Theater in Oakland and has been doing so for almost 2 years. He plans on continuing this wonderful hobby when he returns to the UK in September.
- Expert golfer (may be a bit rusty at the moment but also hopes to get more "Green Time" back home).
- Loves playing any games- video, card, live-action role play, the list goes on. Per Dave "I am just a big kid at heart"!

For those of you that know Dave, you know what a wonderful colleague and all round delightful person he is. If you do not know him, I hope you get a chance to meet him some day. Thank you Dave for all that you do and for being the person you are!

ReleaseTEAM at Upcoming Events

We are happy to share that we will be at two upcoming events:

The use of JIRA in the marketplace is growing. We have found a great [blog with customer use cases](#) that we would like to share.

If you have any questions about JIRA or its capability, please reach out to [ReleaseTEAM](#) and we can answer your questions.

Be sure to get your tickets to [Atlassian Summit](#), happening on November 3 – 5.

DevOps Enterprise Summit is Oct 19-21. Electric Cloud is partnering with IT Revelation Press to put on this event. We are proud to be going to support Electric Cloud. If you are heading out there and would like to meet up, please let us know. Email us hmorgan@releaseteam.com. http://devopsenterprise.io/

ReleaseTEAM and Smartbear

We are happy to announce that we are now the exclusive Smartbear Collaborator training company. We are excited about the direction of our partnership. If you are interested in Smartbear Collaborator or need to know how to use it, ReleaseTEAM can help!

Try Helix Threat Detection

Limited-Time Offer: Try Helix Threat Detection before Buying It
For a limited time, you can try Helix Threat Detection for 60 days before deciding to purchase. If this is something that you have been thinking about, please reach out to ReleaseTEAM and we can get your free trial started right away.

Click here to contact ReleaseTEAM about this offer.

Scaling DevOps and Continuous Delivery featuring Gene Kim & Anders Wallgren

Electric Cloud

Join **Gene Kim**, CTO, researcher and author of the best selling book *"The Phoenix Project: A Novel About IT, DevOps, and Helping Your Business Win"* and **Anders Wallgren, CTO of Electric Cloud** as they shared their tips for overcoming the challenges of DevOps and Continuous Delivery at scale.

Be sure to see both Gene and Anders at
DevOps Enterprise Summit Oct 19-21 as well. If you act before Sept 7th, you get 20% off!

Click here for webinar.

The Puzzler

The winner of August's puzzler was Gary T.! Email us at puzzler@releaseteam.com and let us know where to send your $27 gift card!

Here is last month's question:

The one who makes it sells it.

The one who buys it doesn't use it.

The one who's using it doesn't know he's using it.

What is it?

Solution:

It is a coffin!

Now for this month's puzzler:

When is 99 more than 100?

Send us in your answers and we will randomly pick a winner from all the correct answers to win a $27 ReleaseTEAM gift card. If you'd like to send us puzzlers of your own, feel free to do so!

Send your answers to puzzler@releaseteam.com.