* AMQP marketing approach
  + Context/Constraints
    - Protocol dependent on success of adoption by an ecosystem of successful products
    - Dependent on an Ecosystem of technology providers and consumers
    - A protocol itself cannot be consumed directly but can be required by consumers and the market place
  + Marketing Areas Focus
    - Target the market ecosystems and participants on the value of standardized reliable asynchronous messaging for:
      * Reliability, scalability and efficiency in Service Oriented Architectures
      * Security and time to market in inter-organizational federations within the emergent connected machine to machine business networks
      * Market transparence providing end to end market oversight and governance
    - Target Consumers on the ability to build once connect to many strategy
    - Target Providers on
      * Internal value of messaging for reliability, scalability and repeatability
      * External value of messaging for interoperability
    - Target Governance and Regulatory participants of ability to gain standardized transparence and non-repudiation
  + Marketing Strategy
    - Leverage Technology Providers as Channels
      * Elicit their needs for the common messaging
      * Identify technology clusters that exploit AMQP as a connective medium
      * Align marketing materials to and event participation (evangelizes) in their communities
    - Engage Government and Regulatory Environments on the value proposition
    - Provide a rich digital/Web presence portraying a vibrant AMQP community and knowledge base by developing:
      * Accessible explanatory/educational materials
        + Wikipedia
        + FAQs
        + Mailing Lists
        + Use Case Scenarios
        + Testimonials
        + Journals/press
      * Self-directed interactive participant engagement/acquisition
        + Tutorials
        + Interoperability program - in lieu of certification