BUILDING AN ECOSYSTEM FOR

H4ck3rs

H4CK3RS ARE PEOPLE TOO

1 4M 4 H4CK3R!

I am a hacker!

U R 4 H4CK3R 2!

you are a hacker too!

Rich Manalang

@rmanalan

THE SOFTWARE LIFECYCLE

idea!

ship!

prototype

code

rinse, repeat, over and over again...
until your product is bloated and code begins to stink

GET OFF MY LAWN!

Conventional Wisdom:

Users are **stupid**.
Software is **hard**.
Supporting software **sucks**.
We want **simple**.

HOW CAN WE EMPOWER OUR USERS?

BUILD
OPINIONATED
SOFTWARE

BUILD A
PLATFORM
THEY CAN HACK ON

TWO SCHOOLS OF THOUGHT

product #1

sandboxed env

apis, etc.

you

product #2

apis

your product

you

WHO DOES #1 **WELL**?

gut based sampling

- ★ Apple
- ★ Android
- ★ Atlasssian

- ★ Chrome/Firefox
- ★ WordPress
- ★ Many others...
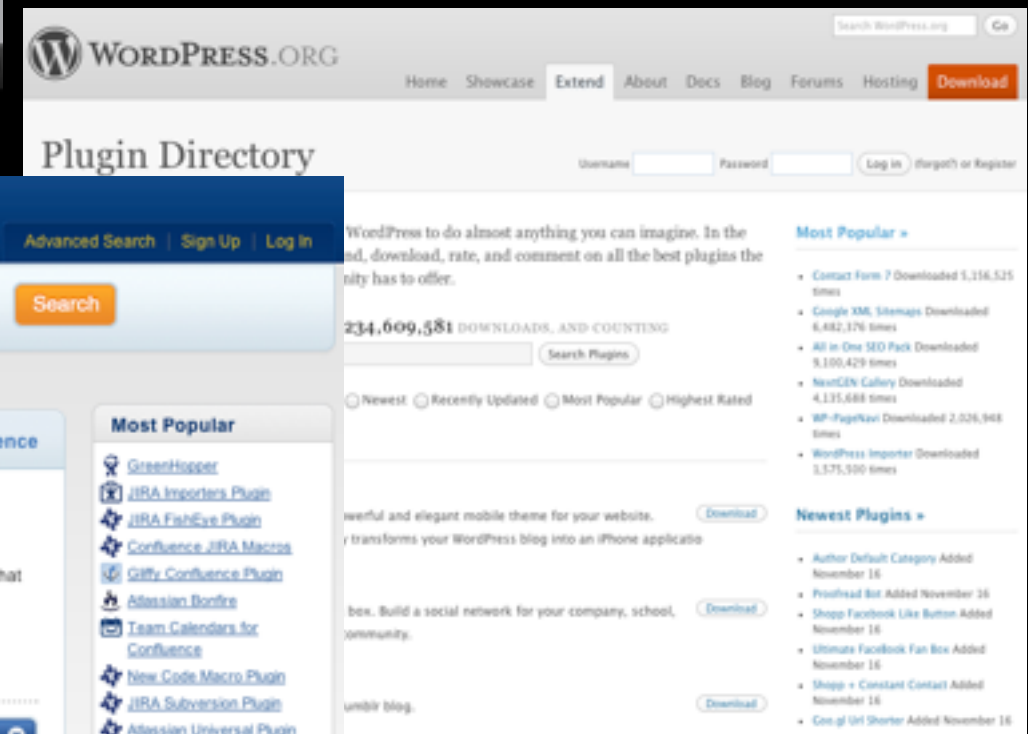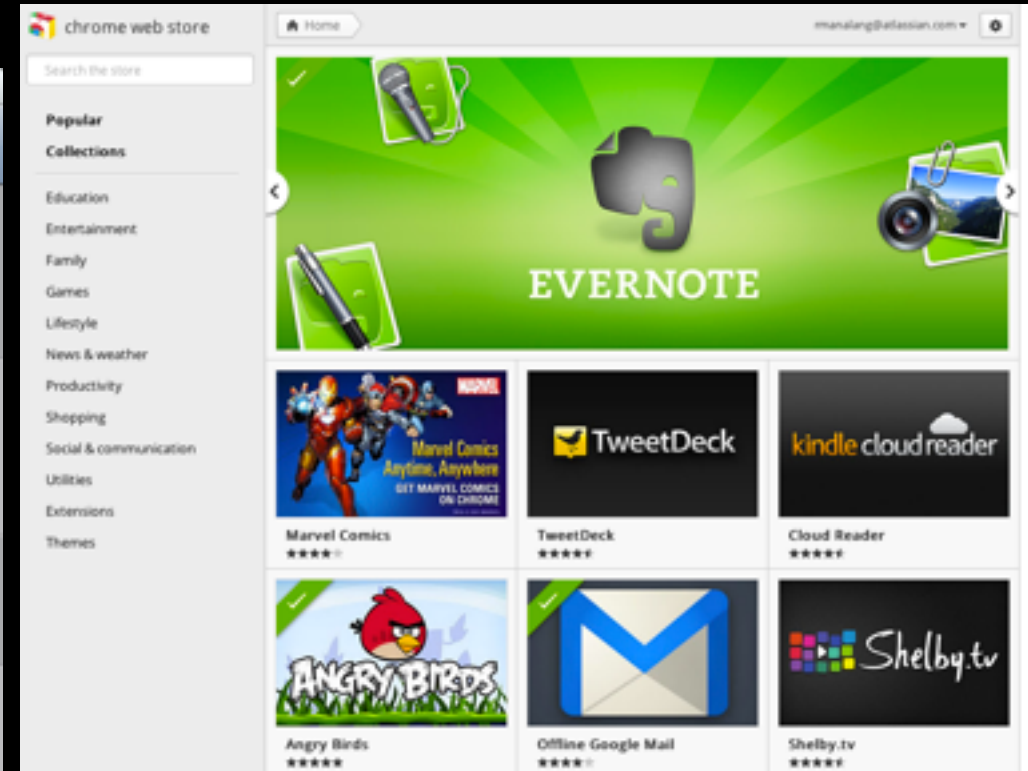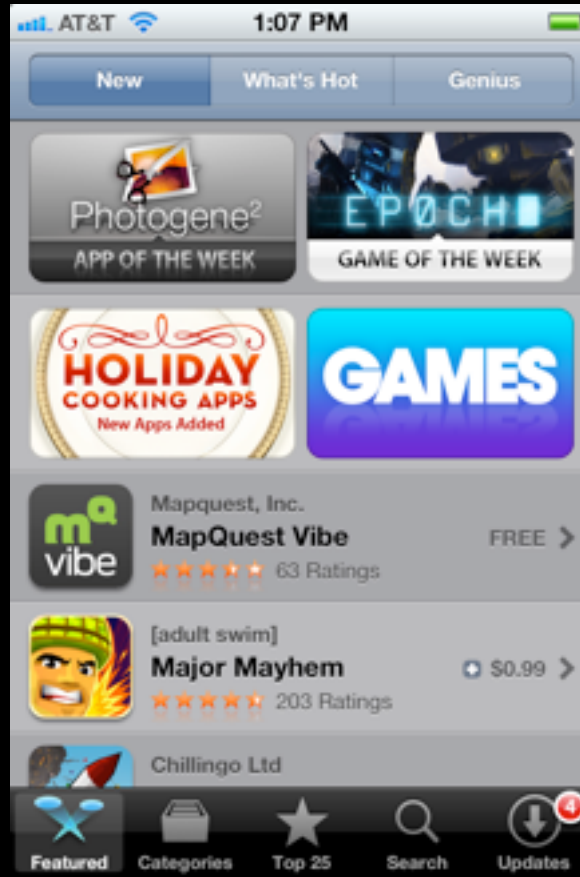
HOW WE
DO THIS AT
ATLASSIAN

START WITH A

PLUGIN

FRAMEWORK

Administration   Projects ▾   **Plugins** ▾   Users ▾   Issues ▾   System ▾

Administration Quick Search

Plugins

⚙ Install

The Universal Plugin Manager allows you to view, manage and upgrade your installed plugins, as well as install new ones from the Atlassian Plugin Exchange.

| Manage Existing | Upgrade (3) | Install | JIRA Upgrade Check | Audit Log | OSGi |

🔧 Upload Plugin

Plugins to show: Featured ▾

Search the Plugin Exchange   Search   Clear

Featured Plugins

Plugins featured on the Atlassian Plugin Exchange.

⊞	Appfire's 'Niko-Niko' Team Mood Calendar for JIRA	Niko-Niko is a 'Team Mood Calendar' plugin for JIRA and GreenHopper that allows teams to monitor and analyze the role that Human Behavior plays on Product Development. Record, track and trend your team's 'emotional tone' across Projects/Sprints.
⊞	Atlassian Bonfire	Atlassian Bonfire provides QA teams, testers, and developers with incredibly fast bug reporting for JIRA, directly from the web application you are testing. Bonfire assures quality exploratory testing keeps up with the speed of agile development.
⊞	**Balsamiq Mockups for JIRA**	Allows you to add sketch-quality wireframes to JIRA issues.

Be Agile! Let Mockups Be Your Mini-Specs
Agile companies don't have time for long specs. Let Mockups do the talking!

Get More Out of Your Beta Program
Mockups encourages your beta testers share their great ideas with you.

Improve QA/Dev Relations
A picture is worth 1000 words, especially with developers!

Impress Your Customers Even More
Open JIRA installation? Your customers will love asking you for features with Mockup

Streamlined Integration

Just click on "Add/Edit UI Mockup to this issue", edit your mockup, name it and save. The mockup will show up as an attachment on the issue, both as an image and as clean, human-readable, reusable, versioned XML data. Editing existing mockups is just as easy, click on the same link and you'll be able to access the mockups attached to the current issue to edit them. See the online help for the full documentation of the Mockups for JIRA integration points.

Using the excellent GreenHopper? We integrate with it, too! Learn more.

✖ Speakeasy Extensions

Installed Extensions   CommonJS Modules   Application Links

➕ Install   📶 Updates   🦊 Firefox

These are the Speakeasy extensions installed on your server. These user-created extensions may **change**, **break** or **disappear** at any time. If (when) an extension breaks and you're having trouble loading this page, or you are seeing an error in the application and think it may be due to a broken extension, there's an escape hatch. Use the unsubscribe URL, then the restore URL to get your enabled plugins back.

To use an extension, click **Enable**.

- Yahoo

Enabled Extensions

⭐ Like Extension
🔘 By Bill Arconati

Let everyone know you like a page by liking it. When you click the Like button, the Like extension automatically adds a comment to the page letting everyone know you like it. You can also see a count of all the likes on a given page.

favorites: 5 / **users:** 119 / **version:** 1

| Enable | Disable | More ▾ |

⭐ kicka__
🔘 By Rich Manalang

Bored? Try this out (⌘+k, ctrl+k kicks it off... use your arrow keys and space bar). Inspiration lifted from http://erkie.github.com/

favorites: 1 / **users:** 6 / **version:** 1

| Enable | Disable | More ▾ |

☆ vimfluence
🔘 By Dave Elkan

vim-like keybindings for the confluence RTE

favorites: 2 / **users:** 3 / **version:** 0.0.2

| Enable | Disable | More ▾ |

Available Extensions

☆ 'Quote Selected'
🔘 By Nick Pellow

Highlight text. Hit Reply. The highlighted text is quoted! (And the cursor is after the quote.)

favorites: 0 / **users:** 18 / **version:** 1.0.0

| Enable | Disable | More ▾ |

GOT FEEDBACK?   Browse ▾   Rich Manalang ▾   Search

Speakeasy Extensions

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favorites: 5 / **users:** 119 / **version:** 1

Enable   Disable   More ▾

nice! ➡ Fork
Download
cool! ➡ View Source
Feedback
woah! ➡ Git Commands

⭐ **kicka__**

By Rich Manalang

kick a__

Bored? Try this out (⌘+k, ctrl+k kicks it off... use your arrow keys and space bar). Inspiration lifted from http://erkie.github.com/

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Enable   Disable   More ▾

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Enable   Disable   More ▾

GOT FEEDBACK?   Browse ▾   Rich Manalang ▾   Q▾ Search

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To use an extensio...

- Yahoo

Enabled Extensio...

Git commands for 'kicka__'

Clone
Pull
Push

You can clone this extension using git. Since you will be cloning it from HTTP, you will need to pass your credentials either each time in response to the prompt or from a configured `.netrc` in your home directory.

To configure your authentication credentials, add a `.netrc` file in your home directory with the contents of:

```
machine extranet.atlassian.com
        login rmanalang
        password YOUR_PASSWORD
```

To clone, execute this command to clone the extension:

```
git clone https://extranet.atlassian.com/plugins/servlet/git/kicka__.git
```

Cancel

sable   More ▾

kick

vim-like keybindings for the confluence RTE

favorites: 2 / users: 3 / version: 0.0.2

Available Extensions

☆ **'Quote Selected'**
ⓘ *By Nick Pellow*

Highlight text. Hit Reply. The highlighted text is quoted! (And the cursor is after the quote.)

favorites: 0 / users: 18 / version: 1.0.0

Enable   Disable   More ▾

Edit Extension : kicka__

Contents

- css
  - main.css
- images
  - projectavatar.png
- js
  - kicka__
    - keymaster.js
    - main.js
- ui
  - web-items.json
- atlassian-extension.json
- screenshot.png

```javascript
1   var $ = require('speakeasy/jquery').jQuery;
2   var key = require('kicka__/keymaster');
3
4   $(document).ready(function() {
5     key('���+k, ctrl+k',function(){
6       var s = document.createElement('script');
7       s.type='text/javascript';
8       document.body.appendChild(s);
9       s.src='http://erkie.github.com/asteroids.min.js';
10      setTimeout(function(){
11        jQuery('div[style*="z-index: 9999999"]').remove();
12      },300);
13    });
14  });
```

Status: Loaded js/kicka__/main.js

Save   Done

PIMP IT WITH **REST**

Atlassian JIRA - Plugins - REST Plugin ▾

JIRA REST resources for consumption by external developers.

Key: com.atlassian.jira.rest **Path:** https://rmanalang-test.jira-dev.com/rest/api/2.0.alpha1 **WADL:** https://rmanalang-test.jira-dev.com/rest/api/2.0.alpha1/application.wadl

Resources

/application-properties

/application-properties/{id}

/attachment/{id}

/comment/{id}

/component

/component/{id}

/component/{id}/relatedIssueCounts

/customFieldOption/{id}

/groups/picker

/issue/{issueKey}

/issue/{issueKey}/attachments

/issue/{issueKey}/transitions

/issue/{issueKey}/votes

/issue/{issueKey}/watchers

/issueLink

/issueLinkType

/issueLinkType/{issueLinkTypeId}

/issueType/{id}

/application-properties

GET /application-properties

Parameter	Value	Type	Description
key		string	

Add custom parameter

Execute   Clear results   Representation: application/json ▾

Request

```
GET https://rmanalang-test.jira-dev.com/rest/api/2.0.alpha1/application-properties (200)
```

Response Headers

```
Date: Thu, 17 Nov 2011 01:48:34 GMT
X-AREQUESTID: 1068x547x1
Connection: keep-alive
Content-Length: 2689
Server: nginx
X-Seraph-LoginReason: OK
Content-Type: application/json;charset=UTF-8
Cache-Control: no-cache, no-store, no-transform
X-ASESSIONID: j0oz3q
X-AUSERNAME: sysadmin
```

Response Body

```
[
  {
    "id": "jira.attachment.number.of.zip.entries",
    "key": "jira.attachment.number.of.zip.entries",
    "value": "30",
    "name": "Maximum number of zip entries to display",
    "desc": "The contents of zip attachments can be displayed, but often there are too many to display."
  },
```

Issues | Wiki | Source | Reviews | Builds

Dashboards ▾

Q ▾ Quick Search

Atlassian JIRA - Plugins - REST Plugin ▾

JIRA REST resources for consum

Key: com.atlassian.jira.rest Path: http   ng-test.jira-dev.com/rest/api/2.0.alpha1/application.wadl

Resources

/application-properties

/application-properties/{id}

/attachment/{id}

/comment/{id}

/component

/component/{id}

/component/{id}/relatedIssueCoun

/customFieldOption/{id}

/groups/picker

/issue/{issueKey}

/issue/{issueKey}/attachments

/issue/{issueKey}/transitions

/issue/{issueKey}/votes

/issue/{issueKey}/watchers

/issueLink

/issueLinkType

/issueLinkType/{issueLinkTypeId}

/issueType/{id}

Applinks Product Plugin
com.atlassian.applinks.applinks-plugin
https://rmanalang-test.jira-dev.com/rest/applinks/1.0

Atlassian Bonfire - JIRA 4.x Plugin
com.atlassian.bonfire.plugin
https://rmanalang-test.jira-dev.com/rest/bonfire/1.0

Atlassian Developer Toolbox
com.atlassian.devrel.developer-toolbox-plugin
https://rmanalang-test.jira-dev.com/rest/devtools/1

Atlassian Embedded Crowd - Administration Plugin
com.atlassian.crowd.embedded.admin
https://rmanalang-test.jira-dev.com/rest/crowd/1

Atlassian JIRA - Plugins - Admin Quick Navigation Component
com.atlassian.jira.jira-admin-quicknav-plugin
https://rmanalang-test.jira-dev.com/rest/webfragments/1.0

Atlassian JIRA - Plugins - Gadgets Plugin
com.atlassian.jira.gadgets
https://rmanalang-test.jira-dev.com/rest/gadget/1.0

Atlassian JIRA - Plugins - REST Plugin
com.atlassian.jira.rest
https://rmanalang-test.jira-dev.com/rest/api/1.0

Atlassian JIRA - Plugins - REST Plugin
com.atlassian.jira.rest
https://rmanalang-test.jira-dev.com/rest/auth/1

Atlassian JIRA - Plugins - REST Plugin
com.atlassian.jira.rest
https://rmanalang-test.jira-dev.com/rest/api/2.0.alpha1

Atlassian JIRA - Plugins - REST Plugin
com.atlassian.jira.rest
https://rmanalang-test.jira-dev.com/rest/internal/1.0

Atlassian Universal Plugin Manager Plugin
com.atlassian.upm.atlassian-universal-plugin-manager-plugin
https://rmanalang-test.jira-dev.com/rest/plugins/1.0

Crowd REST API
crowd-rest-plugin
https://rmanalang-test.jira-dev.com/rest/usermanagement/1

Crowd REST API
crowd-rest-application-management
https://rmanalang-test.jira-dev.com/rest/appmanagement/1

CustomWare Get Satisfaction Connector Plugin
net.customware.plugins.connector.getsat.getsat-connector-plugin
https://rmanalang-test.jira-dev.com/rest/getsat/1.0

ype   Description

ring

Add custom parameter

Representation: application/json ▾

t/api/2.0.alpha1/application-properties (200)

8

form

tries",

ntries",

to display",

s can be displayed, but often there are too many to display."

SPEAKING OF PLUGINS,
HOW DOES ONE BUILD ONE?

Build the Add-on you seek

Get Under the Hood

Customize our products to fit your specific needs. Learn how to get under the hood.

Learn More »

Build It, Sell It

Got an idea for an Add-on? We'll help you build it and sell it in the Atlassian Plugin Exchange to over 65,000 customers.

Learn More »

Tap the Community

We've got a thriving community of developers.

Learn More »

Get Building!

1. Download the SDK below
2. See our new documentation and tutorials for ideas and instructions
3. Publish your Add-on in the Atlas...

Download the SDK
Atlassian Plugin SDK

Documentation

If you want to write an add-on for an Atlassian product, you have come to the right place.

Check it »

Plugin Exchange

Get access to over 65,000 paying customers who are addicted to add-ons.

Check it »

Atlassian Answers

Don't panic. We have several support channels to help you when you're stuck.

Check it »

Developer News

The Atlassian Developer Relations team keeps in touch with the community in a number of different ways.

Check it »

Developer Events

Atlassian throws several events throughout the year to bring the developer community together.

Check it »

Dev Luv

" We started to work on Tempo five years ago as an internal project, today Tempo is a massive add-on for JIRA and a full-time

Developer Blog

Introducing the REST API Browser and the Atlassian Developer Toolbox

Building a Project with Multiple Repositories

How the GreenHopper team moved from

Developer Relations
atlassiandev

atlassiandev HUBOT script for JIRA
http://t.co/vHzkfcEa
19 hours ago · reply · retweet · favorite

atlassiandev Get it now! "@rmanalan:

```
~/dev/atlassian atlas-
atlas-clean                           atlas-create-jira5-plugin
atlas-cli                             atlas-create-refapp-plugin
atlas-clover                          atlas-create-refapp-plugin-module
atlas-compile                         atlas-debug
atlas-create-bamboo-plugin            atlas-help
atlas-create-bamboo-plugin-module     atlas-install-plugin
atlas-create-confluence-plugin        atlas-integration-test
atlas-create-confluence-plugin-module atlas-mvn
atlas-create-crowd-plugin             atlas-package
atlas-create-crowd-plugin-module      atlas-release
atlas-create-fecru-plugin             atlas-release-rollback
atlas-create-fecru-plugin-module      atlas-ruin
atlas-create-home-zip                 atlas-run
atlas-create-jira-plugin              atlas-run-standalone
atlas-create-jira-plugin-module       atlas-unit-test
atlas-create-jira4-plugin             atlas-version
~/dev/atlassian atlas-█
```

I'VE BUILT MY PLUGIN.
NOW WHAT?

Atlassian Plugin Exchange

Browse, download and install add-ons for Atlassian products

🔍 Search for plugins   All Products ⇅   **Search**

Featured

Plugins by Product

▸ JIRA 👤

▸ Confluence ⚔

▸ FishEye ⊙

▸ Bamboo ✺

▸ Crowd ▼

▸ Crucible ▼

Resources

Atlassian

Atlassian Developers Site

Plugin Index

Contact Us

Atlassian Blogs

Atlassian Experts

Support

Plugin Exchange FAQ

Plugin Branding

Bug/Feature Request

Download Stats

Plugin Stats

Interested in Learning
How to Develop an
Atlassian Plugin?

CustomWare Scaffolding Plugin   Confluence

CustomWare

Categories: Confluence, Featured, Formatting Macros

This plug-in contains macros for creating 'permanent templates' and editable forms.

Learn more »

⚔ | 4 Reviews (+4 / -0)   **Download** ⬇

Numbered Headings   Confluence
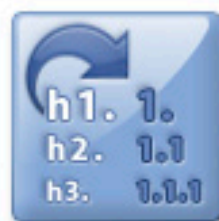
Avisi B.V.

Categories: Confluence, Featured, Confluence Content, Formatting Macros

Numbers the enclosed headings automatically. You can choose to display decimal, lower/upper-roman, latin and greek. Custom formats are now supported! Works great for PDF and Word documents, with includes and table of contents macros.

Learn more »

⚔ | 10 Reviews (+10 / -0)   **Download** ⬇

Most Popular

👤 GreenHopper

📇 JIRA Importers Plugin

✺ JIRA FishEye Plugin

✺ Confluence JIRA Macros

⚓ Gliffy Confluence Plugin

🔥 Atlassian Bonfire

✉ Team Calendars for Confluence

✺ New Code Macro Plugin

✺ JIRA Subversion Plugin

✺ Atlassian Universal Plugin Manager

▸ More

Recently Updated

✺ JIRA Wallboards

✺ Go2Group JIRA Reminder Plugin

👤 GreenHopper

✺ Marvelution Bamboo Sonar Tasks

✺ Marvelution Bamboo Sonar Web

✺ Marvelution Confluence Sonar Plugin

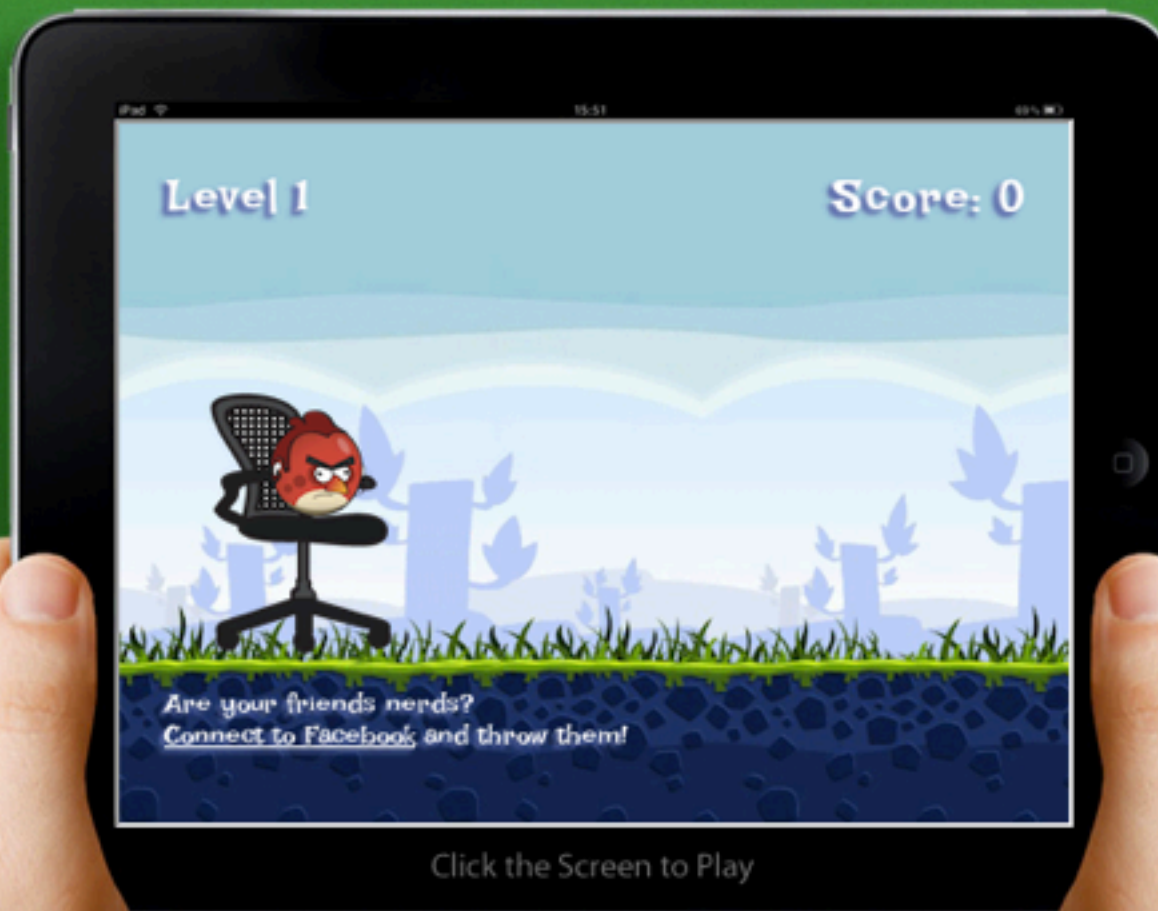✺ Scroll Office

HEY, WE'VE GOT A
COMMUNITY!

ATLASSIAN presents

ANGRY NERDS

THIS DEV TEAM DON'T STAND FOR NO BUGS

What do you do when you have bugs in your code? Send in the Angry Nerds. Consider these issues...*resolved.*

"Atlassian's getting into the mobile gaming game? We fold."
— BLIZZARD

"Alongside *Nerds with Friends* and *Plants vs Nerds* in the top 3 nerd mobile games."
— NerdGames.com

"Cease and desist."
— ROVIO

Level 1   Score: 0

Are your friends nerds?
Connect to Facebook and throw them!

Click the Screen to Play

Available on the iPhone App Store

Play it on ANDROID

967 Tweet

10k Like

Share your favorite nerd
Post a nerd on your facebook wall

MEET THE NERDS

Write a Bamboo Task. Win a Prize. It's that Simple.

For Continuous Deployment to stick, automation is everything. Our CI server Bamboo speaks the same language of ~~laziness~~ efficiency. Bamboo Tasks can create integrations with the apps you use every day, like Google App Engine, Ruby on Rails and Heroku.

To make Tasks even better, we're putting our money where our mouth is: write a Bamboo Task for a chance to win a boatload of prizes. Submit your entry for the chance to become the first Bamboo Task Master!

Submit Entry »

How to Enter

1. Post your Task plugin on the Atlassian Plugin Exchange.

2. Submit your entry to The Task Master Challenge.

Need a place to store your source code? Try Bitbucket

The Prizes

Bamboo Task Master

The creator of the best Task, as chosen by our expert judges, wins the full Task Master bundle:

• One ticket to next year's Atlassian Summit on June 6th to 8th, 2012.

ATLASSIAN

The Ultimate Wallboard Contest

| Contest Home | Entries | Prizes | Judges | About Wallboards |

What's on your wallboard?

Burn-down Chart

The Team Name
The A-Team

98 DAYS REMAINING

(!) Crucible 2.3

Seb Ruiz   Brendan Humphreys   CRUC-23-44
40 mins ago   1163 passed

✓ Crucible Trunk

Seb Ruiz   2 hours ago   CRUC-23-44
1163 passed

✓ Crucible Quick

Seb Ruiz   2 hours ago   CRUC-23-44
1163 passed

The Team Name

The A-Team

Complete ● In review ● In progress ● Not started ●
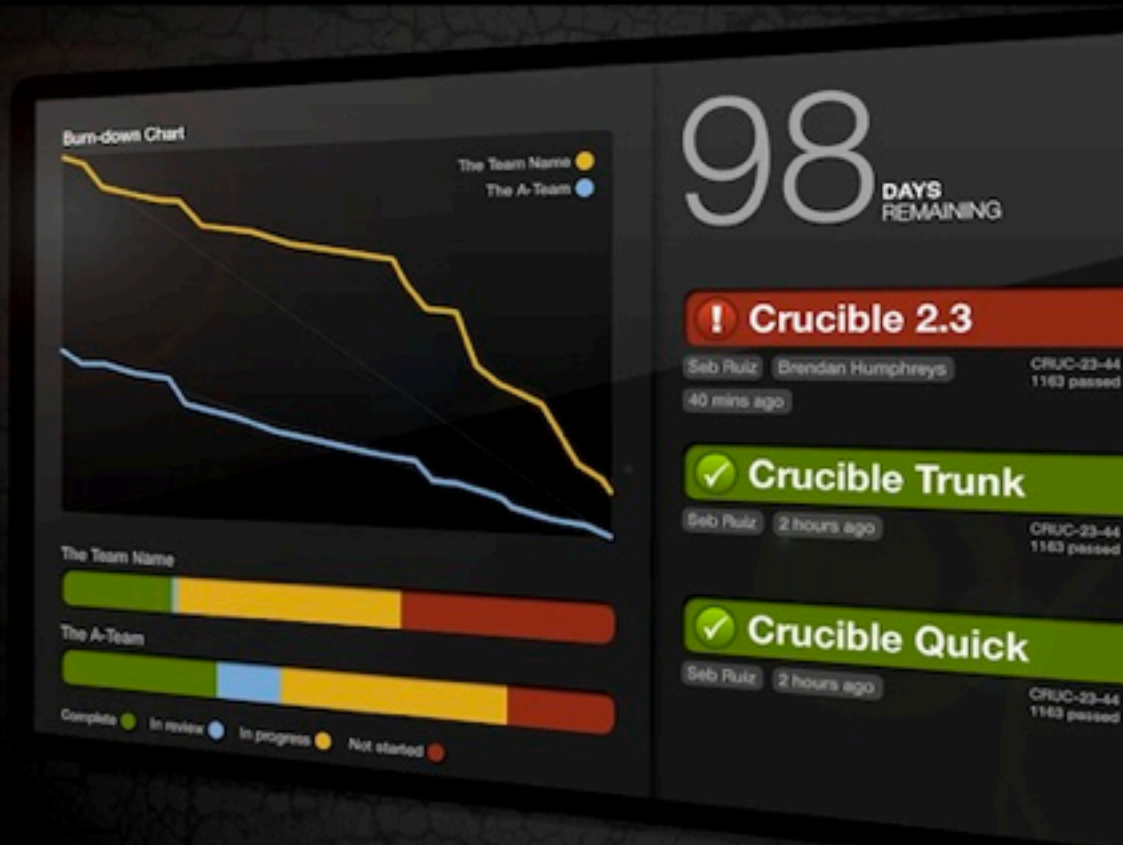
Prizes

4 Prizes Available

The Ultimate Wallboard
Estimated value: $2,000.00 USD

Best "Old School" Wallboard
Estimated value: $1,500.00 USD

Community Favourite
Estimated value: $800.00 USD

Wallboard T-Shirts
Estimated value: Priceless

| View more info on the prizes |

Entries

Details   Share   Requirements

Contest Details

The Ultimate Wallboard contest is over!

Sadly, the contest is over. Thanks to everyone who participated. Check out all of the contest

ATLASSIAN
presents

CODEGEIST 2011

ABOUT | ENTRIES | PRIZES | JUDGES

$45,000 in cash prizes!

May the best plugin win

Got an idea for a plugin to an Atlassian product? Enter it in the 5th installment of *Codegeist*, our plugin development competition. This year we're upping the ante by giving away $45,000 in cash prizes!

Take a look at the details below for everything you'll need to know to enter.
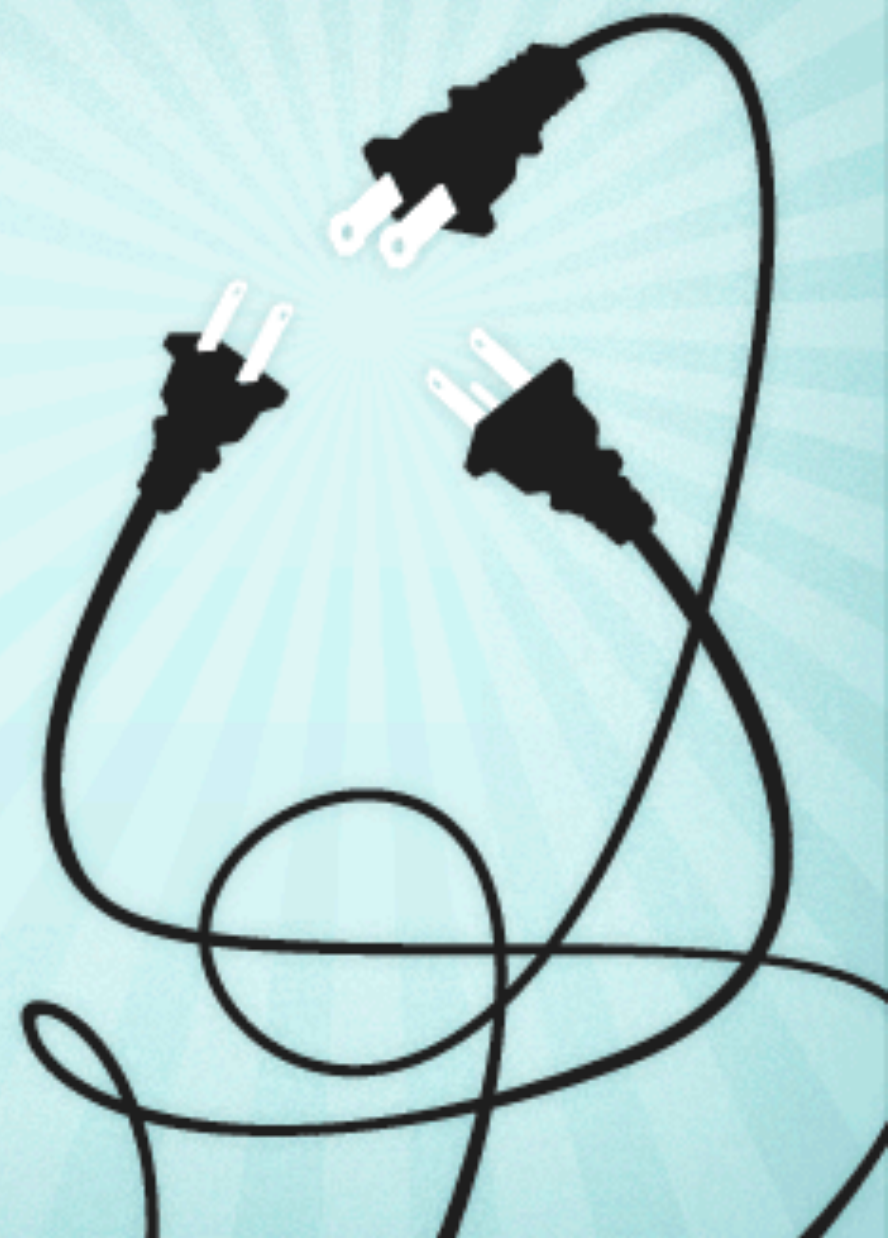
JIRA HERO

Gameplay mechanics for JIRA
Badges, Levels, Leaderboard...

JIRA

✚ Create Issue

Summit

Create: 📄 Task   📄 Bug   Other ▾

Summary

Issues

Wall

Popular Issues

Labels

Wall

```



```
140 (Post)

john John Steel
@paul solid work as always!
less than a minute ago

paul Paul Young
Hi all! I put together a quick design. What do you think?
http://jira.example.com/jira/secure/attachment/10000/pix.is-3.jpg
4 minutes ago

erica Erica Johnson
@john I think @paul is available. I will check and add him to the project.
6 minutes ago

john John Steel
I have created SUMM-1 for T-Shit designs. Can we please get someone in the marketing department to have a look?
8 minutes ago

john John Steel
Nice one @erica, I will create the issues we discussed on our last meeting!
12 minutes ago

erica Erica Johnson
Hi, I created a new project for Atlassian Summit and a version for #Summit11. http://summit.atlassian.com/
13 minutes ago

Erica Johnson

@john I think @paul is available. I will check and add him to the project.
6 minutes ago

Search

[   ] (Search)

Bug tracking and project tracking for software development powered by Atlassian JIRA (v4.3#614-r144677) | Report a problem

THIS JIRA SITE IS FOR NON-PRODUCTION USE ONLY.

Day 1   Day 2   Day 3

Monday, October 11, 2010

**The Atlassian Plugin SDK for Fun & Profit**
Ben Speakmon, Atlassian

Implementing a custom JIRA UI using plugins 2.0
Andreas Knecht, Atlassian

Macro Migration Guide for Confluence 4.0
Ryan Thomas, Atlassian

The Atlassian Plugin SDK for Fun & Profit
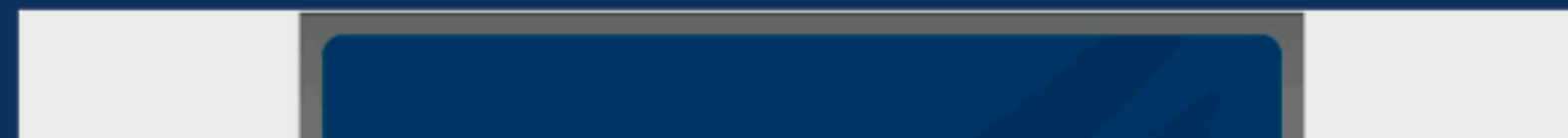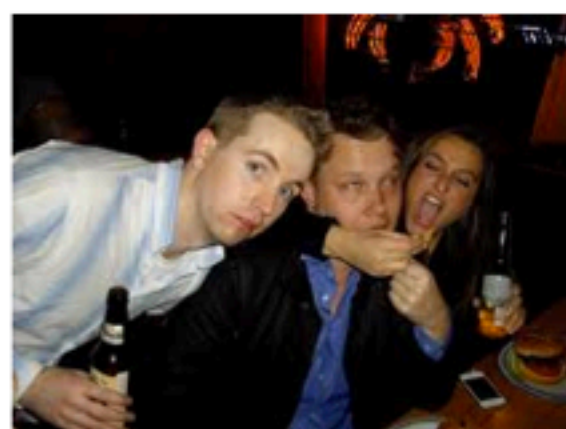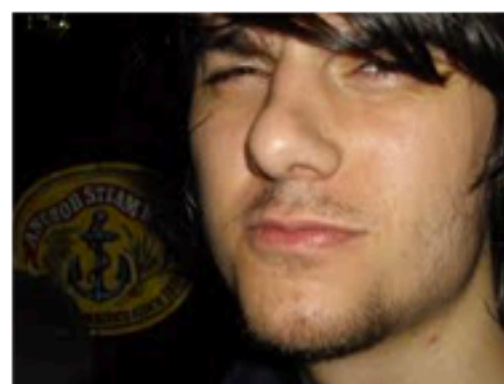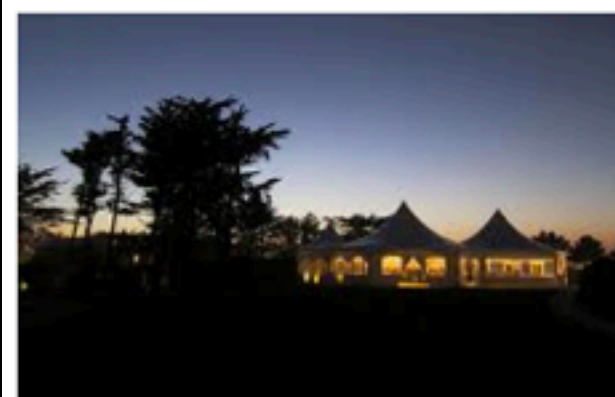Ben Speakmon, Atlassian

Presentation Video

The Atlassian Plugin SDK for Fun & Profit
Ben Speakmon, Atlassian Software

FULL

AtlasCamp - Atlassian Plugin SDK for Fun & Profit - B...   11/9/2010

29:28 HQ
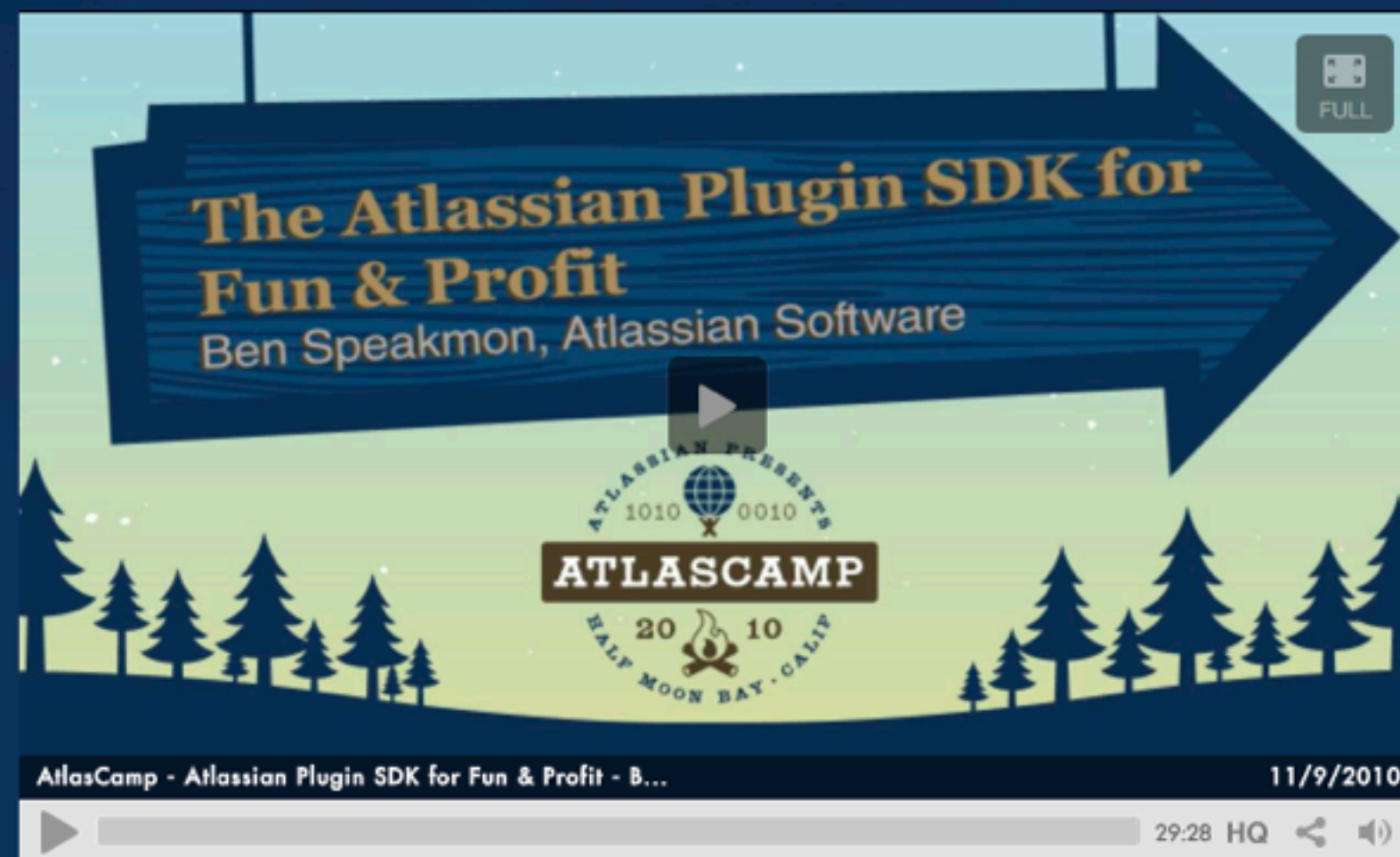
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IN THE END...

THANKS!

Atlassian

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