TeamDev

Streamlining software sales within the Eclipse IDE™ using JxBrowser

CUSTOMER

Yatta

Yatta is a German software engineering company based in Frankfurt and Kassel. It has created a platform that helps other software vendors, developers and creatives monetize and sell digital products.

yatta.de

ORGANIZATION SIZE

70+ employees

COUNTRY

Germany

INDUSTRY

Software Engineering & E-commerce

PRODUCT USED

JxBrowser

Challenge

Having started as a developer tools company, Yatta is all too familiar with the many obstacles and pitfalls of B2B software sales. While the first product from their early days quickly climbed the download ranks and was among the top 20 plug-in downloads in the Eclipse Marketplace, only a handful of the 1,000+ monthly trial users converted to actual paying customers.

So, they started exploring how they could remove the friction from selling software and simultaneously improve the purchasing experience for their users. Their goal has been to enable Eclipse IDE™ users to purchase software with the same level of convenience as at Apple's App Store or Google's Play Store for smartphone users, or Steam for PC gamers, while providing software vendors with all the services — from user registration to payment and billing — they need to monetize and sell their products in a very simple way.

Solution

This idea grew into Yatta's e-commerce platform, starting with Yatta Checkout and Yatta Checkout for Eclipse. The Yatta Checkout for Eclipse is a sophisticated web application based on ANGULAR® enabling software developers and vendors to monetize and sell software (e.g. frameworks, plugins, libraries, tools and other digital goods) to other developers from within the Eclipse IDE™.

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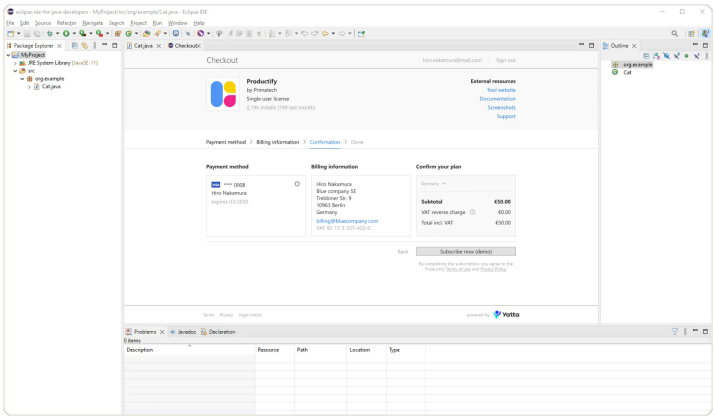
To integrate Yatta Checkout seamlessly into the Eclipse IDE™ and reduce development and maintenance costs, the development team chose to use JxBrowser. This browser component helped Yatta Checkout spawn their application's front end into the Eclipse IDE™'s SWT environment. It also enabled the team to serve developers with an in-app store for Eclipse IDE™, giving them brilliantly simple access to the required software tools for their job, whether they're commercial, proprietary or open source.

Results

Integrating JxBrowser into their application has enabled Yatta to introduce in-app sales and purchases for Eclipse IDE™ users — and thus help the open-source ecosystem grow and evolve.

Additionally, the time-consuming and costly development, maintenance and support of a native Eclipse application for Yatta Checkout was avoided.



The ability to browse, try and buy developer tools without leaving the development environment and interrupting the workflow reduced friction and provided Yatta Checkout users with a seamless purchasing experience for developer tools. This led to significantly higher conversion rates and increased sales for software vendors who offer and distribute developer tools via Yatta Checkout.

JxBrowser also contributes to Yatta's high security standards with the library's update policy: regular updates always ensure the security and integrity of Yatta Checkout for Eclipse and its users. All this combined, helps the global developer community to build better software, do more business and grow and thrive as an ecosystem.

TeamDev

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