



FCIA LIAISON REPORT TO T11

August 2018

T11-2018-00237-v000

FCIA Webcast Update: July 2018

- BrightTalk Webcast Update:
 - Executed 9 webcasts to date
 - Surpassed 4,000 total views in July
 - Top 3 webcasts each have 700+ views
- Built BrightTalk audience to 2,700+ in 20 months
- Have tripled FCIA mailing lists since Jan. 2017
 - Now at 2,800+
- Webcasts highly rated: Average rating is 4.7 (1-5 scale)

Top Performing Webcasts to Date

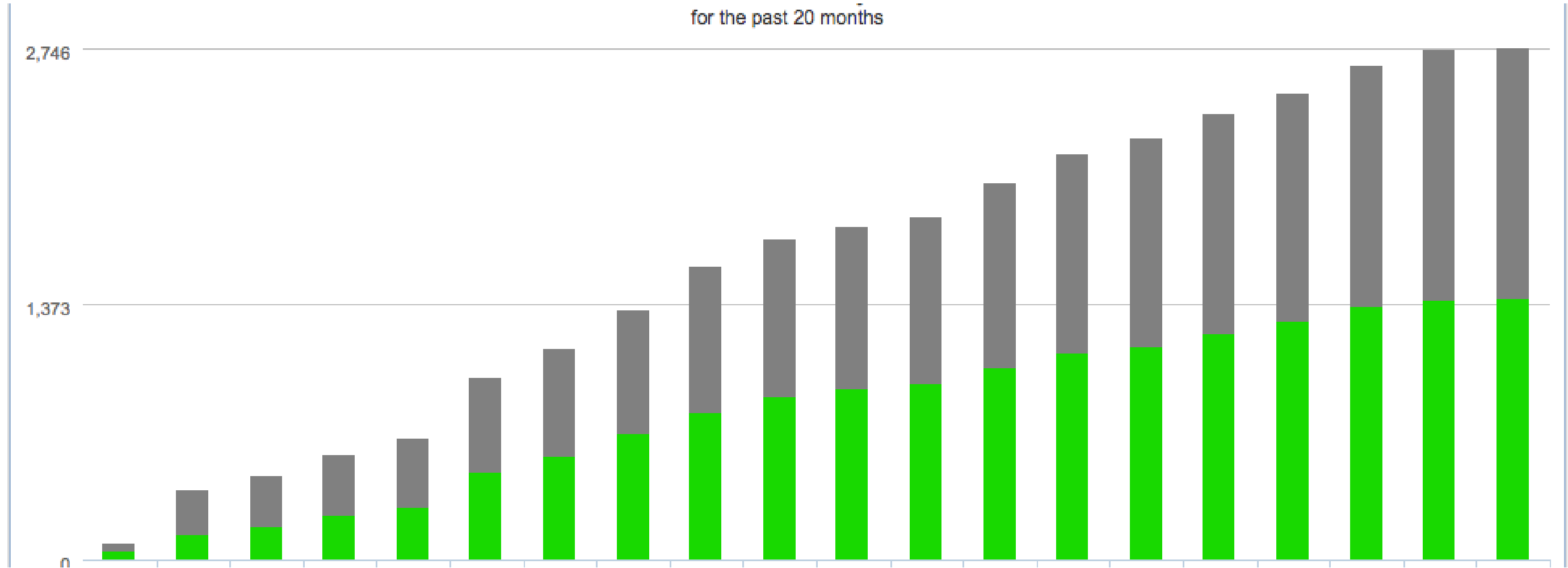
1. Introducing Fibre Channel NVMe – 905 views
2. Deep Dive into NVMe over Fibre Channel – 812 views
3. Fibre Channel Fundamentals – 776 views
4. FC Performance: Congestion, Slow Drain and Over Utilization 541 views
5. Fibre Channel Cabling – 402 views

FCIA Webcast – BrightTalk Details

Date	Webcast	Pre-Registrants	Live Attendees	Total Views	Rating Scale 1-5
6/19/18	FICON 101	278	78	175	4.6
4/19/18	Fibre Channel Cabling	346	73	401	4.7
2/6/18	FC Performance: Congestion, Slow Drain and Over-utilization, Oh My!	411	125	541	4.7
12/7/17	FCIP (Extension)	141	41	158	4.9
10/10/17	Long Distance Fibre Channel	232	56	367	4.8
8/29/17	Deep Dive into NVMe over Fabrics	517	130	812	4.7
6/15/17	Fibre Channel Fundamentals	128	65	776	4.8
4/6/17	How to Use the Fibre Channel Speedmap	141	34	242	4.5
2/16/17	Introducing Fibre Channel NVMe	313	107	905	4.4

BrightTalk Subscriber Growth

for the past 20 months



Grey = Direct subscribers driven by email or social media
Green = Organic subscribers driven by Internet searches

FCIA Webcast Update

- Next webcast: Fibre Channel Interoperability – August 23rd– 10:00 am PT
 - Presenters: Barry Maskas, Tim Sheehan
 - Moderator: Dave Rodgers
 - 177 pre-registrants

FCIA Newsletter



FCIA Newsletter

- First one distributed 6/5/2018
- Next newsletters: September, December
- Will report out metrics of distribution, over 500 opens to-date of June newsletter



FIBRE CHANNEL: The Most Reliable Storage Network

Q2 2018 Newsletter

Public Relations



Press Release Schedule

- ✓ Dec. 13, 2017 – Plugfest release in conjunction with UNH-IOL virtual press conference (details next slide)
- ✓ February 5 – FCIA board of directors
- ✓ June 26 – FC NVMe specification completed, approved, will be published soon
- ✓ Aug. 2 – Plugfest results + Preview of FMS activities, Solutions Guide, Booth, etc.
- Sept 10 – SDC Press release announcing speaking opp
- Fall 2018 - Gen 7 announcement - TBD

Press / Analyst Interviews

- June 26 – Dennis Martin, Demartek
- June 26 – Bob Laiberte, Enterprise Storage Group
- June 27 – Angelina Troy, Gartner
- Aug. 7 – Jimmy Yu, Baron Fung, Dell'Oro Group
- Aug. 7 – Chris Evans, Storage Unpacked
- Aug. 14 – Evaluator Group
- Media opportunity: Tech Republic wants “how to” article on data center topics. Joe/ATTO – How to repatriate SAS storage into your FC network. Joe to send to Linda, Shelby, Rupin

Fibre Channel Solutions Guide Article Placement

Paper Topic	Author	Target Publication
Storage Fabric Options with NVMe	Rupin Mohan, HPE	Storage Networking Solutions or Data Centre Solutions – checked with Denise Ridolfo, 8/13
All-Flash Arrays Generate New Interest in NVMe-Ready Fibre Channel	Celeste Crystal, Brocade	<u>Datamation</u> – pitched again 8/13, James MacGuire.
A look at Fibre Channel’s Legacy – And Future	J Metz, Cisco	<u>Computer Technology Review</u> – pitched again 8/13, Kim Kay
The 2018 Fibre Channel Roadmap	Scott Kipp, Broadcom	
How NVMe over Fibre Channel Impacts SAN Principles	Curt Beckmann, Broadcom	
Fibre Channel SAN Automation and Orchestration	Rupin Mohan, HPE	
Considerations When Selecting a Fabric for SANs	Tom Kolniak	
FICON- Well, Isn’t That Special	Patty Driever, IBM; Howard Johnson, Broadcom	

FCIA Target Industry Conferences 2018

- [NVMe Members Meeting](#), April 30 – May 1, San Jose
 - NVMe members only first day, open to the public second day. \$100 for both and/or one day.
- [Creative Storage Conference](#), June 7, Culver City, Calif.
 - Not able to participate
- [Flash Memory Summit](#), August 7-9, Santa Clara
 - Accepted for panel presentation August 9
- [SDC](#), September 24-27, Santa Clara
 - Craig Carlson accepted as a speaker: FC-NVMe Tutorial
- [Storage Visions](#), October 22-23, 2018, Hyatt, Santa Clara
 - Interested in having a table
 - Chris Lyon attending, Dave Rodgers possibility for staffing a table.
- [SC'18](#), November 13-16, Dallas
 - Check to see if non-profits can have complimentary floor space

Flash Memory Summit 2018



FMS 2018 Recap

- Booth Traffic / Leads
- Solutions Guides – 5,000 copies distributed, and included at booth
- FMS Panel
 - Moderate attendance due to parallel session
 - Photos and Videos captured for future social media.
 - Distributed Solutions Guide to audience.
 - Great Q&A Discussion; will write Q&A blog.
 - Consider short FMS Theatre Presentation in lieu of panel next year



FCIA Social Media



Social Media Ask

Great progress (see next slides)

Need to engage more FCIA Marketing and T11 members.

Please follow / like:

Twitter: <https://twitter.com/FCIANews>, handle is @FCIANews

Facebook: <https://www.facebook.com/FCIANews/>

LinkedIn Company Page: <https://www.linkedin.com/company/fibre-channel-industry-association/>

LinkedIn Group: <https://www.linkedin.com/groups/138758>

Please engage! Like, retweet, repost.

Twitter: Please tag @FCIANews in your own posts, we will retweet if appropriate

Twitter/Facebook: Please hashtag #FCIA, #FibreChannel in your won posts and we will repost if appropriate

LinkedIn Group: Please post, engage

LinkedIn Company Page: Please engage: like, retweet, repost

Twitter June – July Trends

June

- Tweets = 16
- Impressions = 12,100
- New followers: = 13
- Mentions = 4

July

- Tweets = 12
- Impressions = 9,318
- New followers = 4
- Mentions = 28

Top Follower followed by 70.1K people



TechNative

@TechNative **FOLLOWS YOU**

Technology at Work • #IoT • #EnterpriseIT • #AI •
#FutureOfWork • #DigitalTransformation • #4IR •
Podcast: <https://t.co/2hDOlu7366> • Videos:
#TechNativeTV

[View profile](#)

[View followers dashboard](#)

Pitch TechNative
on featuring FCIA
in their Podcast!

Top Tweets

TWEET HIGHLIGHTS

Top Tweet earned 776 impressions

The rack is loaded and configuration is complete! Stop by FCIA booth 828 at Flash Memory Summit and see a LIVE multi-vendor demo of FC-NVMe. [@flashmem](#) [#fibrenchannel](#) [@ATTOTechnology](#) [@amphenol](#) [@Cisco](#) [@Broadcom](#) [@HPE_Storage](#) [@CaviumInc](#) [@SANBLAZE_tech](#) [@TeledyneLecroy](#) [@ViaviSolutions](#)
pic.twitter.com/YvpxWDf7sf



↻ 3 ❤ 8

Top media Tweet earned 162 impressions

How do you design a cabling infrastructure for a [#FibreChannel](#) SAN? Find out the answer to this and many other FC cabling questions in this new Q&A blog by FCIA experts bit.ly/2KdtEx0
pic.twitter.com/wJKrrHjzq8



↻ 2

View Tweet activity

View all Tweet activity

Top Tweets

Top Tweet earned 1,866 impressions

We hope to see you at our booth #828 at the
[@flashmem](#) summit Aug 7-9! [#FMS2018](#)
[#flashmem](#) [#datastorage](#) [#fibrenchannel](#)
[@drjmetz](#) [@rupster9](#) [@cflyon](#) [@cwc33d](#)
[bit.ly/2NH88mc](#) [pic.twitter.com/dftL3eTsdB](#)



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View Tweet activity

View all Tweet activity

Top Follower followed by 8,312 people



Kentik

[@kentikinc](#) FOLLOWS YOU

Top mention earned 10 engagements



J Metz

[@drjmetz](#) · Jul 9

[@chjmail](#) [@SNIA](#) Have you tried the
[@FCIAnews](#) webinars on SAN switching?
[fibrenchannel.org/webcasts/](#)

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View Tweet

Top media Tweet earned 980 impressions

Get a "101" lesson on [#FICON](#) at our on-
demand webcast with experts from
[@Broadcom](#) & [@IBMStorage](#) moderated
by [@drjmetz](#) of [@cisco](#) [bit.ly/2LnDm1l](#)
[#FibreChannel](#) [#Mainframe](#)
[pic.twitter.com/A8scc8v7dj](#)



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Facebook June – July Trends

- Posts: **14**
- Total engagements: **29**
- Total impressions: **231**

LinkedIn June – July Trends

- Posts: **27**
- Total engagements **60**

2018 FCIA Meeting Schedule

- February 7, Fort Worth, TX, Host DCS
- April 4, Deerfield Beach, FL, Host Molex
- June 6, Santa Fe, NM, Host Cavium/Qlogic
- August 15, Louisville, KY, Host Amphenol
- October 3, New Orleans, LA, Host FCIA
- December 5, Raleigh, Host SFF Committee