

# FCIA Liaison Report

December 5, 2018  
T11-2018-00351-v000



# Public Relations



# Press Release Schedule

- ✓ Feb. 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.
- ✓ Nov. 12 – Gen 7 announcement
- Jan. 2019 – FCIA board of directors

# 11/12/18 - 64GFC / Gen 7 Press Release



## Industry's Fastest Storage Networking Speed Announced by Fibre Channel Industry Association — 64GFC and Gen 7 Fibre Channel

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November 12, 2018 10:36 ET | **Source:** Fibre Channel Industry Association

### Continuous Speed and Feature Improvements of Proven Fibre Channel Storage Network Technology Provides a Return on Investment for Years to Come

MINNEAPOLIS, Nov. 12, 2018 (GLOBE NEWSWIRE) -- In a move that drives storage interconnect innovation for next-generation data centers, the Fibre Channel Industry Association (FCIA) today announced the INCITS T11 standards committee has completed the Fibre Channel Physical Interface (FC-PI-7) standard specifications for 64GFC by forwarding the document to the International Committee for Information Technology Standards (INCITS) for publication. The completion of the 64GFC standard marks another successful milestone on the FCIA's Speed Roadmap, and is accompanied by seventh generation (Gen 7) INCITS T11 standard enhancements.

"Completion of the FC-PI-7 standard is a trigger for companies in the Fibre Channel industry to begin development of components and test equipment which support deployments of 64GFC and Gen 7 solutions for the SAN market," said Mark Jones, president and chairman of the board, FCIA, and director, Technical Marketing and Performance, Broadcom Inc. "Gen 7 Fibre Channel is the perfect combination of performance improvements and features that compliments the rapid evolution of all flash data centers."

#### Profile

**Fibre Channel Industry Association**

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[Minneapolis, Minnesota, UNITED STATES](#)

<http://fibrenchannel.org/>

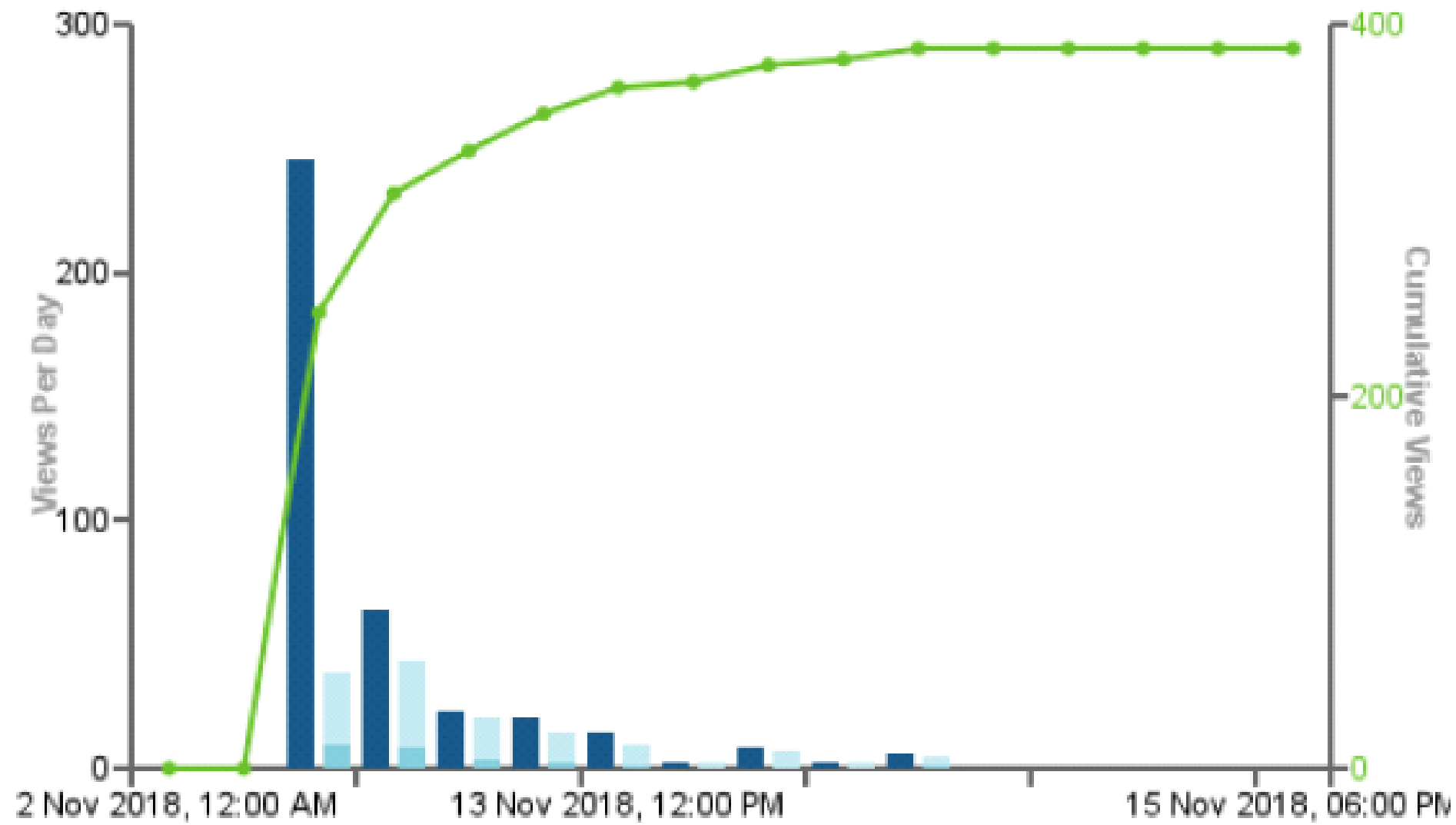
#### Contact Data

Media Contact:  
Linda Capcara



# Nov. 12 Gen 7 PR

444 Cumulative Views   27 Mobile Devices   70 Search

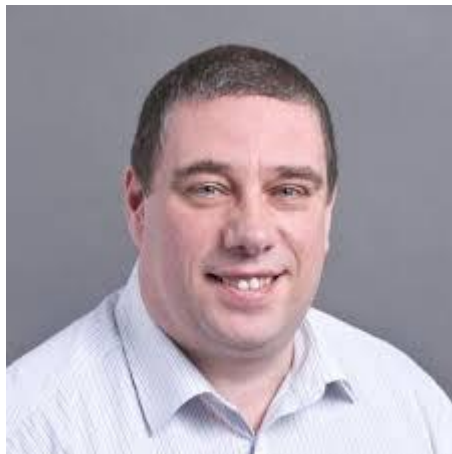


# 2018 Press / Analyst Interviews

- 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 – Scott Sinclair, Evaluator Group
- Oct. 31 – Casey Quillin, Dell'Oro Group – quoted in Gen 7 PR
- November TBD – Dennis Martin, Principled Technologies
- November TBD – Howard Marks, Deepstorage

# Podcast: Storage Unpacked

A weekly podcast focused on the enterprise storage market. Interview with Mark Jones – posted on November 23, 2018 <https://storageunpacked.com/>



Hosts: Chris Evans (L) and Martin Glassborow (R)





# Fibre Channel Solutions Guide Article Placement

Paper Topic	Author	Target Publication
<b>Storage Fabric Options with NVMe</b>	<b>Rupin Mohan, HPE</b>	Article published in SNS Europe
<b>All-Flash Arrays Generate New Interest in NVMe-Ready Fibre Channel</b>	<b>Celeste Crystal, Brocade</b>	Target: Computerworld
<b>A look at Fibre Channel's Legacy – And Future</b>	<b>J Metz, Cisco</b>	Target: TechTarget Data Storage Management Opinion Page
<b>The 2018 Fibre Channel Roadmap</b>	<b>Scott Kipp, Broadcom</b>	Target: Network World Opinion Page
<b>How NVMe over Fibre Channel Impacts SAN Principles</b>	<b>Curt Beckmann, Broadcom</b>	Target: EE Times
<b>Fibre Channel SAN Automation and Orchestration</b>	<b>Rupin Mohan, HPE</b>	Target: Data Center Journal
<b>Considerations When Selecting a Fabric for SANs</b>	<b>Tom Kolniak</b>	Target: Data Center Dynamics
<b>FICON- Well, Isn't That Special</b>	<b>Patty Driever, IBM; Howard Johnson, Broadcom</b>	Target: Data Storage Connection



# FCIA Target Industry Conferences 2019

Industry Conference	Date	FCIA Involvement
SNIA Members Symposium, Santa Clara	January 20-23	FC Update?
SDC EMEA, Tel Aviv	January 30, 2019	Any FCIA Europe Members?
NVM Workshop, San Diego	March 10-12	TBD
Cloud Expo Europe, London	March 12-13	SNIA may be in attendance. Partner on presentation?
NVMe Annual Members meeting, Fremont	March 19-20	TBD
CloudFest, Rust, Germany	March 23-29	SNIA promoting in NVMe space. FCIA partner?
Strata Data Conference, San Francisco Focus on hardware & software – SNIA recommended	March 26-28	TBD
Creative Storage Summit, TBD	TBD (Tom Coughlin)	Panel presentation?
Flash Memory Summit, Santa Clara	August 5-9	Booth, Theatre?
SDC, Santa Clara	September 23-26	Free table as SNIA partner Presentation?
Storage Visions, TBD	TBD (Tom Coughlin)	Panel presentation?
SuperComputing 19, Denver	November 17-22	Booth, presentation?

# FCIA Newsletter



# FCIA Newsletter

## Q2 Newsletter

Number Sent	2,827
Unsubscribes	7
Open Rate	19.90%
Click-Through Rate	3.80%
Clicks Per Unique Opens	19.00%

## Q4 Newsletter

Number Sent	3,209
Unsubscribes	7
Open Rate	18.90%
Click-Through Rate	4.60%
Clicks Per Unique Opens	24.20%

# FCIA Website Statistics



# **FCIA Website**

## **INSERT STATS**

# 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

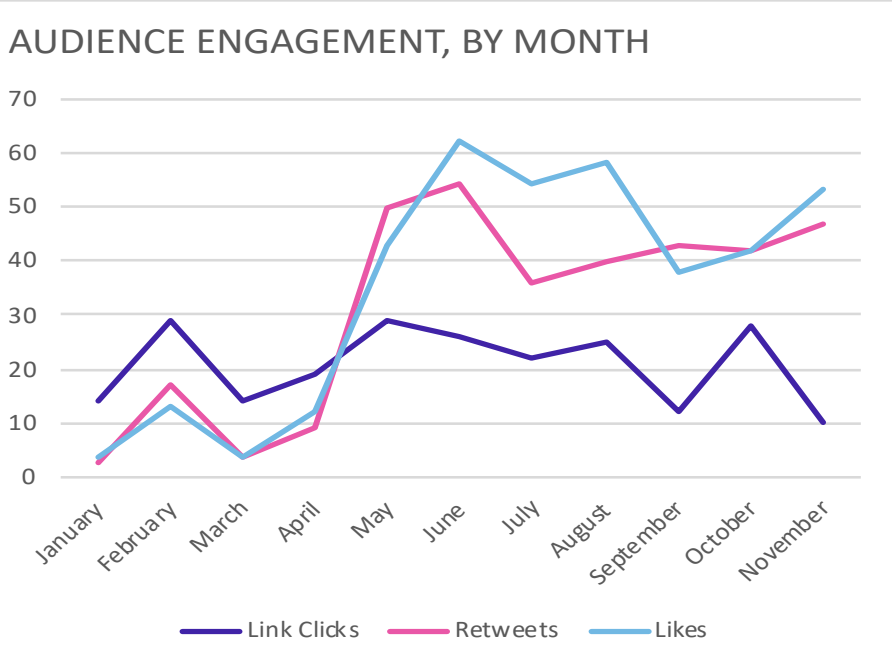
LinkedIn Group: Please post, engage

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



# 2018 FCIA Social Media

## Twitter



**Engagements:** Total number of times a user *interacted* with a tweet

FCIA  
@FCIAnews

The availability of the NVMe standard has radically changed the landscape for solid-state storage



9:10 AM - 6 Nov 2018

5 Retweets 8 Likes



## 2018 TOP TWITTER POST

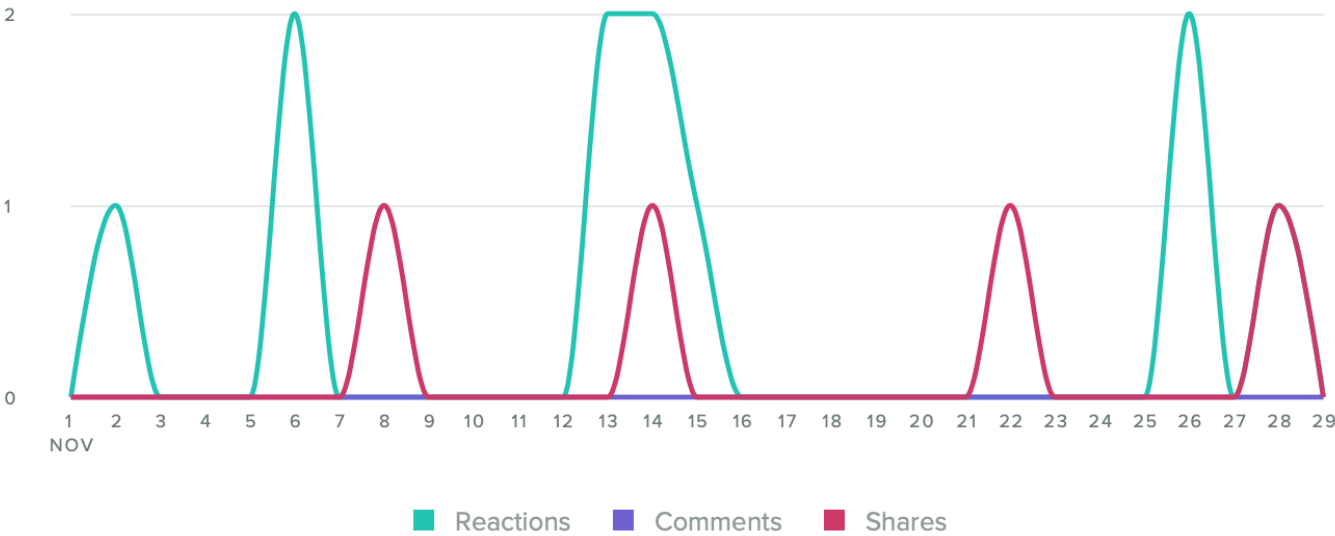
4,451 Potential reach  
5 Retweets  
8 Likes

**Potential reach:** the *total number of people* that potentially saw the post.

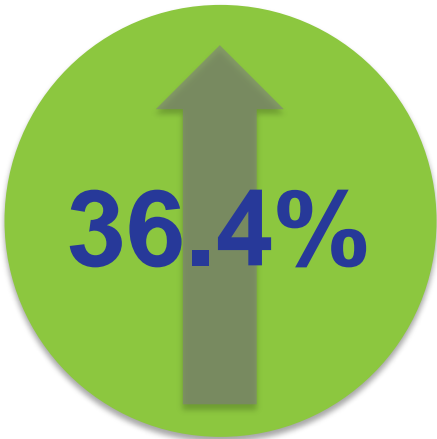
# 2018 FCIA Social Media

## Facebook

AUDIENCE ENGAGEMENT, BY DAY



Engagements increased by



compared to October



Fibre Channel Industry Association - FCIA

Published by Sprout Social [?] · November 13 at 8:51 AM · 🌐

Announcing the industry's fastest storage networking speed — 64GFC and Gen7 Fibre Channel <https://bit.ly/2RODYzB> #datacenter #datastorage #FC #FCIA #64GFC #fibechannel



64GFC  
and  
GEN 7 FIBE  
CHANNEL

2018 TOP  
FACEBOOK POST

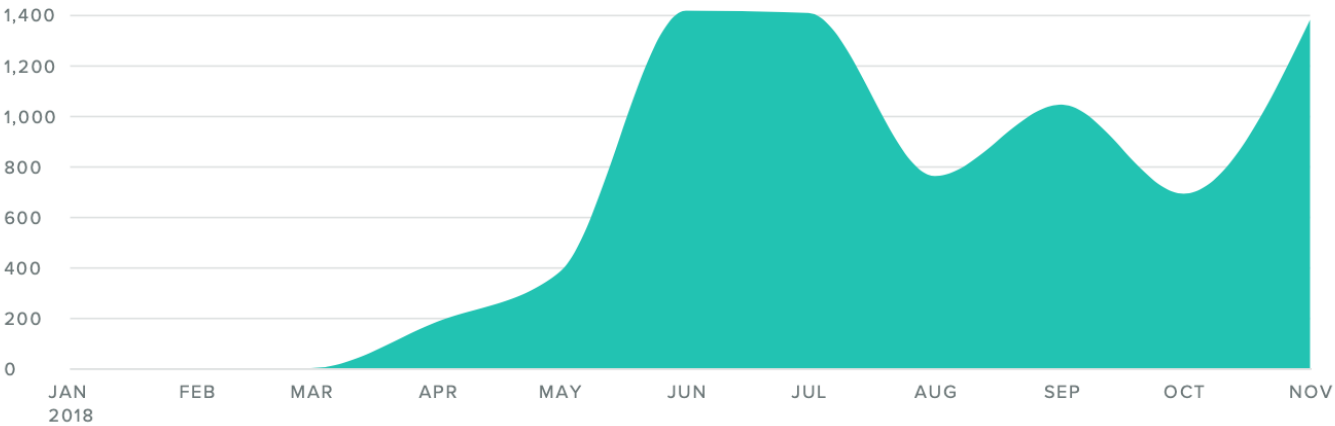
31 People reached  
4 Engagements

# 2018 FCIA Social Media

## LinkedIn

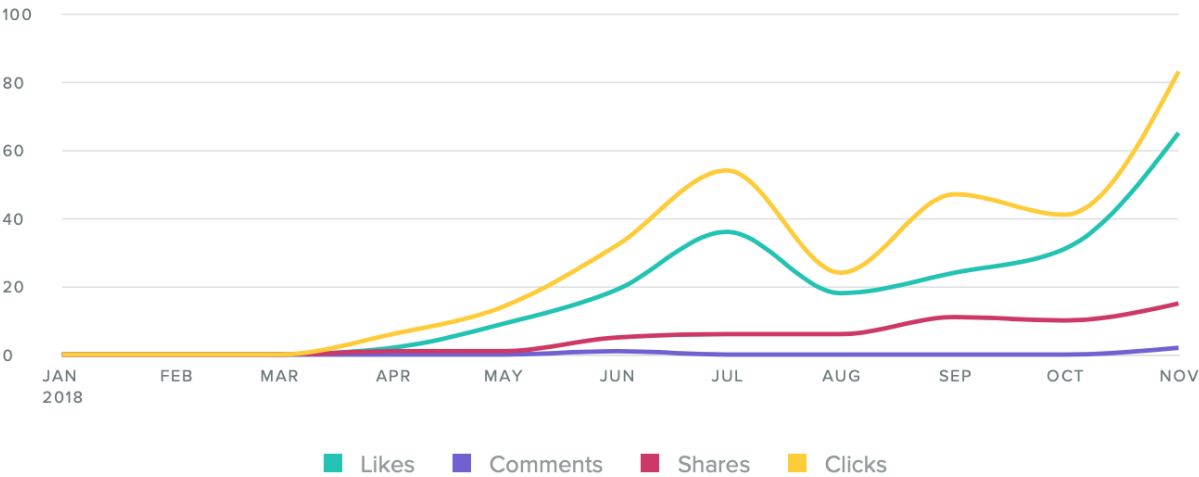
9!  
New followers

IMPRESSIONS, BY MONTH



**Impressions** are the *number of times* posts were displayed on users' screens

AUDIENCE ENGAGEMENT, BY MONTH



# 2018/19 FCIA Meeting Schedule

- December 5, Raleigh, Host SFF Committee
- February 6, Fort Worth, TX (Host: Teledyn-LeCroy)
- April 10, Deerfield Beach, FL (Host: Macom)
- June 5, La Jolla, CA (Host: Broadcom)
- August 14, Sante Fe, NM (Host: Marvell)
- October 9, Couer d'Alene, ID (Host: FCIA)