

# FCIA Liaison report to T11

August 14, 2019

T11-2019-00250-v000



# FCIA 2019 Marketing Plan Snapshot

## January – March

- Jan. – Begin developing infographic
- Jan. 20-23 – SNIA Members Symposium
- Feb. 26 – BOD press release
- Feb. 28 – Q1 Newsletter
- March – Briefing with Storage Switzerland
- March – Briefing with Principled Technologies

## April – June

- June – Blog on Gen 7
- June – Market Infographic (email, social, blog)
- June – Q2 Newsletter

## July – September

- July / Aug. – Solutions Guide + email blast
- July – Press release FMS activities
- Aug. 5-9 – FMS, analyst briefings, booth
- August, Q3 Newsletter
- Sept. 24-27 – SDC, speaking opp.

## October – December

- Sept. – Blog on FMS
- Oct. – Q4 newsletter
- Oct. – Blog on SDC
- Nov. 13/14 – Strategic Offsite

# Public Relations Update



# 2019 Press Release Schedule

- February 26 – Fibre Channel Industry Association Elects 2019 Board of Directors Amidst a Fibre Channel Market that Continues its Growth Path
  - PR Newswire [here](#), 166 postings; FCIA website [here](#).
- Sept. – FC-NVMe-2, Linda to work with Steve Wilson on first draft.
- End of Q3 – Plugfest, TBD

# 2019 Press / Analyst Interviews

- Briefed in 2019:
  - George Crump (twice), Krista Macomber, Storage Switzerland
  - Dennis Martin, Principled Technologies
  - Randy Kerns, Evaluator Group
  - Roger Cox, Gartner
  - Ken Clipperton, DCIG
  - Scott Sinclair, Enterprise Strategy Group
  - Chris Evans, Architecting IT
  - Dennis Martin, Principled Technologies
  - Mike Heumann, G2M Research
- Next target: Brad Casemore, IDC
- EE Times article on Why FC-NVMe-2 – look at Rupin's can we use in EE Times?

# FCIA Content Marketing





# 2019 Fibre Channel Solutions Guide is Here!



- Hard copies at FMS – were very popular
- Available on website
- Promoted via social media

<https://fibrechannel.org/fibre-channel-solution-guide-2019/>

# FCIA Blogs

Industry Conference	Date	Author
Blog on Gen 7	August	Mark Jones, ghostwritten by Linda
Blog on FC NVMe INCITS award; Dr. Jose Castro received an award for editing FC-PI-7	August	Steve Wilson, ghostwritten by Linda
Blog on new FCIA infographic	August	Rupin, ghostwritten by Linda



# **FCIA Webcast Update**

## **July 2019**



# FCIA Webcast Update: July 2019

- BrightTalk Webcast Update:
  - Executed 16 webcasts to date
  - Totaling almost 7,000 views
  - Top 3 webcasts each have over 800 total views
- Built BrightTalk audience to 3,600+ people in 2+ years
- Have quadrupled FCIA mailing lists since Jan. 2017
  - Now at over 3,700
- Webcasts highly rated:
  - 6 webcasts have a 4.9 or higher rating
  - Average rating for all webcasts is 4.7 (1-5 scale)
- Now reporting on webcast blog views

# Top Performing Webcasts to Date

1. Introducing Fibre Channel NVMe – 1,005 views
2. Deep Dive into NVMe over Fibre Channel – 926 views
3. Fibre Channel Fundamentals – 880 views
4. FC Performance: Congestion, Slow Drain and Over Utilization - 629 views
5. Fibre Channel Cabling – 479 views

# Top Rated Webcasts to Date (Scale 1-5)

- Long Distance Fibre Channel – 5
  - Allen/Metz
- Fibre Channel Interoperability – 4.9
  - Maskas/Sheehan/Rodgers
- FCIP (Extension): Data Protection and Business Continuity – 4.9
  - Detrick/Mohan
- Will You Still Love Me When I'm 64GFC – 4.9
  - Wallace/Maskas
- Fibre Channel Zoning Basics – 4.9
  - Mazurek/Rodrigues/Metz
- FICON 201 – 4.9
  - Driever/Howard/Kimpler

# FCIA Webcasts – 2018-2019

Date	Webcast	Pre-Reg	Live	Total Views	Rating
6/27/19	Fibre Channel Zoning Basics	427	97	305	4.9
4/11/19	Protocol Analysis 201	253	62	215	4*
2/20/19	FICON 201	276	92	239	4.9
12/11/18	Will You Still Love Me When I Turn 64GFC?	386	96	314	4.9
11/1/18	How to Expand the Power of Flash Storage with FC-NVMe	155	74	252	4.6
10/10/18	Protocol Analysis for High-Speed Fibre Channel Fabrics	271	53	257	4.7
8/23/18	Fibre Channel Interoperability	293	72	278	4.9
6/19/18	FICON 101	278	78	334	4.7
4/19/18	Fibre Channel Cabling	346	73	482	4.7
2/6/18	FC Performance: Congestion, Slow Drain and Over-utilization	411	125	638	4.8

\*Only 5 votes – not statistically valid

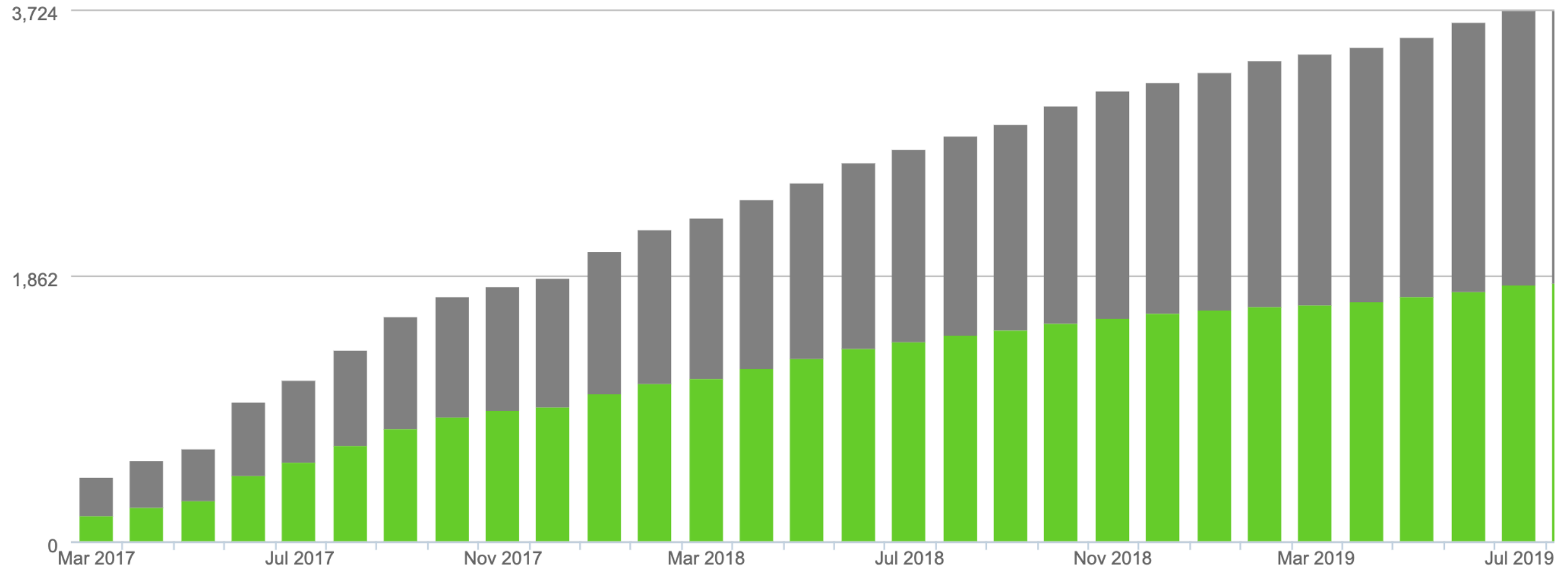
# FCIA Webcasts – 2017

Date	Webcast	Pre-Reg	Live	Total Views	Rating
12/7/17	FCIP (Extension)	141	41	176	4.9
10/10/17	Long Distance Fibre Channel	232	56	405	5
8/29/17	Deep Dive into NVMe over Fabrics	517	130	931	4.7
6/15/17	Fibre Channel Fundamentals	128	65	886	4.8
4/6/17	How to Use the Fibre Channel Speedmap	141	34	262	4.5
2/16/17	Introducing Fibre Channel NVMe	313	107	1008	4.4



# BrightTalk Subscriber Growth

Channel audience by month  
for the past 30 months



Grey = Direct subscribers driven by email or social media

Green = Organic subscribers driven by Internet searches

# Next Webcast

- **Fibre Channel and Security**
- August 27<sup>th</sup> 10:00 am PT
  - Presenters: Landon Noll, Cisco; Nishant Lodha, Marvell
  - Moderator: J Metz
  - Pre-registrants: 203
- <https://www.brighttalk.com/webcast/14967/363593>

# FCIA Blog Views – July 2019

	Top 5 July Blogs	July Total Views
1	64GFC Q&A	65
2	FC 101 Q&A	62
3	Advanced NVMe Q&A	49
4	FC Zoning Fundamentals Q&A	44
5	How FC Standards are Made: What are ATA Standards	43

	Top 5 2019 Blogs	2019 Total Views
1	64GFC Q&A	210
2	Zoning Basics Preview	169
3	Expand Power of Flash Q&A	144
4	FC-NVMe Q&A	135
5	FCIP Preview	117

\*Only 5 votes – not statistically valid

# FCIA Social Media

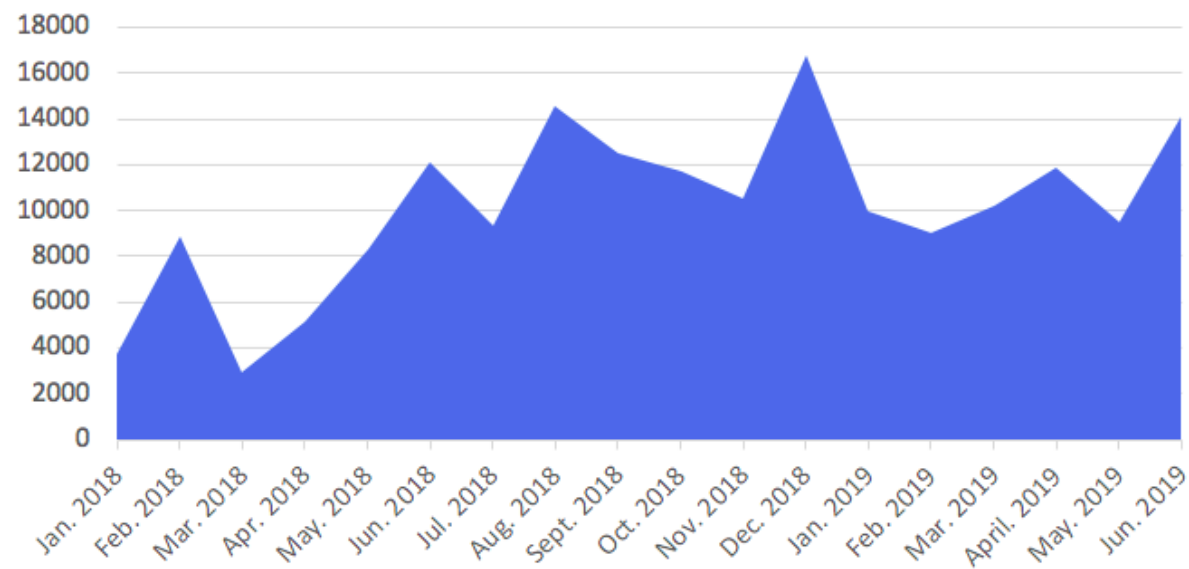


# May - June

## FCIA Social Media Highlights

### Twitter

IMPRESSIONS, BY MONTH



Spikes during high times of engagement. There was an increase in impressions this month which is a sign that FCIA is posting good content.

7

New followers

34

retweets

### TOP TWITTER POST

877 Impressions

4 Retweets

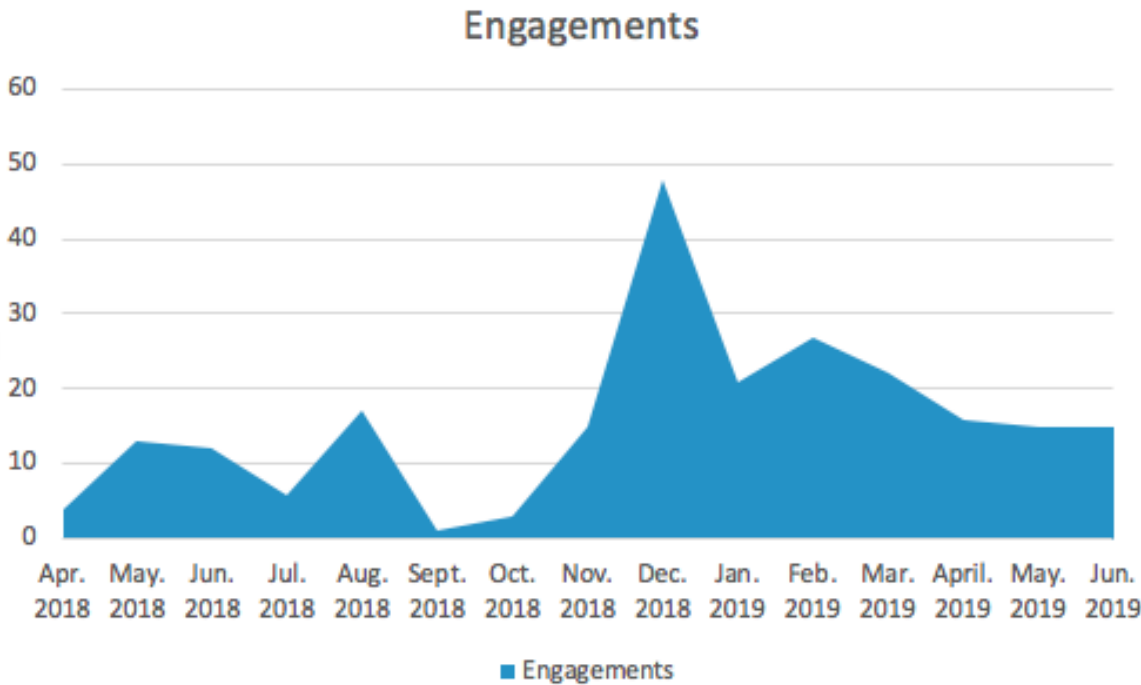
4 Likes



# May - June

## FCIA Social Media Highlights

### Facebook



Engagements remained stable this month. Moving into next month, the SDC19 and Flash Memory Summit posts will help bring this number back up.

1  
New followers

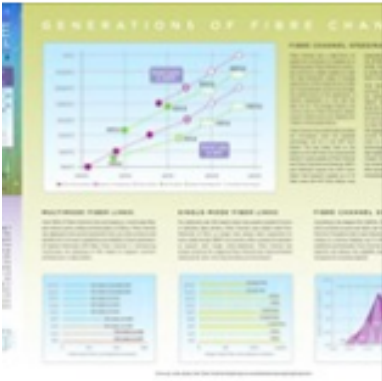
815  
Impressions



Fibre Channel Industry Association - FCIA

June 13 · 🌐

Our roadmap illustrates the physical layer and speeds of Fibre Channel. See where we're headed here: <https://bit.ly/2lrFaZ3> #fibrechannel #T11



FIBRECHANNEL.ORG

#### The Fibre Channel Roadmap

The Fibre Channel Roadmap illustrates the physical layer of Fibre Channel. The roadmap shows the historic speeds and feeds of Fibre Channel and the future speeds up to Terabit



3

### TOP POST

3 Likes

0 Comments

19.1% Engagement

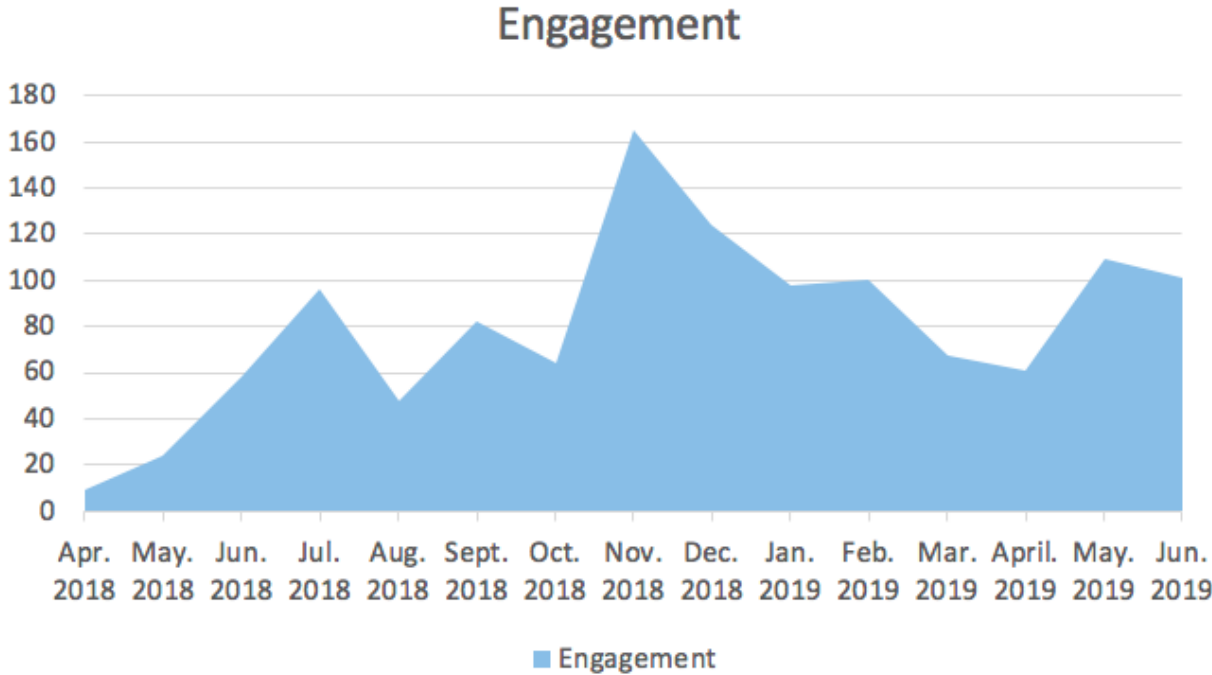
Engagement rate is the rate of people who saw the post and engaged with it. This post had a good engagement rate. Posting about board members, directors, etc. will help increase that number.



# May - June

## FCIA Social Media Highlights


### LinkedIn



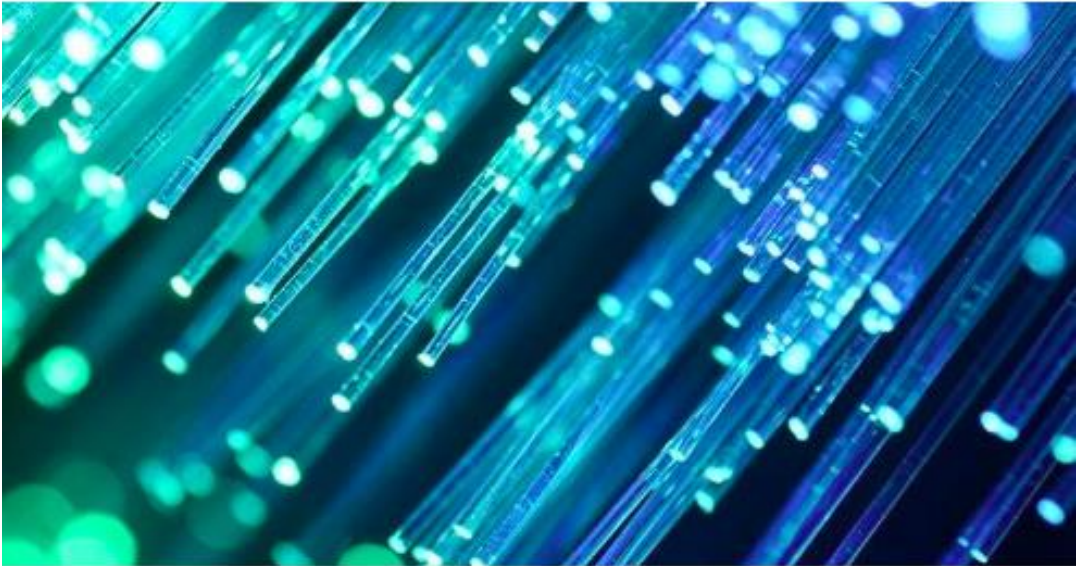
Engagement decreased slightly this month. Moving forward, the SDC19 and Flash Memory Summit posts will create more opportunities for engagement.

6  
New followers

2,465  
Impressions

 **Fibre Channel Industry Association (FCIA)**  
106 followers  
1mo

Are you up to speed with Fibre Channel? Test your knowledge with this quiz from @SearchStorageTT. Share with us how you do! <https://bit.ly/2ZfOhR5> #fibrechannel



Test yourself on Fibre Channel basics and the latest updates  
[searchstorage.techtarget.com](https://searchstorage.techtarget.com)

👍 2

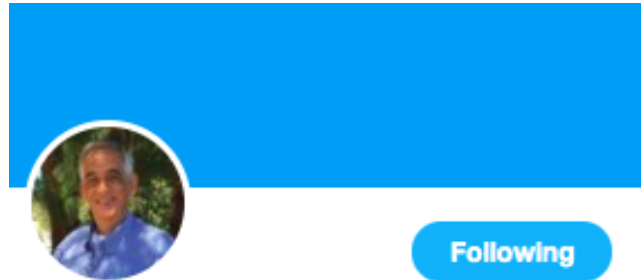
**TOP POST**  
18.2% engagement rate  
2 Likes

This post was successful in attracting engagement. Posting more interactive content could help increase likes.

# Users who engaged with FCIA

Don't see your connections?  
Invite them to Follow FCIA!!

Twitter: [@FCIAnews](#)  
Facebook: [@FCIAnews](#)  
LinkedIn: [Fibre Channel Industry Association \(FCIA\)](#)



**AJ Casamento**

@AJCasamento Follows you

Solutioneer for Brocade  
Communications (16+ years) and  
frequent resident of Seat 21A (4 + million  
air miles and counting)

Tweets	Following	Followers
870	120	217



**Javier Bravo Díaz**

@bravoja Follows you

Presales Consultant at Brocade Storage  
Networking. BDA #17. SNIA SCSN-E.  
CompTIA Storage+ & Cloud+.  
[@Broadcom](#).

Tweets	Following	Followers
8,962	1,269	1,168



**Sasikumar Kandhasamy** • 3rd+

Software engineer 4 @ Broadcom<Brocade Storage  
Networking>



**Roger Dickerson** • 3rd+

Software Engineer, NVMe/SSD Embedded Firmware, SSD  
interfaces, Fibre Optic interfaces and switches.



**Markus Kaltenegger** • 2nd

IT-Infrastructure Consultant and former Brocadian (SAN expert /  
technical Project-Manager)



**Francisco Javier Bravo Díaz** • 2nd

Presales Storage Consultant en Hewlett Packard Enterprise



**Celeste Crystal**

@TheRealCelesteC Follows you

Product Marketing and Education  
[@Broadcom](#) [#datacenter](#) [#flashstorage](#)  
[#networking](#) Tweets are my own

Tweets	Following	Followers
2,306	3,750	902



**techsalescap**

@techsalescap Follows you

20y Datacenter & 10y Cloud Exp.  
Desires Peace within & for All! I love  
golf more than grief & have passion for  
InfoTechnology & Philosophy! Views  
are only mine.

556 Following 153 Followers

# 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



# FCIA Website Stats

To view:

[https://datastudio.google.com/reporting/1VHFUI7ov9igrTPN8NRplz\\_fhDU8I-ZL/page/IEOh](https://datastudio.google.com/reporting/1VHFUI7ov9igrTPN8NRplz_fhDU8I-ZL/page/IEOh)



# FCIA Website

- Post analyst comments on website – Linda to send; Jordan to send format suggestions
- Jordan to set up a separate website call

# Industry Conferences





# FCIA Target Industry Conferences 2019

Industry Conference	Date	FCIA Involvement
Flash Memory Summit, Santa Clara	August 5-9	Booth Theatre Slot Analyst briefings
SDC, Santa Clara	September 23-26	Speaking opp: Craig Carlson and Rupin: Update on FC-NVMe-2 and the FCIA roadmap Jordan to check with David Rodgers on remaining Solutions Guides