FCIA Update

October 9, 2019
T11-2019-00310-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
- Aug. 5-9 – FMS, analyst briefings, booth
- August, Q3 Newsletter
- Sept. 24-27 – SDC, speaking opp.

October – December

- Oct. – Q4 newsletter
- Oct. – FC-NVMe-2 PR
- Oct. – Blog on SDC
- Oct. – Email blast on infographic
- Nov. 13/14 – Strategic Offsite

Public Relations Update

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, open to an interview, scheduling in process
    - EE Times article on Why FC-NVMe-2 – pitched to Brian Santos, EE Times

Q4 Newsletter

FCIA Q4 Newsletter Outline

- In This Issue:
- **Featured Content:** FCIA Solutions Guide
- **Featured Alert:** Download the FCIA Infographic Today
- **Featured Event:** FCIA at SDC (link to slides on FCIA website)
- **Featured Webinar: Understanding Fibre Channel Scaling,** November 6th 2019, 10:00 am PT, Mark Rogov, Dell EM; Brandon Hoff, Broadcom; J Metz, Cisco

FCIA Webcast Update: September 2019

- BrightTalk Webcast Update:
  - Executed 17 webcasts to date
  - Total views over 7,200
  - Top 3 webcasts each have over 850 total views
  - "Introducing Fibre Channel NVMe" over 1,000 views
- Built BrightTalk audience to 3,700+ people in 30 months
- Have quadrupled FCIA mailing lists since Jan. 2017
  - Now at over 3,800
- Webcasts highly rated:
  - 6 webcasts have a 4.9 or higher rating
  - Average rating for all webcasts is 4.7 (1-5 scale)
- Tracking blog views on a monthly basis

Top Performing Webcasts to Date

1. Introducing Fibre Channel NVMe – 1,019 views
2. Deep Dive into NVMe over Fibre Channel – 939 views
3. Fibre Channel Fundamentals – 898 views
4. FC Performance: Congestion, Slow Drain and Over Utilization - 650 views
5. Fibre Channel Cabling – 489 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

Top Blog Views – September 2019

1. FCIP Q&A – 41 views
2. FC-NVMe Q&A – 32 views
3. Fibre Channel 101 Q&A – 28 views
4. How FC Standards are Made – Specification vs. Standard – 27 views
5. FC Performance Q&A – 22 views

6. Solutions Guide since July 1 has gotten 300 page views
7. Each Solutions Guide article is getting between 100-1200 page views

Next Webcast

Understanding Fibre Channel Scaling
November 6th 2019
10:00 am PT

Mark Rogov, Dell EMC
Brandon Hoff, Broadcom
J Metz, Cisco

https://www.brighttalk.com/webcast/14967/371557

July - August
FCIA Social Media Highlights

Twitter

IMPRESSIONS, BY MONTH

Spikes during high times of engagement. There was an increase in impressions this month. This was with the help of webcast posts and Flash Memory Summit posts. Heading into next month, TechTHiNQ will continue to create posts that include account tags to help keep this number at an increase
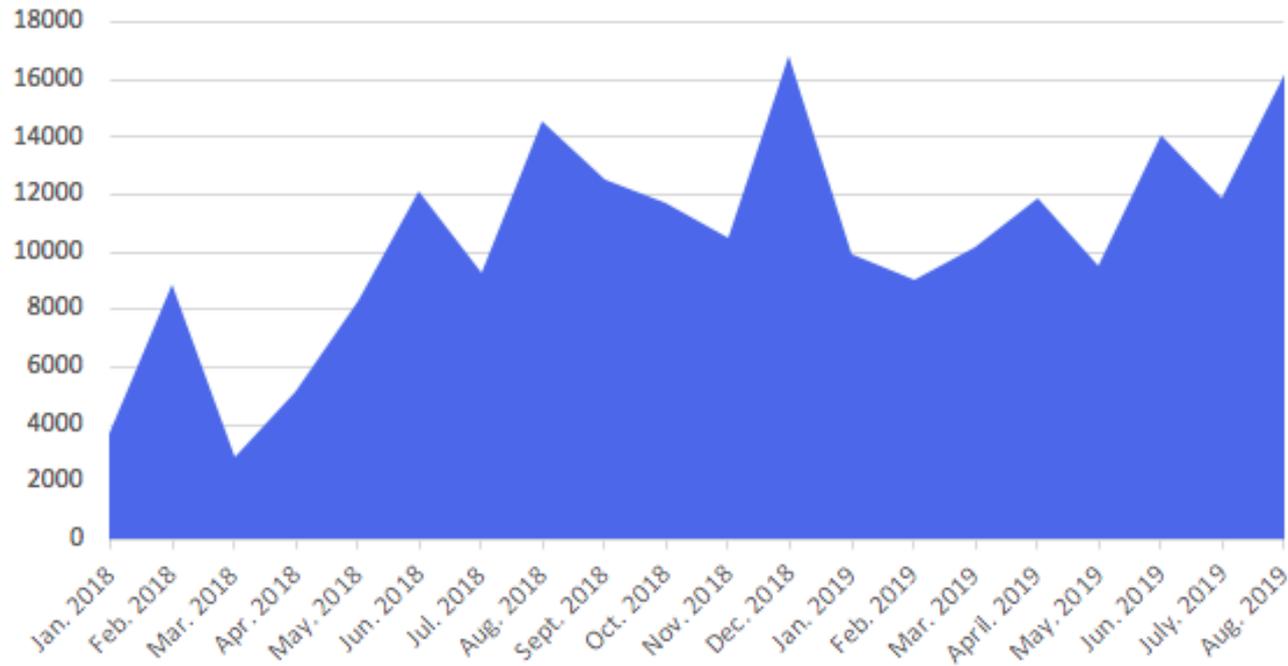
7 New followers

29 retweets

TOP TWITTER POST
789 Impressions
3 Retweets
5 Likes

FCIA
@FCIAnews

Did you know that 90% of All-Flash Arrays are connected via Fibre Channel? bit.ly/2LLqi8J
#FibreChannel #FC #datastorage

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FIBRE CHANNEL INDUSTRY ASSOCIATION

4:59 PM · Aug 20, 2019 · Sprout Social

View Tweet activity

3 Retweets   5 Likes

July - August
FCIA Social Media Highlights

Facebook
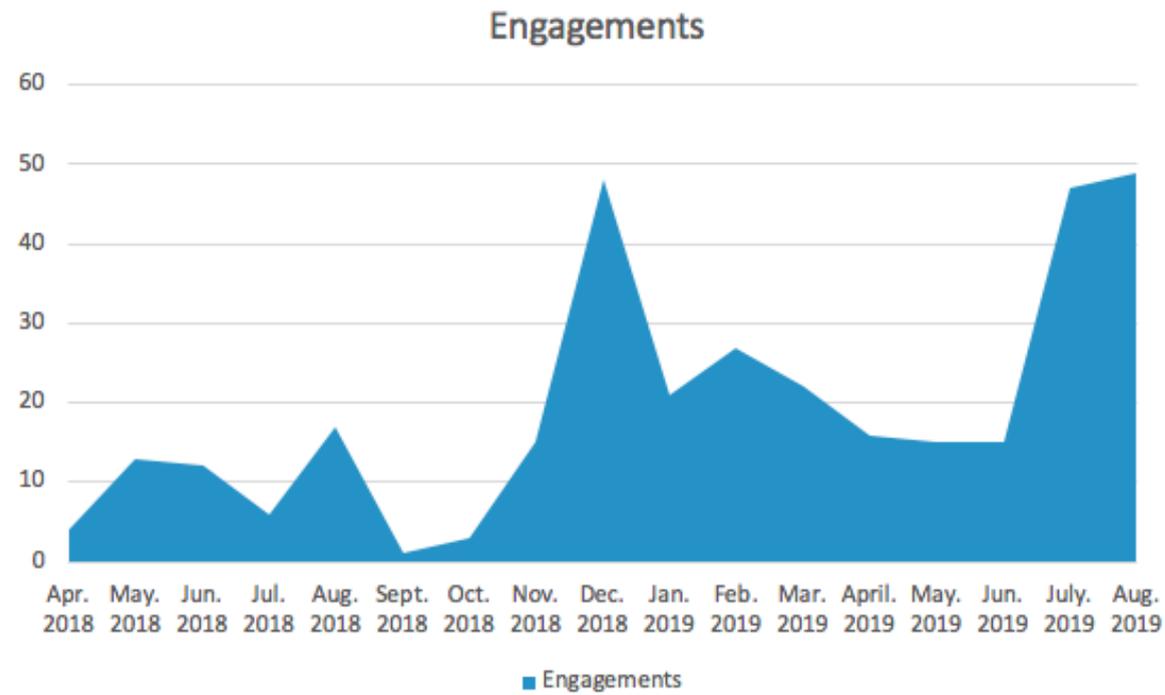
Engagements

0
New followers

1,094
Impressions

Engagements increased this month. This shows that FCIA is posting content that sparks engagement amongst FCIA's target audience. Posts about webcasts and the Flash Memory Summit contributed to this increase.

Fibre Channel Industry Association - FCIA
August 8 · 🌐

Dennis Martin of Principled Technologies and FCIA President Mark Jones could talk Fibre Channel all day long! Great to catch up at Flash Memory Summit. Come visit FCIA in booth #828. #FMS19 #FibreChannel #FC

👍 6

TOP POST

6 Likes
0 Comments
0 Share
42.1% Engagement Rate

Engagement rate is the rate of people who saw the post and engaged with it. This post had a higher engagement rate with the help of tagged accounts and trending event hashtags. Articles, conferences and webinars do a great job of bringing more eye's to FCIA's page.

July - August
FCIA Social Media Highlights

LinkedIn

Engagement
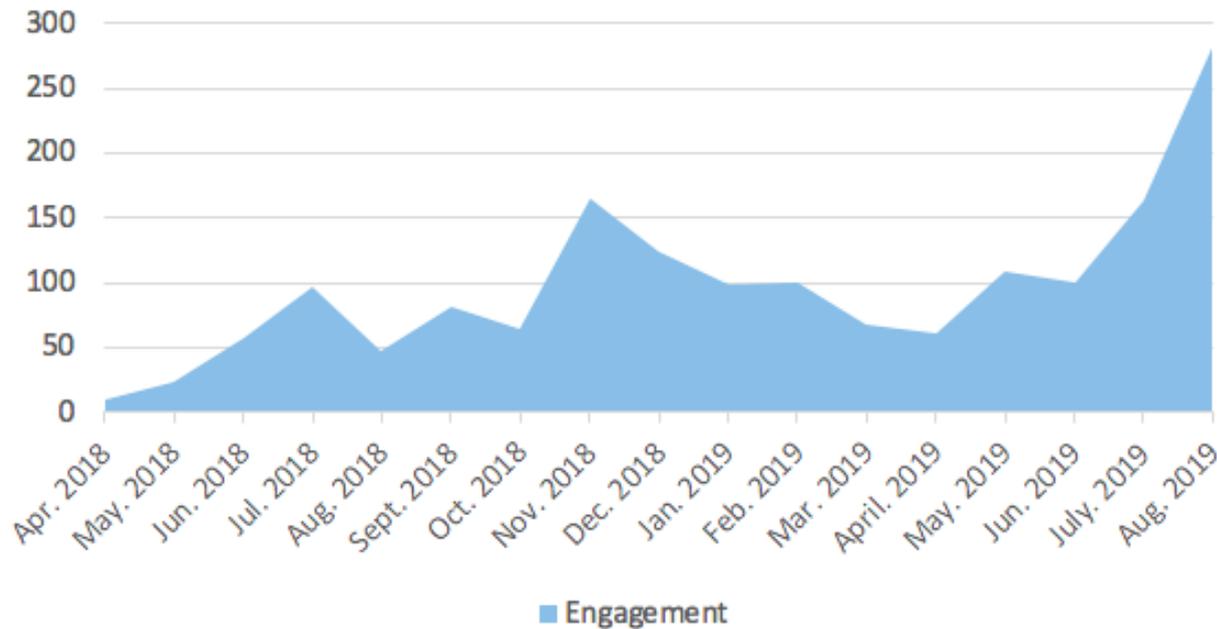
13 New followers

5,422 Impressions

Fibre Channel Industry Association (FCIA)
127 followers
1mo • Anyone

Did you know that 90% of All-Flash Arrays are connected via Fibre Channel?
https://bit.ly/2LLqi8J #FibreChannel #FC #datastorage

FCIA
FIBRE CHANNEL INDUSTRY ASSOCIATION

18

👍 Like   💬 Comment

FCIA saw a huge spike in engagement this month. This was with the help of the Flash Memory Summit posts. This is a good sign that FCIA's target audience is finding FCIA's content entertaining and clickable.

TOP POST
12.08% engagement rate
18 Likes

This post was successful in attracting engagement and had a high click rate. TechTHiNQ will focus on posting content that FCIA's target audience will find "clickable" to help drive more individuals to FCIA's website

FCIA Target Industry Conferences 2019

Industry Conference	Date	FCIA Involvement
SDC	September 23-26, Santa Clara	Speaking opp: Craig Carlson and Rupin: Update on FC-NVMe-2 and the FCIA roadmap – 40/50 attendees at least 10 questions
SNIA Annual Members Symposium	January 20-24, San Jose	Ask J Metz to provide FC update in Networking Storage Forum.

2019/20 FCIA Meeting Schedule

- October 9, Coeur d'Alene, ID (Host: FCIA)

- December 4, New Orleans (SFF)

- February 5, Fort Worth, TCS

- April 7, Deerfield Beach, Amphenol

- June 2, TBD, Broadcom

- August 11, Duluth, Marvell

- October 6, TBD