

FCIA Update

December 5th, 2019
T11-2019-00363-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. – Blog on SDC
- Oct. – Email blast on infographic
- Nov. 13/14 – Strategic Offsite

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

FCIA Webcast Update: November 2019

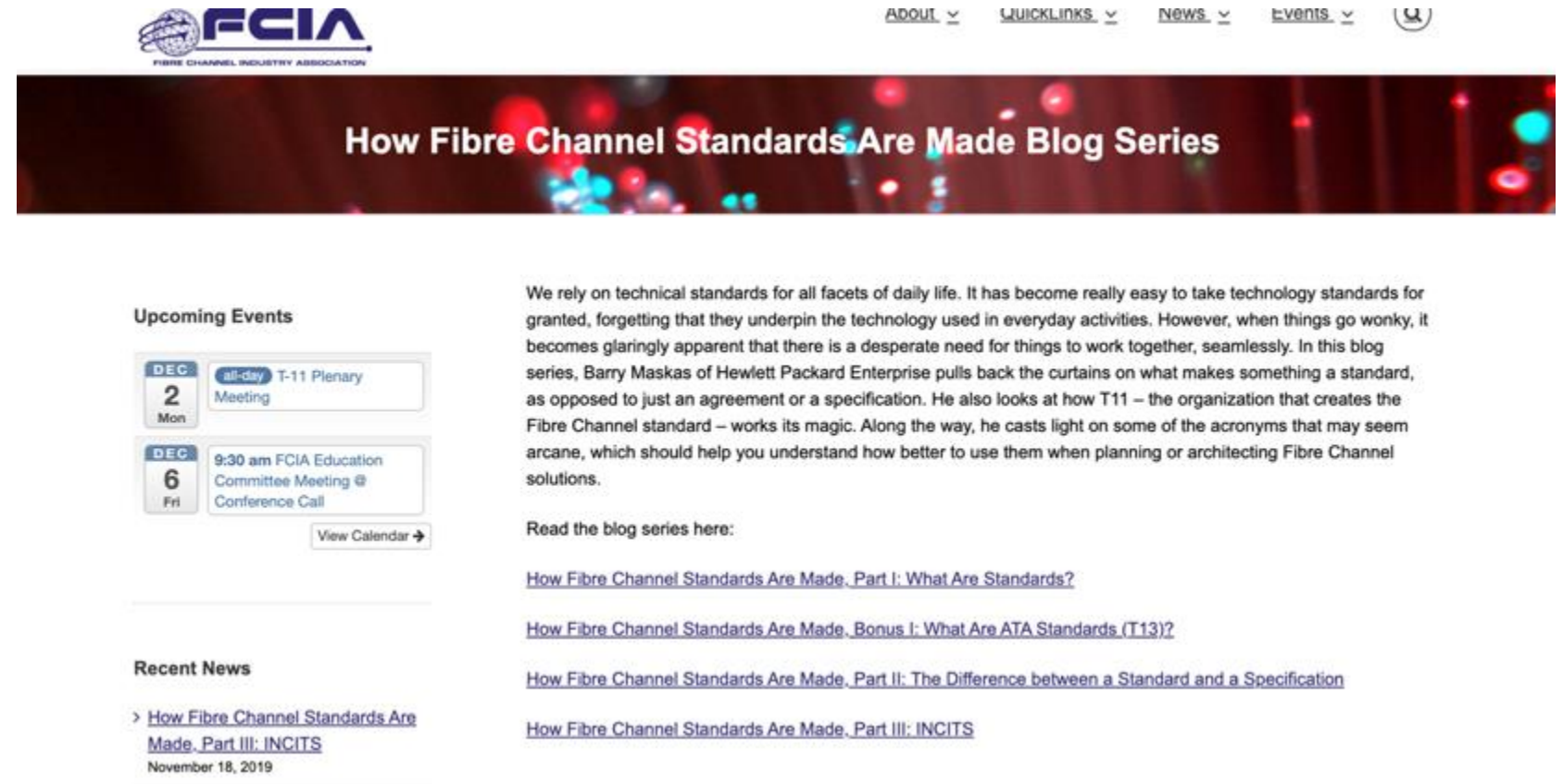
- BrightTalk Webcast Update:
 - Executed 18 webcasts to date
 - Total views over 7,600
 - Top 3 webcasts each have over 900 total views
 - “Introducing Fibre Channel NVMe” over 1,000 views
- November webcast “Understanding Fibre Channel Scaling” has nearly tripled views since live date on November 6th
- Built BrightTalk audience to 3,800+
- 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)
- Landing page for Barry Maskas’ blog series launched
 - 216 total views for series

Top Blog Views – November 2019

1. Fibre Channel SAN Automation & Orchestration – 111 views
2. 6th Gen Fibre Channel – 102 views
3. Securing Fibre Channel SANs with End-to-End Encryption – 89 views
4. Fibre Channel New Technologies – FC-NVMe-2 – 65 views
5. Fibre Channel Performance Q&A – 44 views

Barry Maskas Standards Blog Series– Total Views 2019

- Landing page created (33 unique views to date)
- Link in November newsletter (sent on 11/18)
- Direct email and social media promotion



The screenshot shows the FCIA (Fibre Channel Industry Association) website. At the top is the FCIA logo and navigation links: ABOUT, QUICKLINKS, NEWS, EVENTS, and a user icon. Below the navigation is a large banner with the text "How Fibre Channel Standards Are Made Blog Series" over a background of colorful fiber optic lights. Under the banner, there are two main sections: "Upcoming Events" and "Recent News".

Upcoming Events

DEC 2 Mon	all-day T-11 Plenary Meeting
DEC 6 Fri	9:30 am FCIA Education Committee Meeting @ Conference Call

[View Calendar →](#)

Recent News

> [How Fibre Channel Standards Are Made, Part III: INCITS](#)
November 18, 2019

Read the blog series here:

- [How Fibre Channel Standards Are Made, Part I: What Are Standards?](#)
- [How Fibre Channel Standards Are Made, Bonus I: What Are ATA Standards \(T13\)?](#)
- [How Fibre Channel Standards Are Made, Part II: The Difference between a Standard and a Specification](#)
- [How Fibre Channel Standards Are Made, Part III: INCITS](#)

Barry Maskas Standards Blog Series— Total Views 2019

- [How Fibre Channel Standards Are Made, Part I: What Are Standards?](#) 72 views
- [How Fibre Channel Standards Are Made, Bonus I: What Are ATA Standards \(T13\)?](#) 65 views
- [How Fibre Channel Standards Are Made, Part II: The Difference between a Standard and a Specification](#) 60 views
- [How Fibre Channel Standards Are Made, Part III: INCITS](#) 19 views

Next Webcast

FC SAN Workloads

Presenters: Nishant Lodha and Barry Maskas

Date – Targeting January 14th

September – October

FCIA Social Media Highlights

- Twitter – five new followers total of 257
- Facebook – one new follower, Fibre Channel 25^{years} and growing popular post 514 impressions
- LinkedIn – 14 new followers total of 147, 3,390 impressions

FCIA Website Stats

To view:

https://datastudio.google.com/reporting/1VHFUI7ov9igrTPN8NRplz_fhDU8I-ZL/page/IEOh

Target Industry Conferences

Conference	Date / Place	Description	FCIA Activity
SNIA Annual Members Symposium	January 20-24, Santa Clara	Networking, working group meetings, and other unique programs designed for SNIA members	TBD to present on FC at NSF meeting
The Optical Networking and Communication Conference & Exhibition	March 8-12, San Diego	Global conference and exhibition for optical communications and networking professionals	
NVMe Developer Day	TBD:	NVM Express invites all developers to attend its public NVMe Developer Day	
Flash Memory Summit	Santa Clara	2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.	booth, demo and theatre speaking opportunity
SNIA Storage Developers Conference	Sept. 21-24, Santa Clara	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking and more.	Possible speaking opportunity
SC '20	Nov. 15-Nov. 20 Atlanta, GA	High Performance Computing Conference	Possible Panel and information booth

2020 FCIA Meeting Schedule

- February 5, Fort Worth, DCS
- April 7, Deerfield Beach, Amphenol
- June 2, Duluth, Marvell
- August 11, Santa Fe NM, Broadcom
- October 6, Hilton Head SC , SFF
- Dec. 8, Tucson, AZ FCIA