

# FCIA Update

February 5th, 2020  
T11-2020-00050-v000



# 2020 Press Release Schedule

- February – FCIA Elects 2020 Board of Directors
  - Q1: FC-PI-7, FC-PI-7 P
  - 64GFC
  - Brad Casemore IDC quote
- April - Media Alert: NVMe Summit participation
- Q1: FC-NVMe-2 (public review period closes on March 3)
- End of Q2/ or Q3 2020– Plugfest
- August: FCIA at FMS

# 2020 Press / Analyst Interviews

- Brad Casemore, IDC, with Mark Jones.
- EE Times article on Why FC-NVMe-2
- FC-NVMe-2 PR at in-person briefings at Flash Memory Summit

# FCIA Webcast Update: December 2019

- BrightTalk Webcast Update:
  - Executed 18 webcasts to date
  - Total views over 7,700
  - Top 3 webcasts each have over 900 total views
  - “Introducing Fibre Channel NVMe” over 1,000 views
- Built BrightTalk audience to 3,900+
- Have quadrupled FCIA mailing lists since Jan. 2017
  - Now at over 4,000
- Webcasts highly rated:
  - 6 webcasts have a 4.9 or higher rating
  - Average rating for all webcasts is 4.7 (1-5 scale)
- 3 of the webcast Q&A blogs make 2019 “Top 5”
- Barry Maskas’ blog series at 373 total views

# Top Performing Webcasts to Date

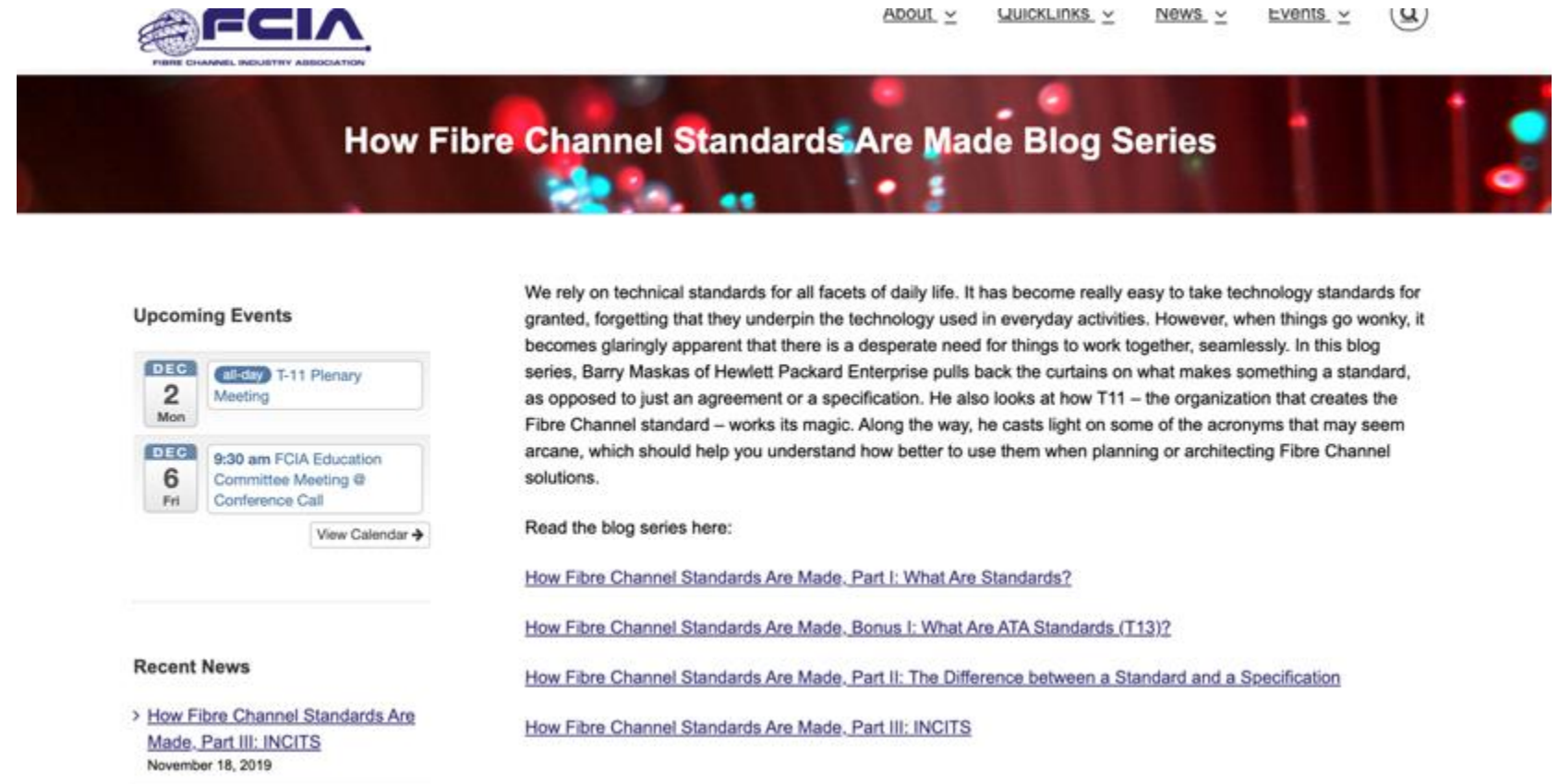
1. Introducing Fibre Channel NVMe – 1,030 views
2. Deep Dive into NVMe over Fibre Channel – 950 views
3. Fibre Channel Fundamentals – 910 views
4. FC Performance: Congestion, Slow Drain and Over Utilization - 671 views
5. Fibre Channel Cabling – 497 views

# Top Blog Views – December 2019

1. 6<sup>th</sup> Gen Fibre Channel – 112 views
2. How Fibre Channel Standards are Made: Part 1 – 111 views
3. Fibre Channel SAN Automation & Orchestration – 90 views
4. Securing Fibre Channel SANs with End-to-End Encryption – 66 views
5. Fibre Channel New Technologies – FC-NVMe-2 – 48 views
6. Fibre Channel Zoning Q&A – 47 views

# Barry Maskas Standards Blog Series– Total Views 2019

- Landing page created (156 unique views to date)
- Link in November newsletter (sent on 11/18)
- Direct email and social media promotions for each individual blog
- Next blog: INCITS T10, T11 and T13



The screenshot shows the FCIA website header with navigation links: ABOUT, QUICKLINKS, NEWS, EVENTS, and a search icon. The main banner features the title "How Fibre Channel Standards Are Made Blog Series" over a background of fiber optic lights. Below the banner, there is an "Upcoming Events" section with a calendar view showing two events: "all-day T-11 Plenary Meeting" on Monday, December 2nd, and "9:30 am FCIA Education Committee Meeting @ Conference Call" on Friday, December 6th. A "View Calendar" link is provided. The "Recent News" section lists the current blog post: "> [How Fibre Channel Standards Are Made, Part III: INCITS](#)" dated November 18, 2019. To the right of the calendar, there is a paragraph of introductory text about technical standards and a link to "Read the blog series here:" followed by three individual blog post links: "How Fibre Channel Standards Are Made, Part I: What Are Standards?", "How Fibre Channel Standards Are Made, Bonus I: What Are ATA Standards (T13)?", and "How Fibre Channel Standards Are Made, Part II: The Difference between a Standard and a Specification".

# Barry Maskas Standards Blog Series– Total Views 2019

- [How Fibre Channel Standards Are Made, Part I: What Are Standards?](#) 176 views
- [How Fibre Channel Standards Are Made, Bonus I: Interaction Between Standards](#) 82 views
- [How Fibre Channel Standards Are Made, Part II: The Difference between a Standard and a Specification](#) 70 views
- [How Fibre Channel Standards Are Made, Part III: INCITS](#) 45 views



# Next Webcast

## **FC SAN Workloads**

Presenters: Nishant Lodha , Mark Jones and Barry Maskas

Date – February 12th

# December – January

## FCIA Social Media Highlights

- Twitter – Three new followers total of 266
- Facebook – two new followers, total of 55
- LinkedIn – 26 new followers total of 765

# FCIA Website Stats

To view:

[https://datastudio.google.com/reporting/1VHFUI7ov9igrTPN8NRpllz\\_fhDU8l-ZL/page/IEOh](https://datastudio.google.com/reporting/1VHFUI7ov9igrTPN8NRpllz_fhDU8l-ZL/page/IEOh)

# Target Industry Conferences

Conference	Date / Place	Description	FCIA Activity
<a href="#">NVMe Developer Day</a>	April 21 <sup>st</sup> Fremont CA	NVM Express invites all developers to attend its public NVMe Developer Day	
<a href="#">Flash Memory Summit</a>	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
<a href="#">SNIA Storage Developers Conference</a>	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
<a href="#">SC '20</a>	Nov. 15-Nov. 20 Atlanta, GA	High Performance Computing Conference	Possible Panel and information booth

# 2020 FCIA Meeting Schedule

- 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