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. 6th 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
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
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/1VHFUI7ov9igrTPN8NRplIZ_fhDU8l-ZL/page/IEOh
### Target Industry Conferences

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date / Place</th>
<th>Description</th>
<th>FCIA Activity</th>
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</thead>
<tbody>
<tr>
<td>NVMe Developer Day</td>
<td>April 21&lt;sup&gt;st&lt;/sup&gt;  Fremont CA</td>
<td>NVM Express invites all developers to attend its public NVMe Developer Day</td>
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<tr>
<td>Flash Memory Summit</td>
<td>Santa Clara</td>
<td>2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.</td>
<td>booth, demo and theatre speaking opportunity</td>
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<td>SNIA Storage Developers Conference</td>
<td>Sept. 21-24, Santa Clara</td>
<td>Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking and more.</td>
<td>Possible speaking opportunity</td>
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<td>SC ’20</td>
<td>Nov. 15-Nov. 20 Atlanta, GA</td>
<td>High Performance Computing Conference</td>
<td>Possible Panel and information booth</td>
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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