FCIA Liaison Report

April 8, 2020
T11-2020-00087-v000
2020 Press Release Schedule

- March 17: **FCIA Elects 2020 Board of Directors**
  - FC-PI-7, FC-PI-7 P, 64GFC, Brad Casemore IDC quote
  - [HPCwire](#) and [Storage Newsletter](#) + briefing with Dennis Martin
- Updated roadmap + new feeds/speeds; perhaps fabric notification, further improvements to utilization of FC; FC-PI-7 P
- July 21: FCIA at FMS, including update on FC-NVMe-2 (public review period closes on March 3), include Sequence Level Error Recovery
- TBD: Perhaps fabric notification/congestion management, in the future. Maturity feature; we’ve improved FC based on user feedback.
- 2H 2020 – Plugfest (call for interest in May)
2020 Press / Analyst Interviews

- Feb. 4: Brad Casemore, IDC, with Mark Jones.
- April 2: Dennis Martin, Principled Technologies with Mark Jones
- EE Times article on Why FC-NVMe-2 – pitch again to Junko Yoshida, EE Times
- Aggressively pitch FC-NVMe-2 PR at in-person briefings at Flash Memory Summit (include Eric Burgener, IDC)
FCIA 2020
Solutions Guide
<table>
<thead>
<tr>
<th>Paper Topic</th>
<th>Author</th>
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<tbody>
<tr>
<td>FC growth and what is driving it, how it will remain relevant for the next decade</td>
<td>Mark Jones</td>
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<td>FC-NVMe-2 article</td>
<td>David Rodgers</td>
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<td>New technologies in FC: congestion management</td>
<td>Rupin Mohan</td>
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<td>Roadmap</td>
<td>Craig Carlson</td>
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<td>The need for standards</td>
<td>Barry Maskas</td>
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<td>The new management paradigm as an innovation in FC</td>
<td>Celeste Crystal</td>
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<td>FC in New 8K Video Editing / Management</td>
<td>Joe Kimpler</td>
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<td>FC in Avionics – TBD</td>
<td>Steve Wilson / Celeste Crystal</td>
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<td>Action</td>
<td>Date</td>
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<tr>
<td>First drafts due</td>
<td>May 29</td>
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<td>Complete drafts</td>
<td>June 16</td>
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<td>Reviews complete</td>
<td>June 30</td>
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<td>Print</td>
<td>July 7</td>
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<td>Flash Memory Summit</td>
<td>Aug. 4-6</td>
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<td>Shoot two minute video of author about each topic</td>
<td>At FMS or sooner</td>
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FCIA Social Media
February – March
FCIA Social Media Highlights

Twitter

TOP TWITTER POST
376 Impressions
4 Retweets
2 Likes

277 (3 new) followers
22 retweets

Get expert answers to #FibreChannel SAN workloads in the Q&A blog bit.ly/2VQeUqX
Engagement rate is the rate of people who saw the post and engaged with it. This post was successful in sparking likes and shares amongst audience members. Next month, Brodeur will continue to engage with audience members and reach out to influencers to help boost the follower count.
February - March
FCIA Social Media Highlights

LinkedIn

TOP POST
12.5% engagement rate
5 Likes
11 Clicks

Brodeur focused on posting content that FCIA’s target audience would find “clickable.” This post did a great job of driving the target audience back to FCIA’s website/webinars. Brodeur will continue to structure posts that the target audience finds engaging and clickable.
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)

Celeste Crystal • 1st
Product Marketing | Strategy | Execution

Roger Dickerson • 3rd+
Software Engineer, NVMe/SSD Embedded Firmware, SSD interfaces, Fibre Optic interfaces and switches.

Francisco Javier Bravo Díaz • 2nd
Presales Storage Consultant en Hewlett Packard Enterprise

Paul Coddington • 2nd
Interconnect Design Engineer at Amphenol High Speed Interconnects

Joao Marcos Leite • 3rd+
Speaker / instructor / SCSP / 2xHCSI / HClA+HCIP Storage / CompTIA A+ / 2xGCP / Google Cloud Authorized Trainer

Markus Kaltenegger • 2nd
IT-Infrastructure Consultant and former Brocadian (SAN expert / technical Project-Manager)

Dirk Haratz • 2nd
Senior Unix DevOps Engineer bei Commerzbank AG

Marc Angelinovich
My tweets are my own and don’t necessarily represent my company. LinkedIn: linkedin.com/in/ProductMark

Javier Bravo Díaz
Industry Conferences
<table>
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<tr>
<th>Conference</th>
<th>Date / Place</th>
<th>Description</th>
<th>FCIA Activity</th>
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<tr>
<td>SNIA Annual Members Symposium</td>
<td>January 20-24, Santa Clara</td>
<td>Networking, working group meetings, and other unique programs designed for SNIA members</td>
<td>Dave Petersen gave an update to NSF</td>
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<td>The Optical Networking and Communication Conference &amp; Exhibition</td>
<td>March 8-12, San Diego</td>
<td>Global conference and exhibition for optical communications and networking professionals</td>
<td>David Rodgers to Explore FCIA booth for 2021; and speaking slots – any feedback?</td>
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<td>NVMe Developer Day</td>
<td>April 21, Freemont CA</td>
<td>NVM Express invites all developers to attend its public NVMe Developer Day held in conjunction with SNIA’s Technical Symposium.</td>
<td>Cancelled or postponed</td>
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<td>Flash Memory Summit</td>
<td>August 4-6, Santa Clara</td>
<td>2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.</td>
<td>Booth and theatre opportunity secured, possible demo</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 – NVMe-2; Rupin? Abstracts are due on May 8. Mark Jones might have someone</td>
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<td>SC ’20</td>
<td>Nov. 15-Nov. 20 Atlanta, GA</td>
<td>High Performance Computing Conference</td>
<td>Panel submissions open Feb. 13, close April 20; also explore BoF open March 1, close July 31 Possible 10x10 (split with EA?); David and Chris will explore possibilities</td>
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2020 FCIA Meeting Schedule

- February 5, Fort Worth, TCS
- April 7, Deerfield Beach, Amphenol (virtual)
- June 2, Duluth, Broadcom (TBD in person)
- August 11, Santa Fe, Marvell
- October 6, Hilton Head, SFF
- December, Deerfield Beach, FCIA