

FCIA Liaison Report

April 8, 2020

T11-2020-00087-v000



Public Relations Update



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



2020 Fibre Channel Solutions Guide Outline

Paper Topic	Author
FC growth and what is driving it, how it will remain relevant for the next decade	Mark Jones
FC-NVMe-2 article	David Rodgers
New technologies in FC: congestion management	Rupin Mohan
Roadmap	Craig Carlson
The need for standards	Barry Maskas
The new management paradigm as an innovation in FC	Celeste Crystal
FC in New 8K Video Editing / Management	Joe Kimpler
FC in Avionics – TBD	Steve Wilson / Celeste Crystal

2020 Solutions Guide Proposed Timeline

Action	Date
First drafts due	May 29
Complete drafts	June 16
Reviews complete	June 30
Print	July 7
Flash Memory Summit	Aug. 4-6
Shoot two minute video of author about each topic	At FMS or sooner

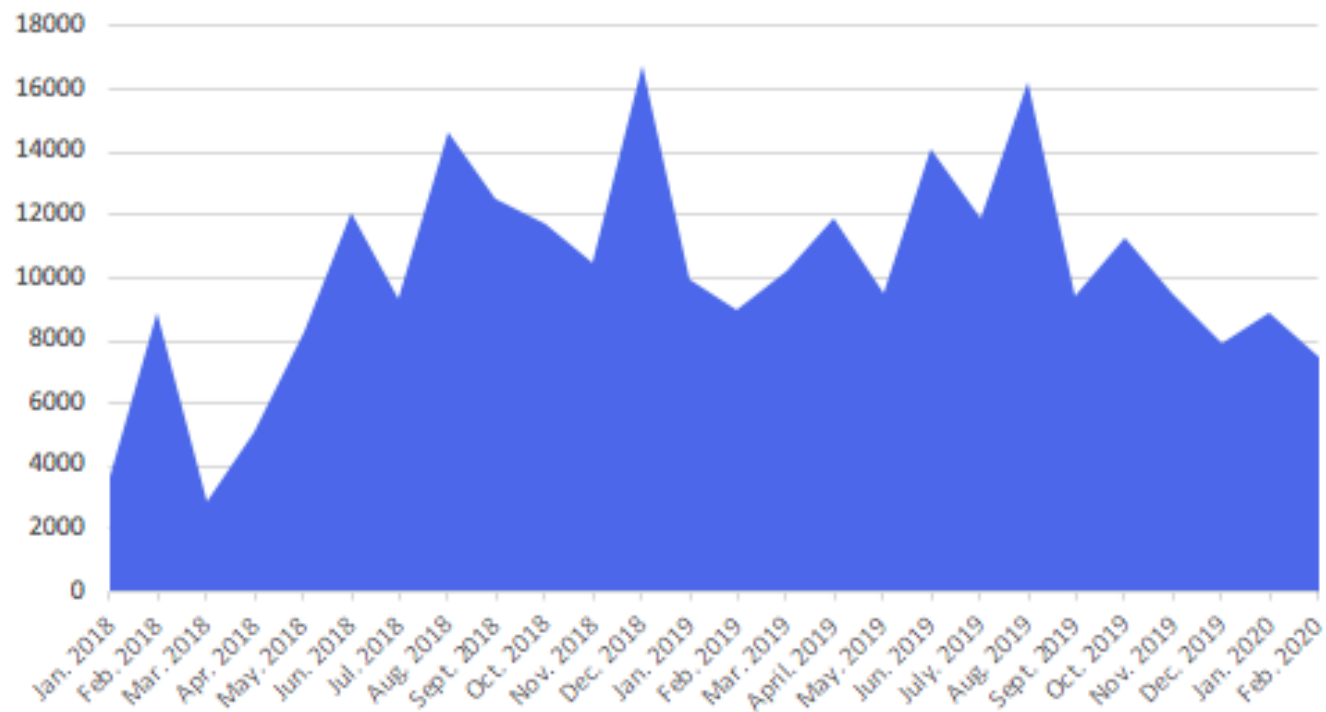
FCIA Social Media



February – March FCIA Social Media Highlights

Twitter

IMPRESSIONS, BY MONTH



277

(3 new) followers

22

retweets

TOP TWITTER POST

376 Impressions

4 Retweets

2 Likes



FCIA @FCIAnews · Mar 6

Get expert answers to #FibreChannel SAN workloads in the Q&A blog
bit.ly/2VQeuqX



4

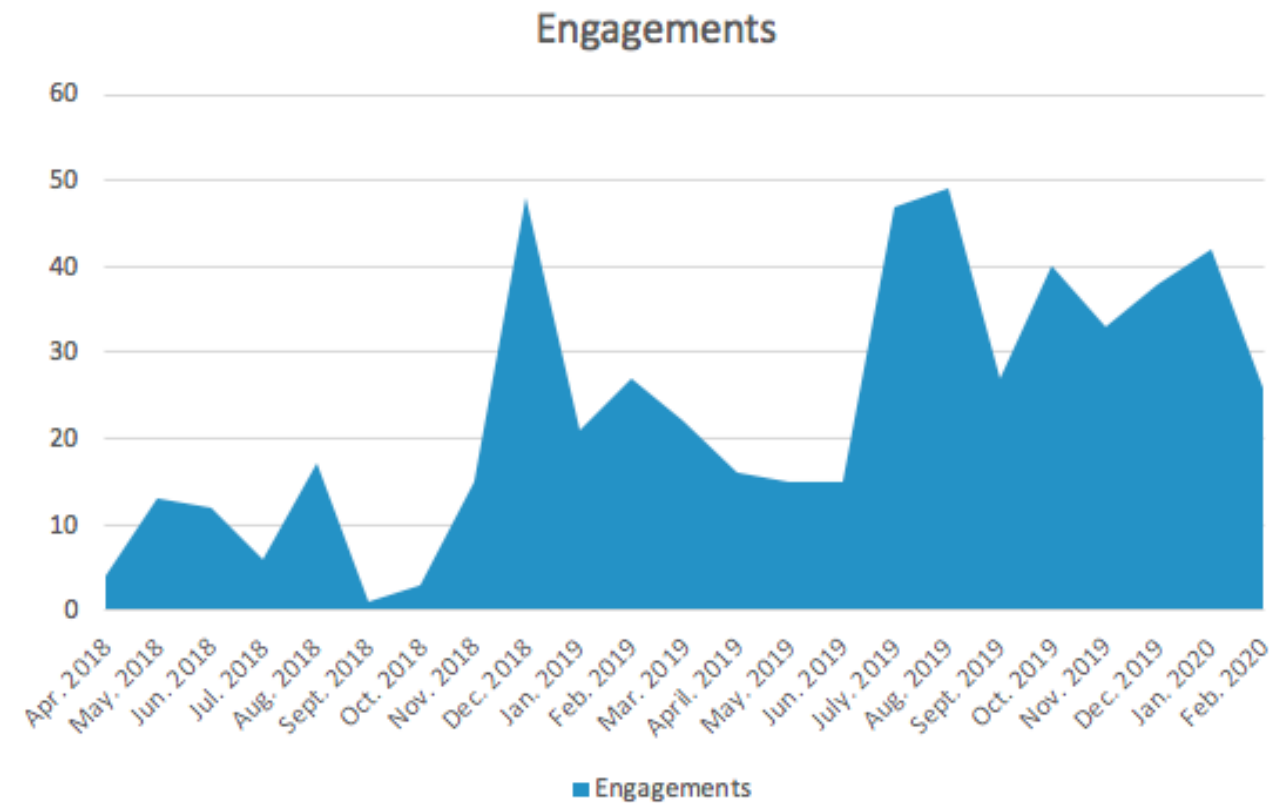


2



February - March FCIA Social Media Highlights

Facebook



99
(0 new) followers

641
Impressions

TOP POST

2 Likes

0 Comments

1 Share

22% Engagement Rate

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.



Fibre Channel Industry Association - FCIA

Published by Sprout Social [?] · March 10 at 10:53 AM ·

Gen 6 Fibre Channel incorporates forward error correction, backward compatibility, and more. <https://bit.ly/2ZhK5Ae> Hewlett Packard Enterprise Broadcom Marvell Semiconductor #FC #Gen6FC #FibreChannel



FIBRECHANNEL.ORG

GEN 6 - Sixth Generation Fibre Channel

Fibre Channel is the only purpose-built and proven network for storage designed to meet the demands of enterprise data center that require non-stop availability, maximum performance, and

18

People Reached

4

Engagements

Boost Post

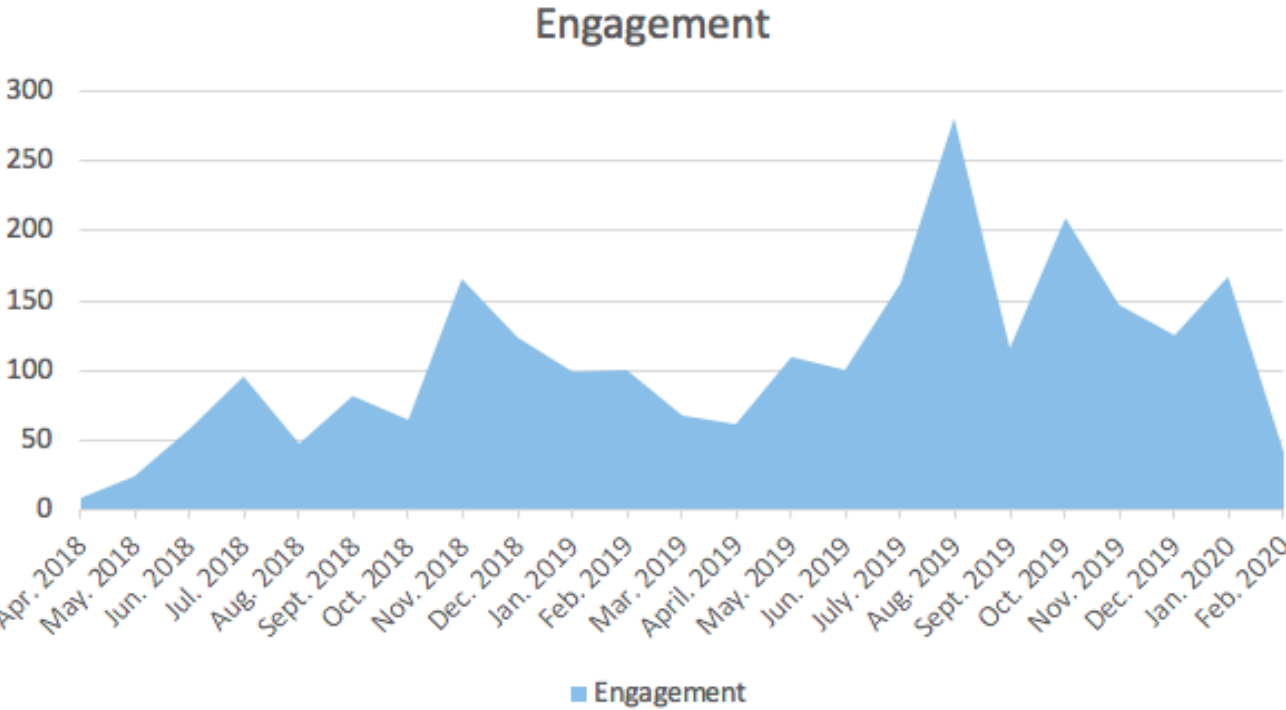


2

1 Share

February - March FCIA Social Media Highlights

LinkedIn



192
(5 new) followers

3,799
Impressions

Fibre Channel Industry Association (FCIA) 192 followers 3w •

Registration now open for our next live webcast: The Making of #FibreChannel Standards <http://bit.ly/3cswbCC>

The Making of Fibre Channel Standards

Live Webcast
March 31, 2020
10:00 AM PT/1:00 PM ET

5

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 / HCIA+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



corinne haesaerts

@corinne_haes Follows you

99 Following 54 Followers



Marc Angelinovich

@mangelinovich Follows you

My tweets are my own and don't necessarily represent my company.
LinkedIn: [linkedin.com/in/ProductMark](#) ...

2,152 Following 1,019 Followers



James Mallon

@JamesMallon14 Follows you

329 Following 128 Followers



AJ Casamento

@AJCasamento Follows you

Solutioneer for Brocade Communications (16+ years) and frequent resident of Seat 21A (4 + million air miles and counting)

143 Following 224 Followers



Javier Bravo Díaz

@bravoja Follows you

Presales Storage Consultant at Hewlett Packard Enterprise. Brocade BDA #17. SNIA SCSN-E. CompTIA Storage+ & Cloud+.

1,312 Following 1,169 Followers

Industry Conferences



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	Dave Petersen gave an update to NSF
The Optical Networking and Communication Conference & Exhibition	March 8-12, San Diego	Global conference and exhibition for optical communications and networking professionals	David Rodgers to Explore FCIA booth for 2021; and speaking slots – any feedback?
NVMe Developer Day	April 21, Fremont CA	NVM Express invites all developers to attend its public NVMe Developer Day held in conjunction with SNIA's Technical Symposium.	Cancelled or postponed
Flash Memory Summit	August 4-6, Santa Clara	2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.	Booth and theatre opportunity secured, possible demo
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 – NVMe-2; Rupin? Abstracts are due on May 8. Mark Jones might have someone
SC '20	Nov. 15-Nov. 20 Atlanta, GA	High Performance Computing Conference	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

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