

# FCIA Liaison Report

June 3, 2020

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# 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
- July 14: Updated roadmap + new feeds/speeds; perhaps fabric notification, further improvements to utilization of FC; FC-PI-7 P INCIT standards recently published - (SW-7 fabric services (defines switch architecture) GS-8 (fabric services) – standards that have been published.
- FMS/ October: FC-NVMe-2, include Sequence Level Error Recovery. Approved by ANSII. Will be published soon.
- Q4: Perhaps fabric notification/congestion management, in the future. Maturity feature; we've improved FC based on user feedback – 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 Flash Memory Summit (include Eric Burgener, IDC, doing a lot more work on NVMe over Fabrics, optimistic on FC-NVMe) – **start reaching out virtually?**

# 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 for NVMe is the only solution	David Rodgers
New technologies in FC: congestion management	Rupin Mohan / Brandon Hoff
Roadmap	Craig Carlson / Dean Wallace and Rupin Mohan
The need for standards (send email)	Barry Maskas
The new management paradigm as an innovation in FC	Celeste Crystal + Howard Johnson
FC in New 8K Video Editing / Management	Joe Kimpler

# 2020 Solutions Guide Proposed Timeline

*Discuss possible revision now that FMS is virtual in October*

Action	Date
First drafts due	May 29
Complete drafts	June 16
Reviews complete	June 30
Print (email in packet)	July 7
Flash Memory Summit	Virtual in October
Shoot two minute video of author about each topic	At FMS or sooner

If we support the 2020 event, can we get prime time slot for a speaking slot in 2021, or better promotional opportunities. – Chris will call Alan Land at FMS to discuss

# Industry Conferences





# Target Industry Conferences

Conference	Date / Place	Description	FCIA Activity
<a href="#">SNIA Annual Members Symposium</a>	January 20-24, Santa Clara	Networking, working group meetings, and other unique programs designed for SNIA members	Dave Petersen gave an update to NSF
<a href="#">The Optical Networking and Communication Conference &amp; Exhibition</a>	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
<a href="#">NVMe Developer Day</a>	April 21, Fremont CA	<del>NVM Express invites all developers to attend its public NVMe Developer Day held in conjunction with SNIA's Technical Symposium.</del>	<del>Cancelled or postponed</del>
<a href="#">Flash Memory Summit</a>	Virtual in October	2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.	Discuss involvement now that FMS is virtual in October.
<a href="#">SNIA Storage Developers Conference</a>	Sept. 21-24, Santa Clara (may go virtual)	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking and more.	Brandon Hoff and Rupin submitted for a presentation titled Smart Fabrics: Building Self-Healing Fibre Channel Networks
<a href="#">SC '20</a>	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

# **FCIA 2020 Key Messaging Exercise Working Review**



# Updates / Topics incorporated into 2020 messaging

- Scalability; Fabric services unique to FC; (key differentiator – long lead over Ethernet)- software that runs inside the switch enables servers and storage arrays to find out who is coming and going inside and outside of the fabric; assigns resources inside the fabric including zoning, QoS, etc.
- Trend toward HCI (hyperconverged infrastructure) – position against that – unlike hyperconverged where you scale storage and compute linearly, FC allows independent scalability of compute and storage resources.
- Fabric performance notifications; leads to congestion management – competitive advantage. Will be able to maintain a higher level of network utilization and avoid bottlenecks – High Performance
- Using the newly developed Automation and orchestration in FC, customers can fully automate deployment and maintenance and full life cycle of FC networks. Scalability
- FC-NVMe
- 32GFC, 64GFC – look forward to 128FC
- Future-proof; investment protection
- FCOE
- Repatriation from the cloud (not as secure as people thought)
- Anniversary messaging : T11 / FCIA
- Fibre Channel is still growing! – Several 100 people working on standards; not in maintenance mode
- Market applications – what markets rely on Fibre Channel (F32)

# Feedback from FCIA Members on top level messaging

- Availability, performance, scale, simplicity, security
- Messaging needs to reinforce the relevance of FC against other competing technologies.
- Priority is to communicate the innovation and modernization that keeps FC ahead of competitive technologies (e.g., automation, real-time telemetry, monitoring and diagnostics)
- Premium offering - High Performance and low latency
- Feels Good/Wise choice - Security/reliability messages
- Easy to live with - Scalable and simple to manage, backwards compatibility, fabric services
- All the smart people agree/incumbent tech - 127M ports shipped/43M in use, Used in all Fortune 1000, 9of10 AFAs use FC, most comprehensive NVMeoF solutions.

Summary: High Performance, Secure, Scalable, Most trusted.

Umbrella	Positioning	<p><b>For data center administrators requiring a fast, scalable, reliable and secure storage network, Fibre Channel is a proven storage network technology that offers the highest speed, lowest latency and greatest flexibility in the industry.</b></p>			
	External	Key Messages	<p><b>High Performing</b></p> <ul style="list-style-type: none"> <li>• 32GFC and 40G FCOE provides the highest throughput density in the industry with less links, less cables, lower latency and less power to accommodate next-generation technologies and bandwidth-hungry applications.</li> <li>• NVMe over Fibre Channel (FC-NVMe) brings predictable lossless performance of NVMe over Fabrics to the enterprise level robustness that users have come to expect of Fibre Channel Storage Area Networks.</li> <li>• For businesses shifting away from the cloud and back to on-premise infrastructure to optimize performance, cost and security, Fibre Channel is the smart choice.</li> <li>• With its fabric performance notifications feature, Fibre Channel maintains a higher level of network utilization and helps avoid bottlenecks.</li> </ul>	<p><b>Reliable and Secure</b></p> <ul style="list-style-type: none"> <li>• Fibre Channel has proven itself to be the most reliable standard for storage networks.</li> <li>• A deployed Fibre Channel infrastructure operates on a “set-it and forget-it” basis mitigating complexity as infrastructure evolves.</li> <li>• Fibre Channel provides predictable performance and low latency that is critical in SSD environments.</li> <li>• Fibre Channel is an inherent lossless network that delivers consistent performance even in a highly utilized network.</li> <li>• Fibre Channel dedicated networks are inherently secure and offers advanced FC-SP port authentication.</li> </ul>	<p><b>Scalable and Available</b></p> <ul style="list-style-type: none"> <li>• As a fabric-based protocol purpose built for enterprise storage, Fibre Channel can easily enable any size network from the smallest to the largest.</li> <li>• With plug-and-play backward compatibility, Fibre Channel allows you to grow and evolve your network without rip and replace.</li> <li>• A key advantage of Fibre Channel are the advanced fabric services capabilities that make it easy to package, deploy and manage applications at large scale.</li> <li>• Fibre Channel future-proofs your investments by minimizing incremental costs as your network evolves.</li> <li>• Unlike hyperconverged infrastructures where you scale storage and compute linearly, Fibre Channel allows independent scalability of compute and storage resources.</li> <li>• Using the newly developed automation and orchestration in Fibre Channel, customers can fully automate deployment and maintenance and full life cycle of Fibre Channel networks.</li> </ul>

# 2020 FCIA Meeting Schedule

- February 5, Fort Worth, TCS
- April 7, Amphenol (virtual)
- June 3, Broadcom (virtual)
- August 12, Marvell (virtual)
- October 7, SFF (virtual)
- December 9, FCIA (virtual)