FCIA Update
Chris Lyon Chairman

August 13, 2020
T11-2020-00183-v000
IBM has joined the FCIA as a principal member. Patty Driever from IBM has also joined the FCIA Board of Directors.
Press Releases & Briefings August

- August 11: FCIA Announces Completion of the Fibre Channel-NVMe-2 Standard With Groundbreaking Features for Increased Reliability in the Data Center.
  - Quote from Casey Quillin, Quillin Research included..
  - Posted on FCIA Website
  - Picked up on Digital Journal
  - Briefing with Dennis Martin, Principled Technologies, August 17, 11am PDT with Mark Jones
  - Promoting in social media
  - Email blast: August 13
2020 Press Release Schedule

- March 17: **FCIA Elects 2020 Board of Directors**
  - Mentions FC-PI-7, FC-PI-7 P, 64GFC, Brad Casemore IDC quote
  - HPCwire and Storage Newsletter + briefing with Dennis Martin
- August 11: FC-NVMe-2, include Sequence Level Error Recovery. Include analyst quote
- FMS PR on October 27 (FMS is Nov 10-12):
  - Updated roadmap + new feeds/speeds; Perhaps fabric notification/congestion management, in the future. Maturity feature; we’ve improved FC based on user feedback. FC-PI-7 P INCIT standards recently published - (SW-7 fabric services (defines switch architecture) GS-8 (fabric services) – standards that have been published
  - Conduct analyst briefings via teleconference
<table>
<thead>
<tr>
<th>Conference</th>
<th>Date / Place</th>
<th>Description</th>
<th>FCIA Activity</th>
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<tbody>
<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>Flash Memory Summit</td>
<td>Nov. 10-12 Virtual</td>
<td>2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.</td>
<td>In planning stages</td>
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<td>SNIA Storage Developers Conference</td>
<td>Sept. 22-23, Virtual</td>
<td>Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking and more.</td>
<td>Brandon Hoff and Rupin were accepted for a presentation titled Smart Fabrics: Building Self-Healing Fibre Channel Networks</td>
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Flash Memory Summit Nov. 10-12

FCIA is a Bronze Exhibitor:

- Free for all to attend
- Banner-pointer opportunity: banner ad with a link to wherever you want
- Virtual booth: Expo open 8am PDT Nov. 10 and run to 3:00 PM Nov. 12
- By participating for 2020, we are locked in at 2020 rates for 2021 and get our past booth spot
- FMS teamed up with TechTarget and IDC to expand outreach so a good crowd is expected
- Reporting on who exhibited in our booth
Q3 Newsletter

• FMS Promotion – watch for Solutions Guide, give-away
• FC-NVMe-2 PR
• FMS PR
• Next Webcast
• YouTube Video
• FCIA T-shirts
# FCIA Email blast schedule

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
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<tbody>
<tr>
<td>FC-NVMe-2 press release</td>
<td>August 13</td>
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<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>August 18</td>
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<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>September 8</td>
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<td>Newsletter</td>
<td>September 22</td>
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<tr>
<td>Flash Memory Summit PR + Promotion of booth / Give-away</td>
<td>October 27</td>
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<td>Solutions Guide</td>
<td>Nov. 3 (FMS is Nov. 10-12)</td>
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<td>FMS Follow-up</td>
<td>Nov. 13 (Fri) or Nov. 16 (Mon)</td>
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FCIA Social Media
July
FCIA Social Media Highlights

Twitter

TOP TWITTER POST
543 Impressions
3 Retweets
3 Likes

July 6
SAN plays a critical role in any data center. Discover how Fibre Channel zoning is a key feature in adding security and better management to storage area networks here: https://bit.ly/2yuc2K5 @rupster9 @HPE @TheRealCelesteC @ScottShimo #FibreChannel #FC #SAN #datastorage
May - June
FCIA Social Media Highlights

Facebook

Engagements

101 (1 new) followers

298 Impressions

TOP POST
2 Likes
0 Comments
0 Share
18.2% Engagement Rate

Engagement rate is the rate of people who saw the post and engaged with it. Brodeur will continue to engage with audience members and reach out to influencers on TW/LI to drive more accounts to FCIA’s Facebook page.
TOP POST
29.5% engagement rate
9 Likes
4 Clicks

Focused on posting content that FCIA’s target audience would find “clickable.” This post did a great job of driving engagement and clicks.

Fibre Channel Industry Association (FCIA)
226 followers
1w • Edited • 🔄

Discover why zoning makes Fibre Channel so reliable, predictable and secure in our blog: https://bit.ly/33j80d6 Broadcom Inc. Celeste Crystal Scott Shimomura John Rodrigues #FibreChannel #FC #zoning #secure #datacenter #datastorage #security

Fibre Channel Zoning Fundamentals and Fundamental Questions
fibrechannel.org • 5 min read
<table>
<thead>
<tr>
<th>Paper Topic</th>
<th>Author</th>
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<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>TBD</td>
<td>Casey Quillin, Quillin Research</td>
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<td>FC for NVMe is the only solution</td>
<td>David Rodgers</td>
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<td>New technologies in FC: congestion management (waiting for approval in August)</td>
<td>Rupin Mohan / Brandon Hoff</td>
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<td>FC security / FC-SP-2</td>
<td>Brandon Hoff</td>
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<td>Roadmap</td>
<td>Rupin Mohan, and 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 + Howard Johnson</td>
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<td>TBD</td>
<td>Nishant Lodha</td>
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2020 FCIA Meeting Schedule

- February 5, Fort Worth, TCS
- April 7, Amphenol (virtual T11)
- June 3, Broadcom (virtual T11)
- July 30 (teleconference)
- August 12, Marvell (virtual T11)
- August 27 (teleconference)
- September 10 (teleconference)
- September 24 (teleconference)
- October 7, SFF (virtual T11)
- October 22, (teleconference)
- November 5 (teleconference)
- December 9, FCIA (virtual T11)
THANK YOU!