

FCIA Update

Chris Lyon Chairman

August 13, 2020

T11-2020-00183-v000



New FCIA Member!!

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

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
Flash Memory Summit	Nov. 10-12 Virtual	2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.	In planning stages
SNIA Storage Developers Conference	Sept. 22-23, Virtual	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking and more.	Brandon Hoff and Rupin were accepted for a presentation titled Smart Fabrics: Building Self-Healing Fibre Channel Networks

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

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

FCIA Social Media



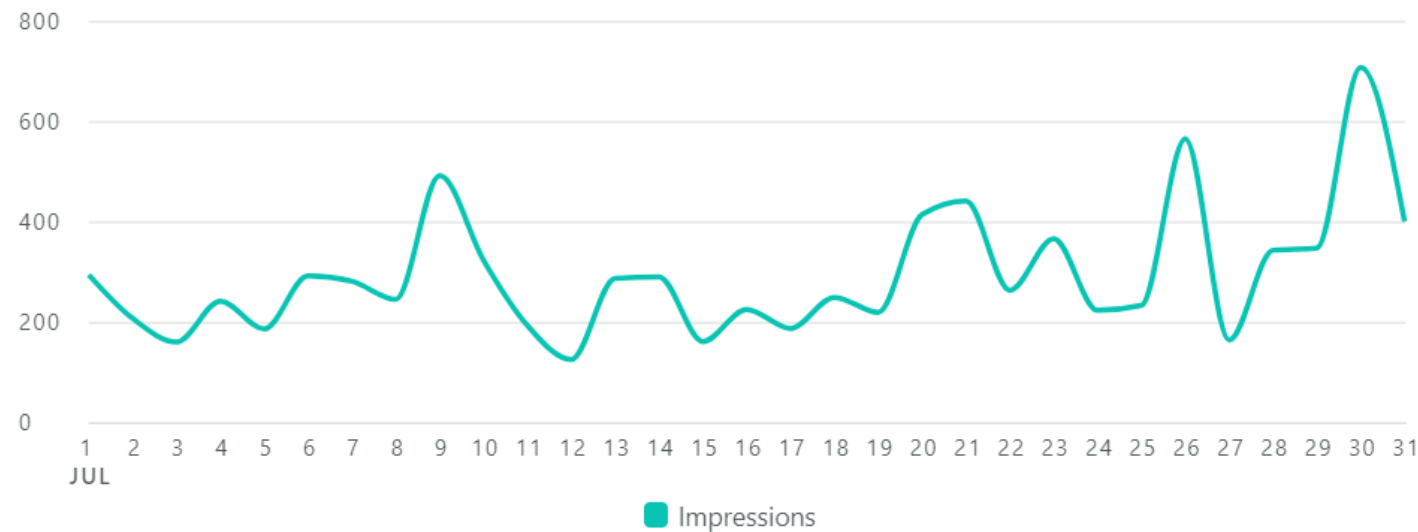
July FCIA Social Media Highlights

Twitter

Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

Impressions, by Day



294
(4 new)
Followers

25
retweets

TOP TWITTER POST

543 Impressions

3 Retweets

3 Likes

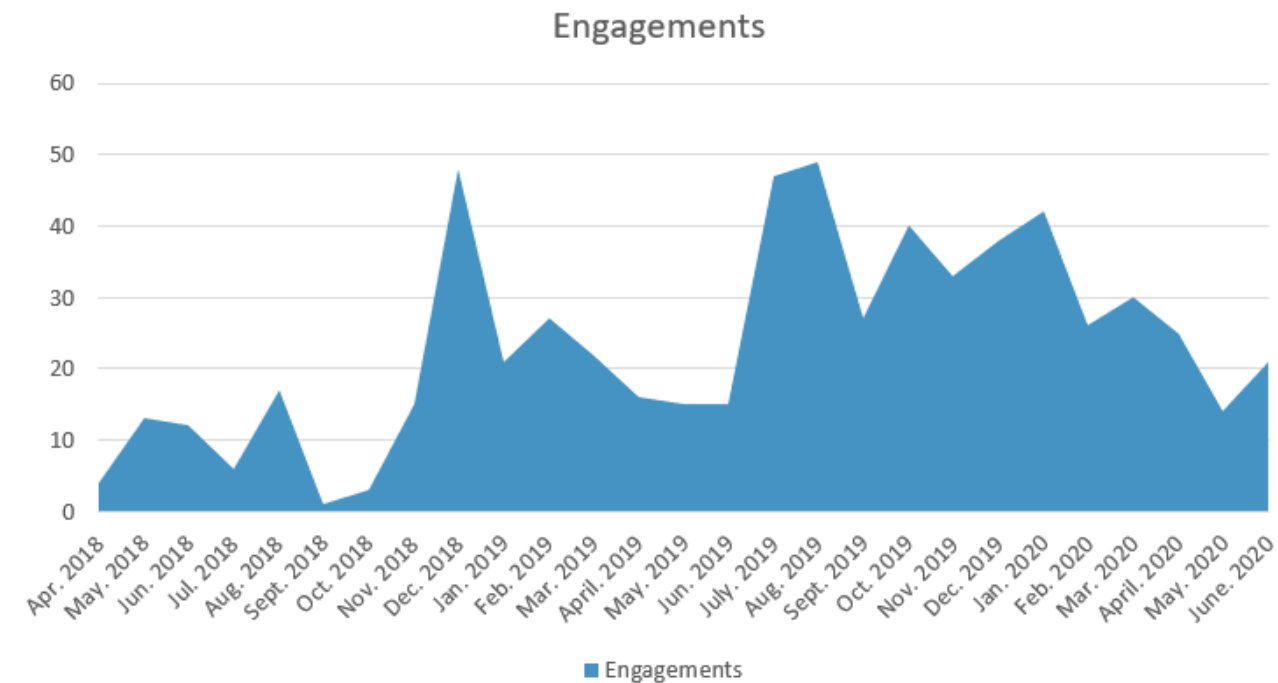
July 6

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



101
(1 new) followers

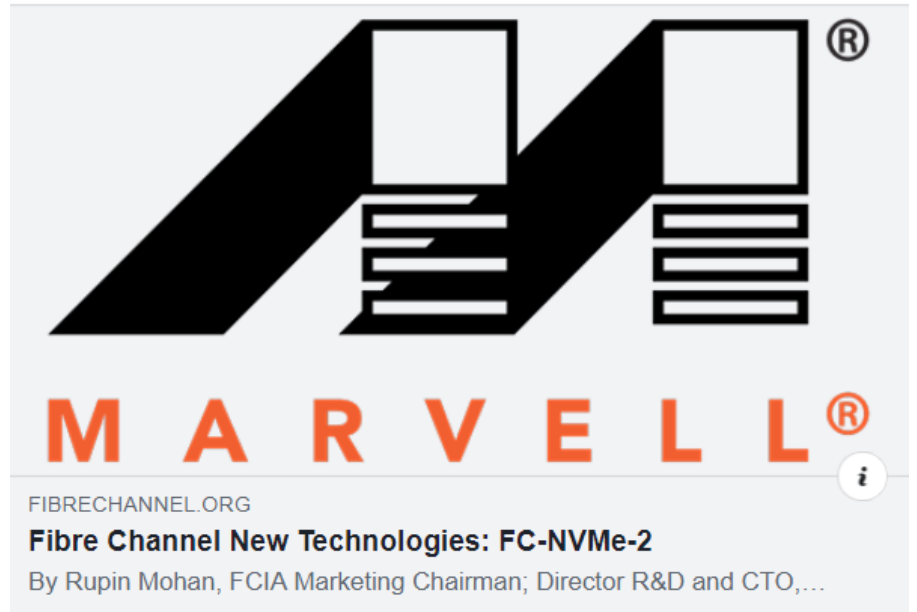
298
Impressions



Fibre Channel Industry Association - FCIA

July 1 · 🌐

Take a look at why Fibre Channel is the most reliable and high-performance fabric protocol for NVMe packets here: <https://bit.ly/2Oj7DSU> Hewlett Packard Enterprise #FibreChannel #FC #NVMe #datastorage #datacenter #storage #fabric



1

TOP POST

2 Likes

0 Comments

0 Share

18.2% Engagement Rate

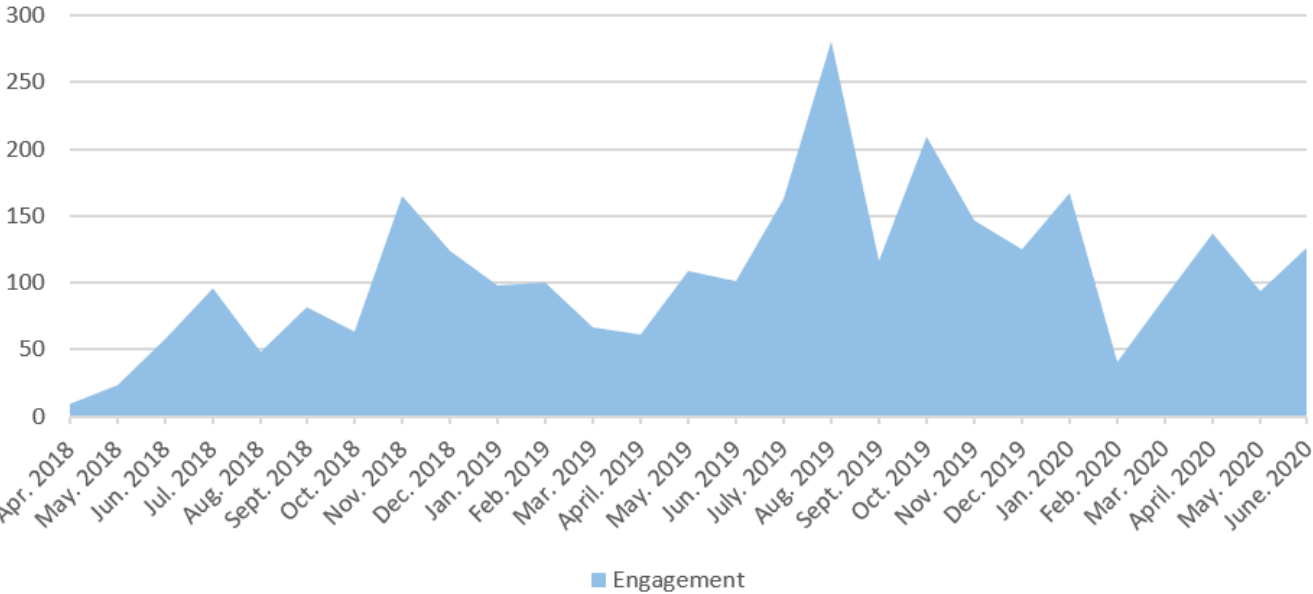
Engagement rate is the rate of people who saw the post and engaged with it. Brodeur will continue to engage with audience members and reach out to influencers on TW/LI to drive more accounts to FCIA's Facebook page.

May - June

FCIA Social Media Highlights


LinkedIn

Engagement




225
(13 new)
followers

2,577
Impressions




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/33jB0d6> **Broadcom Inc. Celeste Crystal Scott Shimomura John Rodrigues** [#FibreChannel](#) [#FC](#) [#zoning](#) [#secure](#) [#datacenter](#) [#datastorage](#) [#security](#)



Fibre Channel Zoning Fundamentals and Fundamental Questions

[fibrenchannel.org](#) • 5 min read



9

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.

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
TBD	Casey Quillin, Quillin Research
FC for NVMe is the only solution	David Rodgers
New technologies in FC: congestion management (waiting for approval in August)	Rupin Mohan / Brandon Hoff
FC security / FC-SP-2	Brandon Hoff
Roadmap	Rupin Mohan, and Craig Carlson
The need for standards	Barry Maskas-
The new management paradigm as an innovation in FC	Celeste Crystal + Howard Johnson
TBD	Nishant Lodha

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!