FCIA Update

Chris Lyon, FCIA Chairman

October 8th, 2020
T11-2020-00236-v000
2020 Press Release Schedule

• March 17: FCIA Elects 2020 Board of Directors (complete)
• August 11: FC-NVMe-2, include Sequence Level Error Recovery (complete)
• FMS PR on October 27 (FMS is Nov 10-12): Conduct analyst briefings via teleconference.
  • T11 is Announce Patty Driever, IBM new board member in PR (need to ask permission of IBM)
  • Updated roadmap + new feeds/speeds
  • Completion of FC-PI-7 P INCIT standards completed public review: (SW-7 fabric services published (defines switch architecture) GS-8 is published (Generic fabric services, named server, zoning management)
  • Approval of the FC-PM (Persistent Memory) project
    • Perhaps fabric notification/congestion management. Maturity feature; we’ve improved FC based on user feedback.
## Industry Conferences

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date / Place</th>
<th>Description</th>
<th>FCIA Activity</th>
</tr>
</thead>
<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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<tr>
<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 presented Smart Fabrics: Building Self-Healing Fibre Channel Networks. Now live for 30 days. Will be public Oct. 26</td>
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<tr>
<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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Flash Memory Summit Nov. 10-12

FCIA is a Bronze Exhibitor:

• Free for all to attend,

• Banner ad with a link back to FCIA.org

• Virtual booth: Expo open 8am PDT Nov. 10th and run to 3:00 PM Nov. 12th
Virtual FMS Company Showcase

- **Whova platform**, 
- Exhibits open Tuesday, Nov. 10, 8am through Thursday, Nov. 12 at 3pm PT.
- Open for viewing for six months
  - Raffle— Apple AirPod Pro ($249) Promote via social and email, newsletter
  - One live-streamed event: AJ Casamento and Marcus Thordal, NVMe over FC
  - One video: 2-3 minute introduction video filmed by Mark
  - 2 PDFs: Solutions Guide + FCIA introduction deck with roadmap
  - 5 images: Infographic, Banner infographic product photos, last year’s rack photo, topology
  - Open Chat
Infographic

Gen 7 64GFC Ready
Scalable and Reliable
NVMe over Fibre Channel
Automation

Dedicated network with consistent low-latency storage connectivity

For Fabric Automation:
Self-healing networks; traffic-optimization. Enterprise orchestration and automation capabilities.

Most Trusted
Deployed in 90% of Fortune 1000 Datacenters; 142M ports installed

Fabric Automation
Deployed in 90% of Fortune 500 Datacenters; 142M ports installed
## 2020 Fibre Channel Solutions Guide Outline

<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</td>
<td>Mark Jones - received</td>
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<td>decade</td>
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<tr>
<td>Casey Quillin</td>
<td>Casey Quilllin, Quilllin Research - received</td>
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<tr>
<td>New technologies in FC: congestion management</td>
<td>Rupin Mohan / Brandon Hoff - received</td>
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<tr>
<td>Roadmap</td>
<td>Rupin Mohan, and Craig Carlson; received</td>
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<td>The need for standards</td>
<td>Barry Maskas- received</td>
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<tr>
<td>The new management paradigm as an innovation in FC</td>
<td>Celeste Crystal + Howard Johnson - received</td>
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FCIA Social Media
TOP TWITTER POST
353 Impressions
4 Retweets
4 Likes

September 2
FCIA member, Broadcom, announced the availability of the industry’s first Gen 7 64Gb/s Fibre Channel switching platforms. Gen 7 Fibre Channel combines unmatched performance and powerful analytics to enable an autonomous SAN. Learn more: https://bit.ly/32TX1jd @Broadcom #Gen7 #FC
September
FCIA Social Media Highlights

Facebook

Engagements

103
(0 new) followers

214
Impressions

TOP POST
1 Likes
0 Comments
0 Share
26.7% Engagement Rate
September
FCIA Social Media Highlights

LinkedIn

Brodeur focused on posting content that FCIA’s target audience would find “clickable.” This post did a great job of driving engagement and clicks. Brodeur will continue to reach out to influencers on LinkedIn to help bring more eyes to FCIA’s company page.

TOP POST
21.7% engagement rate
9 Likes
18 Clicks
Q1 2021 Newsletter

- The new FCIA 2020 solution guide
- SDC presentation
- The new infographic
- Roadmap
# FCIA Email blast schedule

<table>
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<tr>
<td>FC-NVMe-2 press release</td>
<td>August 14 - sent</td>
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<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>August 18 - sent</td>
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<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>September 8 - sent</td>
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<tr>
<td>Newsletter</td>
<td>October 5 - sent</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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<tr>
<td>Solutions Guide</td>
<td>Nov. 3 (FMS is Nov. 10-12)</td>
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<tr>
<td>FMS Press Release</td>
<td>Nov. 10</td>
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<tr>
<td>FMS Follow-up</td>
<td>Nov. 13 (Fri) or Nov. 16 (Mon)</td>
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Call for Presentation’s
For FC 128Gb Signaling Speed Town Hall
October 27th noon PST

• Current MRD calls for 112.2Gbps Signaling Speed
• FCIA has received a proposal to change it to 106.25
• Call for presentations to keep it at 112.2 or change it to 106.25
• Format will be moderated and after each presentation a time for Q&A.
• Presentation submission deadline Monday October 19th at 5:00pm PST. Submit presentation requests to jgrote@intrinxec.com
• The first fifty people to sign up to attend the virtual meeting will receive an e-card to be used for their favorite beverage and snack
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)
- September 10 (teleconference)
- September 24 (teleconference)
- October 7, SFF (virtual T11)
- October 22, (Marketing teleconference)
- October 27th 128Gb Speed Town hall (teleconference)
- November 5 (Marketing teleconference)
- December 9, FCIA (virtual T11)