

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

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
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 presented Smart Fabrics: Building Self-Healing Fibre Channel Networks. Now live for 30 days. Will be public Oct. 26
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

Flash Memory Summit Nov. 10-12

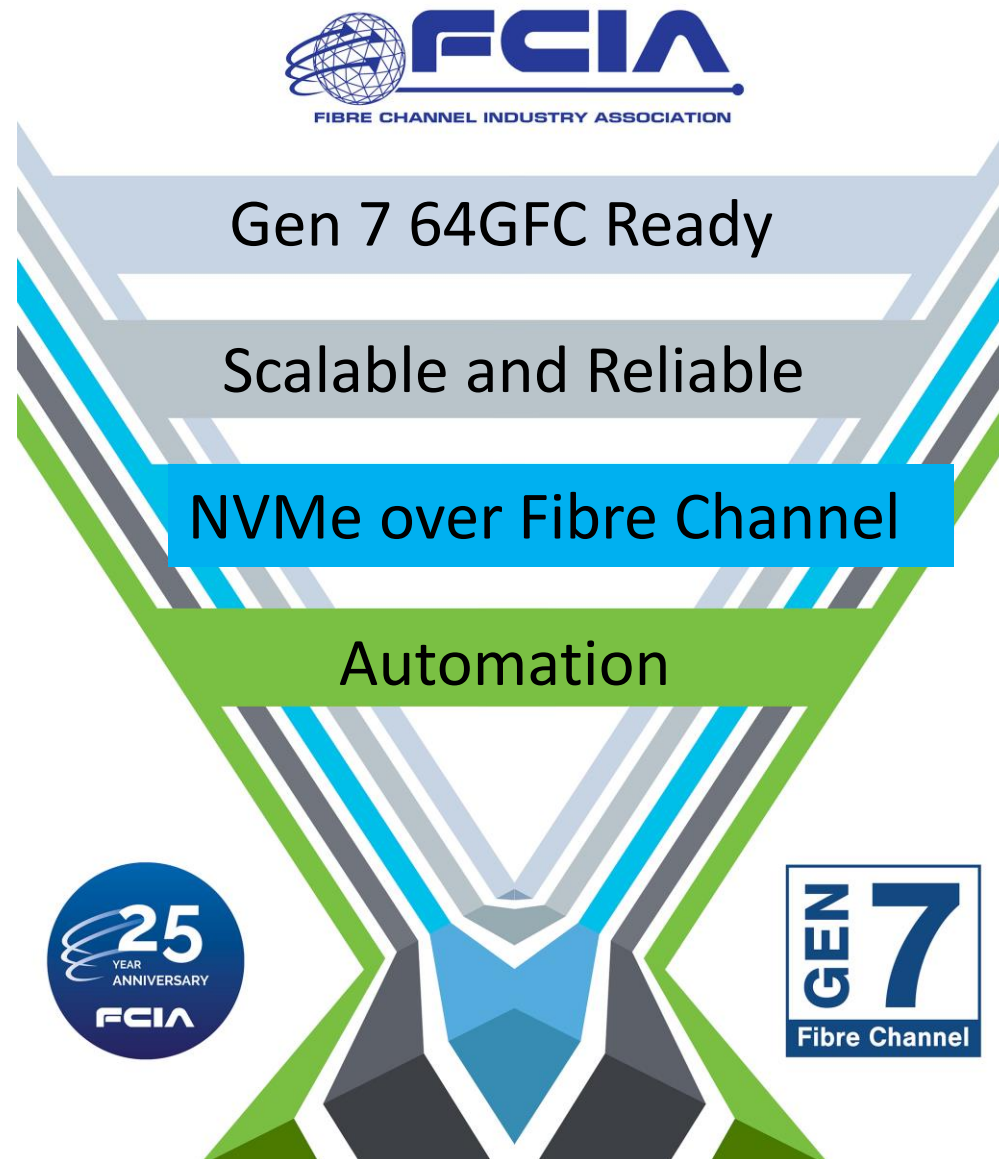
FCIA is a Bronze Exhibitor:

- 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 AirPods 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



Dedicated network with consistent low-latency storage connectivity

Fabric Automation

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

Most Trusted

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

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

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 - received
Casey Quillin	Casey Quillin, Quillin Research - received
New technologies in FC: congestion management	Rupin Mohan / Brandon Hoff - received
Roadmap	Rupin Mohan, and Craig Carlson; received
The need for standards	Barry Maskas- received
The new management paradigm as an innovation in FC	Celeste Crystal + Howard Johnson - received

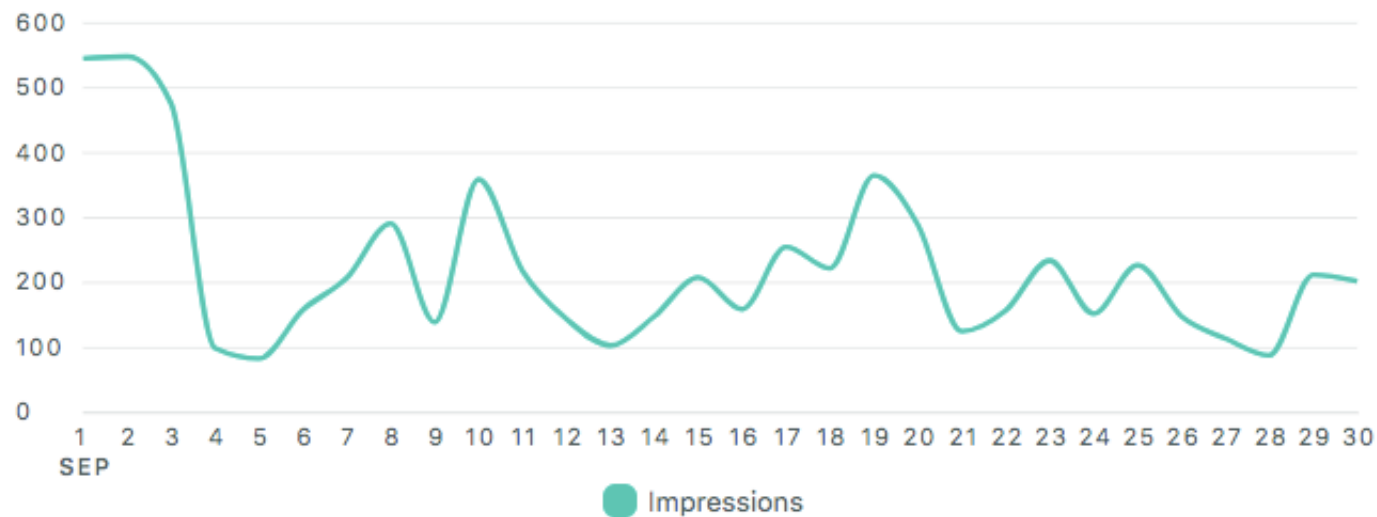
FCIA Social Media



September FCIA Social Media Highlights

Twitter

Impressions, by Day



298
(3 new)
Followers

23
retweets

TOP TWITTER POST

353 Impressions

4 Retweets

4 Likes

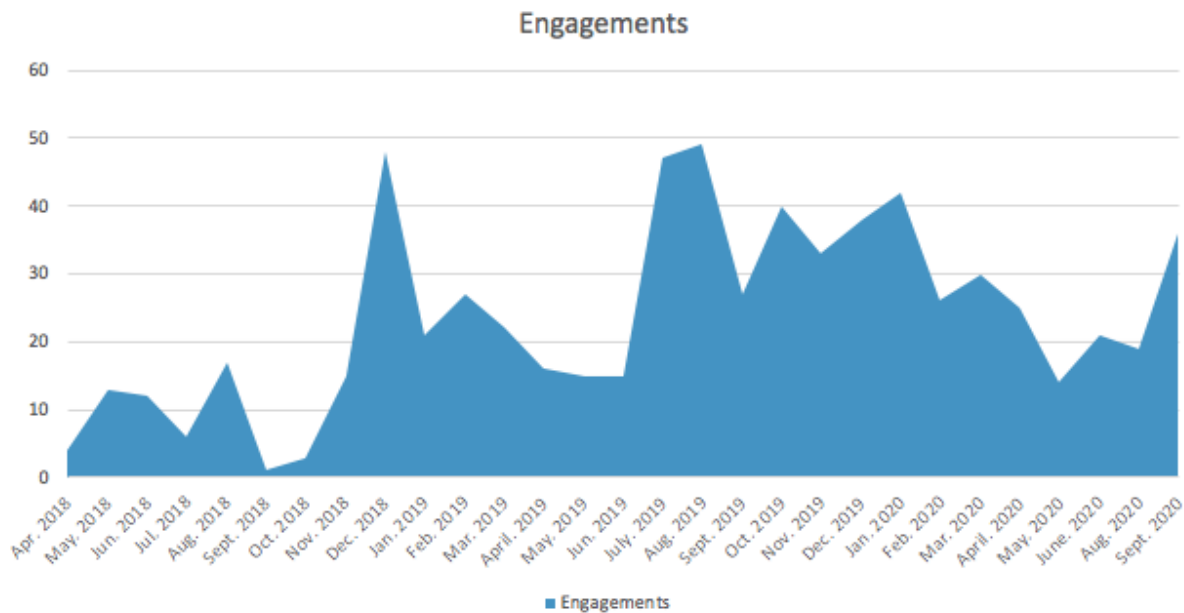
September 2

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:

[@Broadcom](https://bit.ly/32TX1jd)
[#Gen7](#) [#FC](#)

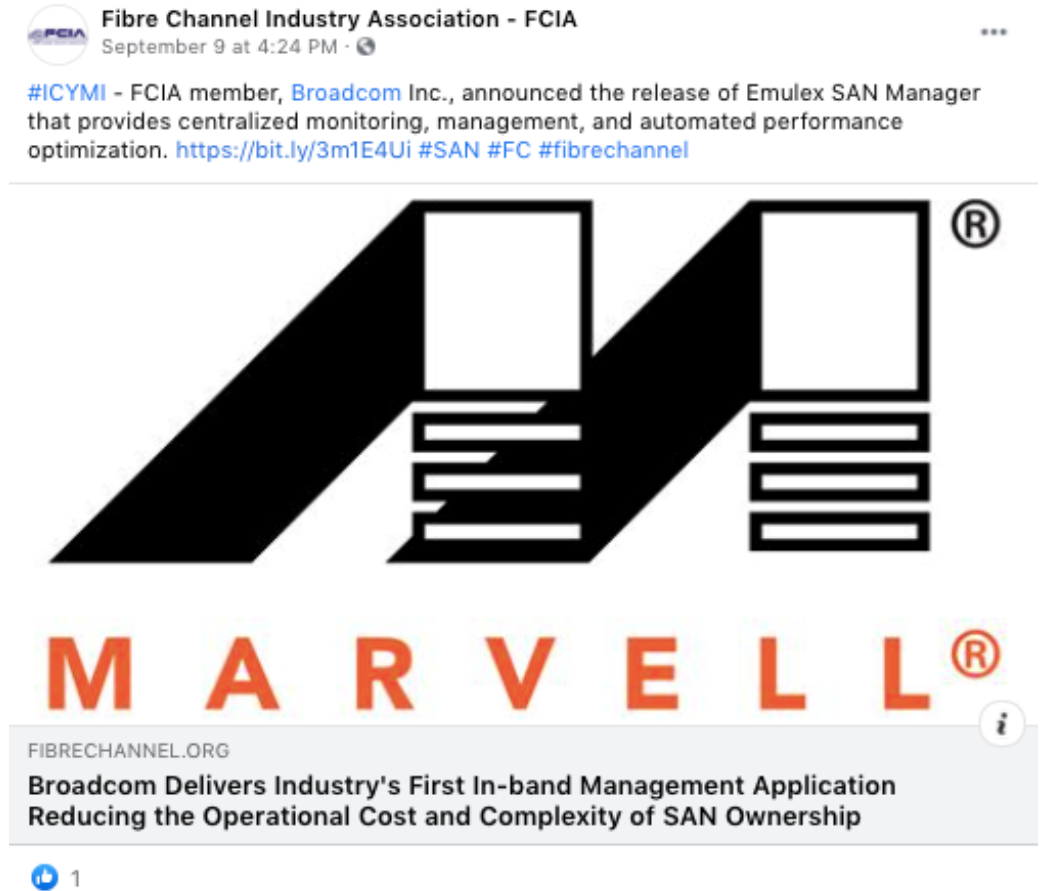
September FCIA Social Media Highlights

Facebook



103
(0 new) followers

214
Impressions



TOP POST

1 Likes

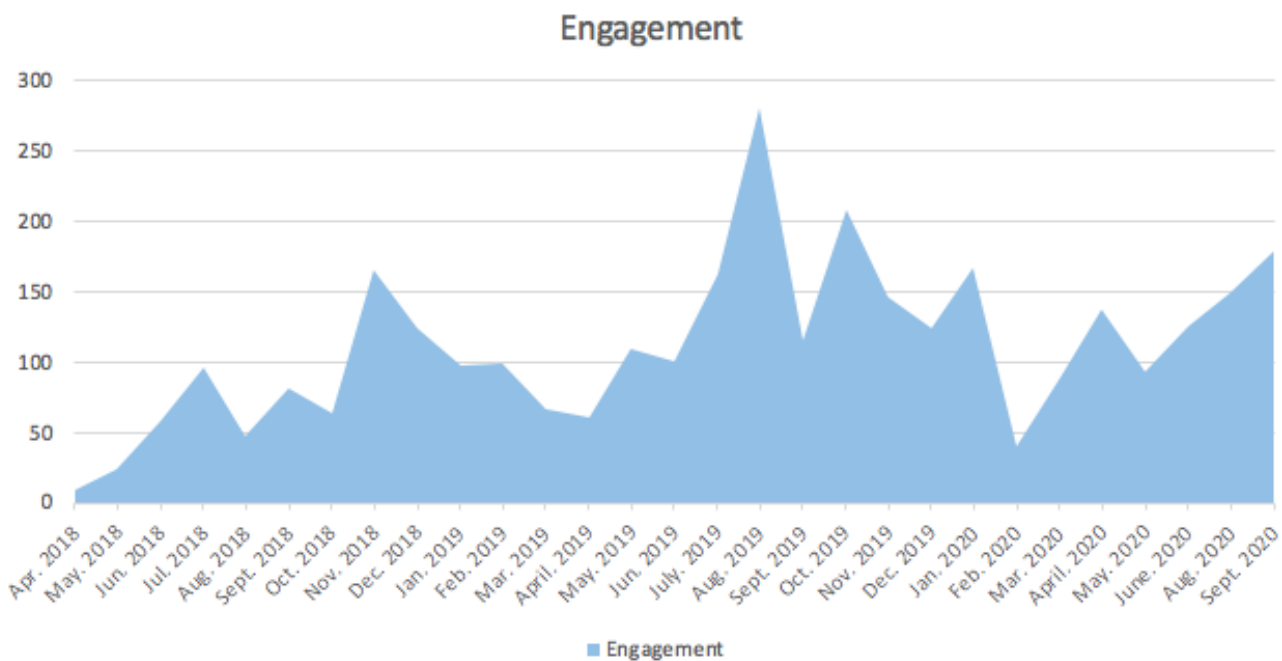
0 Comments

0 Share

26.7% Engagement Rate

September FCIA Social Media Highlights

LinkedIn



235
(5 new)
followers

1,952
Impressions

Fibre Channel Industry Association (FCIA)
235 followers
2w •

Get a preview of what's new in FC-NVMe-2 <https://bit.ly/3moeJnR>
#FibreChannel

9

TOP POST
21.7% engagement rate
9 Likes
18 Clicks

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.

Q1 2021 Newsletter

- The new FCIA 2020 solution guide
- SDC presentation
- The new infographic
- Roadmap

FCIA Email blast schedule

Action	Date
FC-NVMe-2 press release	August 14 - sent
SNIA SDC Promotion with FCIA speaker	August 18 - sent
SNIA SDC Promotion with FCIA speaker	September 8 - sent
Newsletter	October 5 - sent
Flash Memory Summit PR + Promotion of booth / Give-away	October 27
Solutions Guide	Nov. 3 (FMS is Nov. 10-12)
FMS Press Release	Nov. 10
FMS Follow-up	Nov. 13 (Fri) or Nov. 16 (Mon)

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)



FICIA

FIBRE CHANNEL INDUSTRY ASSOCIATION

Thank You!