FCIA Liaison Report to T11

December 9, 2020
T11-2020-00297-v000
2020 Press Releases

- March 17: FCIA Elects 2020 Board of Directors
- August 11: FC-NVMe-2, include Sequence Level Error Recovery
- Nov 10: Fibre Channel Evolves to Meet Storage Networking Requirements; IBM Joins Fibre Channel Industry Association
## Nov. 10, 2020 Press Release

### Pickup by PR Newswire Media Partner Websites - Top Outlets

<table>
<thead>
<tr>
<th>Outlet Name</th>
<th>Location</th>
<th>Source Type</th>
<th>Industry</th>
<th>Potential Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo! Finance</td>
<td>Global</td>
<td>Online News Sites &amp; Other Influencers</td>
<td>Media &amp; Information</td>
<td>40,328,360(^\text{visitors/month})</td>
</tr>
<tr>
<td>MarketWatch</td>
<td>United States</td>
<td>Financial News Service</td>
<td>Financial</td>
<td>26,417,519(^\text{visitors/month})</td>
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<td>Seeking Alpha</td>
<td>United States</td>
<td>Financial News Service</td>
<td>Financial</td>
<td>6,069,890(^\text{visitors/month})</td>
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<tr>
<td>PR Newswire</td>
<td>Global</td>
<td>PR Newswire</td>
<td>Media &amp; Information</td>
<td>6,754,482(^\text{visitors/month})</td>
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<td>Benzinga</td>
<td>United States</td>
<td>Online News Sites &amp; Other Influencers</td>
<td>Financial</td>
<td>3,630,923(^\text{visitors/month})</td>
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<tr>
<td>Morningstar</td>
<td>Global</td>
<td>Financial Data, Research &amp; Analytics</td>
<td>Financial</td>
<td>2,570,528(^\text{visitors/month})</td>
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<tr>
<td>MarketScreener</td>
<td>Global</td>
<td>Online News Sites &amp; Other Influencers</td>
<td>Financial</td>
<td>1,498,157(^\text{visitors/month})</td>
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<tr>
<td>Barchart.com</td>
<td>United States</td>
<td>News &amp; Information Service</td>
<td>Financial</td>
<td>1,092,193(^\text{visitors/month})</td>
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<tr>
<td>69 NEWS</td>
<td>United States</td>
<td>Broadcast Media</td>
<td>Media &amp; Information</td>
<td>958,963(^\text{visitors/month})</td>
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## Nov. 10, 2020 Press Release

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Source</th>
<th>Instances</th>
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<tbody>
<tr>
<td>Direct 1</td>
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<td>1,587</td>
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<tr>
<td>Search Engine (3)</td>
<td></td>
<td>73</td>
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<tr>
<td>Social Media (1)</td>
<td></td>
<td>2</td>
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<tr>
<td>PR Newswire Properties (2)</td>
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<td>148</td>
</tr>
</tbody>
</table>

### PR Newswire Properties

- prnewswire.com: 147 instances
- prnewswire.co.uk: 1 instance

### Other Sites (6)

- owler.com: 2 instances
- mma.prnewswire.com: 1 instance
- athena.co.in: 1 instance
- contify.com: 1 instance
- stocknewsapi.com: 1 instance
- archintelmedia.force.com: 1 instance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
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<td>1,817</td>
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## 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</td>
<td>Networking, working group meetings, and other unique programs designed for SNIA members</td>
<td>Dave Petersen gave an update to NSF</td>
</tr>
<tr>
<td></td>
<td>Clara</td>
<td></td>
<td></td>
</tr>
<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.</td>
</tr>
<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>Bronze sponsor; virtual showcase, Live Video</td>
</tr>
</tbody>
</table>

Options to explore for 2021:
- NVMe Developer Days
- OFC, June 2021 – Dave Rodgers to explore booth options
- Supercomputing
Flash Memory Summit Nov. 10-12

- Total of 3,288 registrants with 1,484 total who declined to have information shared, for a total of 1,804
- You may send ONE email blast to the entire list (Send Newsletter, Solutions Guide).
- After the first blast, you are welcome to sort through the spreadsheet and data mine more likely customer or engineering relationship contacts and initiate regular communication with them
- FCIA Showcase received 331 visits, 12 likes
  - Chat: Vasanta Tanna, Greg McSorley, Jay Kramer, Sara Hurchik, Alif Yusuf, Sean Kesavan
- Put video created by Marcus and AJ on FCIA website and YouTube
  - Celeste will send video link to FCIA Marketing; Jordan to put on website and YouTube channel; Linda to send some language
- Notify raffle winner – 108 participated; Shawn JIN Western Digital, Sr. Technologist
  SHAWN.JIN@WDC.COM
## FCIA Email blast schedule

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>FC-NVMe-2 press release</td>
<td>August 14 - sent</td>
</tr>
<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>August 18 - sent</td>
</tr>
<tr>
<td>SNIA SDC Promotion with FCIA speaker</td>
<td>September 8 - sent</td>
</tr>
<tr>
<td>Newsletter</td>
<td>October 5 - sent</td>
</tr>
<tr>
<td>Flash Memory Summit PR + Promotion of booth / Give-away</td>
<td>November 6</td>
</tr>
<tr>
<td>Solutions Guide</td>
<td>Nov. 10</td>
</tr>
<tr>
<td>FMS Press Release</td>
<td>Nov. 10</td>
</tr>
<tr>
<td>FMS Follow-up</td>
<td>Dec. 14</td>
</tr>
</tbody>
</table>
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, (teleconference)
- November 5 (teleconference)
- December 9, FCIA (virtual T11)
- February, 2021 is the next meeting - Planning
FCIA Webcast Update: November 2020

• Most Viewed 2020 Webcasts – BrightTalk & YouTube Combined
  1. What’s New in FC-NVMe (612 views)
  2. Is FC-NVMe Ready for Prime Time? (438)
  3. Fibre Channel SAN Workloads (433)
  4. Data Center Scalability Made Easy with Fibre Channel Services (200)
  5. The Making of Fibre Channel Standards (179)

• BrightTalk Webcast Summary:
  – Executed 23 webcasts since Feb. 2017
  – Total views over 9,500
  – BrightTalk subscribers over 4,500

• Top Q&A Blogs
  – Advanced FC-NVMe Q&A 1,700+ unique views to date
Fibre Channel Outlook – 2021 and Beyond – December 3, 2020

• Speakers: Mark Jones, Craig Carlson, Rupin Mohan, Casey Quillin
• Summary:
  – Pre-registrants: 297
  – Live attendees: 95
  – Total views to date: 267
  – Rating: 4.6 (scale 1-5)
  – Questions: 13
  – Feedback: Very positive
  – Attachment downloads: 76
    • 41 for the Solutions Guide
    • 35 for the webcast slides
Top Performing Webcasts on BrightTalk to Date

1. Introducing Fibre Channel NVMe – 1,079 views
2. Deep Dive into NVMe over Fibre Channel – 1,005 views
3. Fibre Channel Fundamentals – 951 views
4. FC Performance: Congestion, Slow Drain and Over Utilization - 721 views
5. Fibre Channel Cabling – 541 views
BrightTalk Subscriber Growth

Grey = Direct subscribers driven by email or social media
Green = Organic subscribers driven by Internet searches
Top 5 Q&A Blogs to Date

1. Advanced FC-NVMe (3,023/1,797 total/unique views)
2. Fibre Channel 101 (2,500/1,542)
3. FCIP Extensions (1,523/1,007)
4. Fibre Channel Performance (1,325/849)
5. Fibre Channel Zoning Fundamentals (1,286/830)
FCIA YouTube Top 5 Videos Lifetime

1. Fundamentals of Fibre Channel (579 views)
2. What’s New in FC-NVMe-2? (414)
3. VIAVI: Xgig Analyzer Fibre Channel over NVMe Demo (378)
4. FICON 101 (239)
5. Fibre Channel Zoning Basics (228)