

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](#)

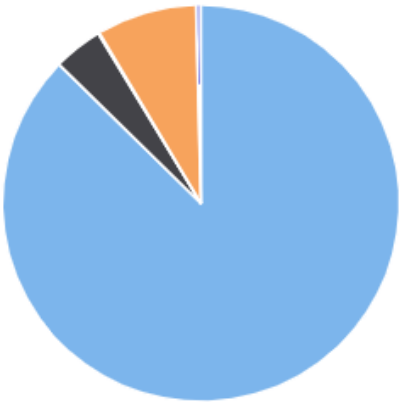
Nov. 10, 2020 Press Release

Pickup by PR Newswire Media Partner Websites - Top Outlets

Outlet Name		Location	Source Type	Industry	Potential Audience
	Yahoo! Finance	Global	Online News Sites & Other Influencers	Media & Information	40,338,360 ^[1] visitors/month
	MarketWatch	United States	Financial News Service	Financial	26,417,516 ^[1] visitors/month
	Seeking Alpha	United States	Financial News Service	Financial	6,969,890 ^[1] visitors/month
	PR Newswire	Global	PR Newswire	Media & Information	6,754,482 ^[1] visitors/month
	Benzinga	United States	Online News Sites & Other Influencers	Financial	3,630,923 ^[1] visitors/month
	Morningstar	Global	Financial Data, Research & Analytics	Financial	2,378,328 ^[1] visitors/month
	MarketScreener	Global	Online News Sites & Other Influencers	Financial	1,498,157 ^[1] visitors/month
	Barchart.com	United States	News & Information Service	Financial	1,092,193 ^[1] visitors/month
	WFMZ-TV IND-69 [Allentown, PA]	United States	Broadcast Media	Media & Information	958,963 ^[1] visitors/month

Nov. 10, 2020 Press Release

Source Type	Source	Instances
Direct ⓘ		1,587
▼ Search Engine (3)		73
▼ Social Media (1)		2
▼ PR Newswire Properties (2)		148
PR Newswire Properties	prnewswire.com	147
PR Newswire Properties	prnewswire.co.uk	1
▼ Other Sites (6)		7
Other Sites	owler.com	2
Other Sites	mma.prnewswire.com	1
Other Sites	athena.co.in	1
Other Sites	contify.com	1
Other Sites	stocknewsapi.com	1
Other Sites	archintelmedia.force.com	1
Total		1,817



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.
Flash Memory Summit	Nov. 10-12 Virtual	2019 highlights featured NVMe, NVMe-oF, Persistent Memory, advanced memory technologies, and key Open Source software topics.	Bronze sponsor; virtual showcase, Live Video

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

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	November 6
Solutions Guide	Nov. 10
FMS Press Release	Nov. 10
FMS Follow-up	Dec. 14

2020 FCIA Meeting Schedule

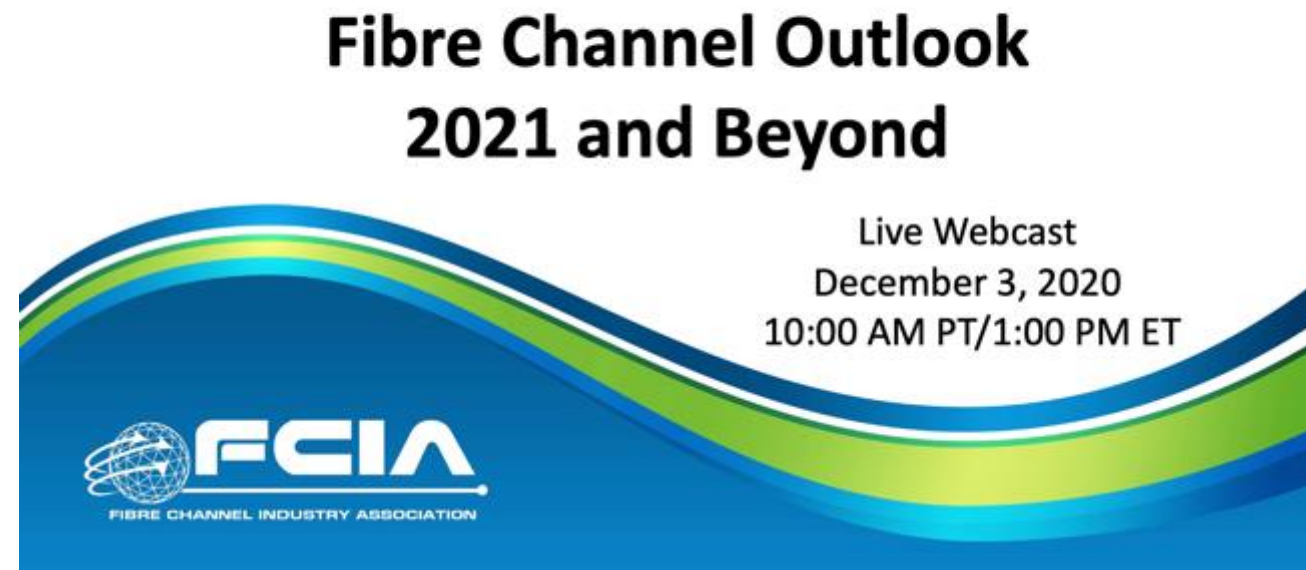
- February 5, Fort Worth, TCS
- April 7, Amphenol (virtual T11)
- June 3, Broadcom (virtual T11)
- July 30 (teleconference)
- August 12, Marvell (virtual T11)
- September 10 (teleconference)
- September 24 (teleconference)
- October 7, SFF (virtual T11)
- October 22, (teleconference)
- November 5 (teleconference)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

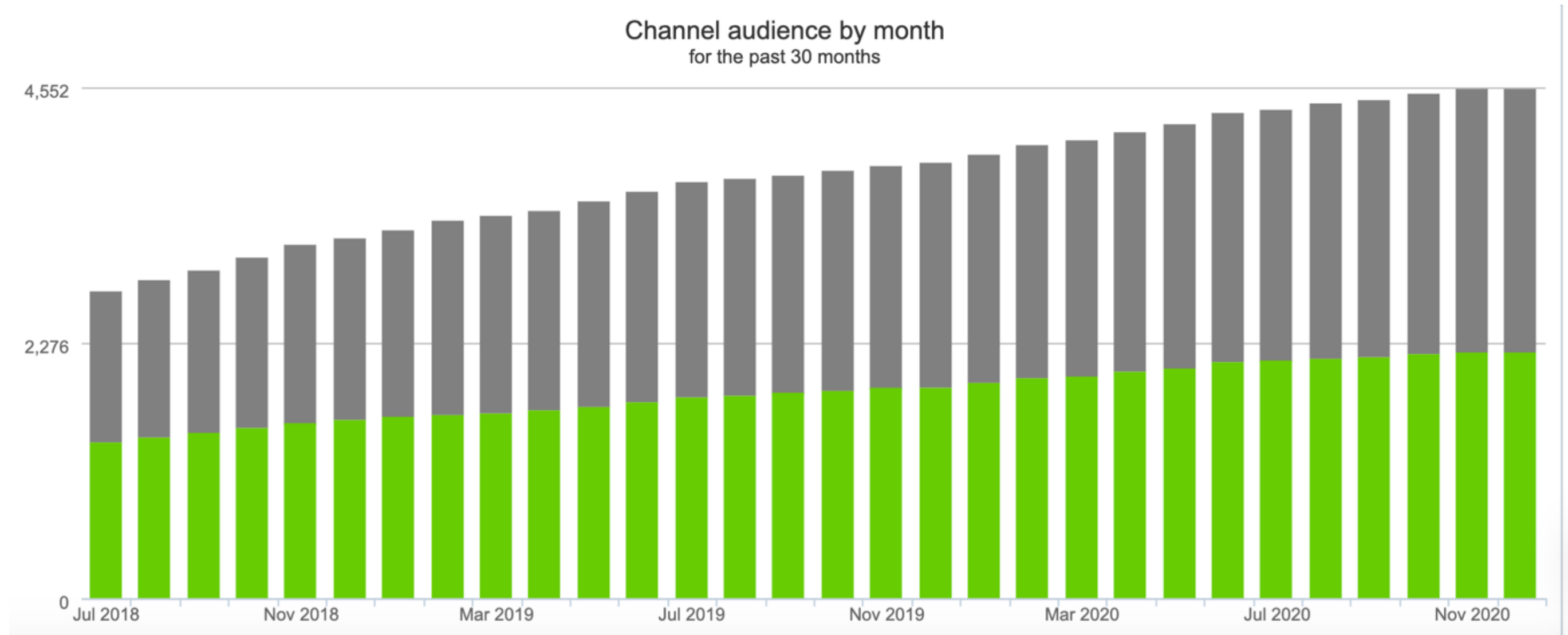
- Speakers: Mark Jones, Craig Carlson, Rupin Mohan, Casey Quillin
- Summary:
 - Pre-registrants: 297
 - Live attendees: 95
 - Total views to date: 267
 - Rating: 4.6 (scale 1-5)
 - Questions: 13
 - Feedback: Very positive
 - Attachment downloads: 76
 - 41 for the Solutions Guide
 - 35 for the webcast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

