

# FCIA Liaison Report

June 10, 2021

T11-2021-00179-v000



# 64GFC Plugfest

- Craig Carlson and David Rodgers leading the effort
- Sending out a Call for Interest (CFI) – going out in June – the week after T11
- Q3 is the target timeframe if there is sufficient interest (Oct.)
- Looking for different options in case it can't be done in-person

# 2021 Analyst Briefings

Spokesperson: Mark Jones

- Completed:
  - IDC: Lucas Mearian, Brad Casemore, Matt Leib; Great conversation: “I agree with the word trusted,” Paul said.
  - ESG: Scott Sinclair, Paul Nashawaty (new) David Ross (custom reports); Paul and Scott both were very engaged.
  - Gartner: Roger Cox; had not heard of fabric notifications, was interested
- Still pursuing:
  - Casey Quillin, founder and principal market analyst of Quillin Research

# 2021 Content Calendar

Content type	Author	Publish date	Next Steps
Press Release	FCIA	February 22	Complete
Q2 2021 Newsletter	FCIA	April	Complete
Q&A from analyst briefings	TBD	May	Analyze this after analyst briefings
Blog on FMS Tech Zone Video	Celeste	June	Linda to write
Social media / blog on Why FC?	TBD	TBD	Linda to send out latest version 6/8

# 2021 Fibre Channel Solutions Guide Articles

Paper Topic	Author
FC growth and what is driving it; Solutions Guide Intro	Mark Jones
Approach Lucas about writing an article	Brad Casemore – first pick
Might be on interoperability	David Rodgers
Why does FC win all the time?	Rupin Mohan
Roadmap with new graphics – TBD, there might be no updates	Rupin Mohan, Craig Carlson
Top Things the FC Industry is doing beyond speed.	Marc, Broadcom
Zoning	AJ Casamento
TBD	Kiran Ranabhor
Fibre Channel Training Opportunities – needs input from FCIA members who have training programs	Chris Lyon

# 2021 Fibre Channel Solutions Guide Timeline

Action	Due Date
First draft articles due	July 16
Complete drafts due	August 13
Reviews complete	September 3
Formatted for distribution	September 10
Distributed and promoted	September 14

# 2021 Industry Conferences

Conference	Date / Place	Description	FCIA Activity
<a href="#">OFC Conference</a>	June 8-10, San Francisco, Hybrid	The Premier Annual Event for Telecom, Optical Communications and Data Center Optics	<a href="#">Submit a paper</a> by February 22. Gen 7. Standard Booth space (not island or endcap) 10x10 is \$4900 + ~\$7K for graphics and counter. – <b>FCIA did not participate</b>
<a href="#">SDC EMEA</a>	June 8, Virtual	SNIA's developer's conference for Europe	Howard Johnson Introducing Fabric Notifications, From Awareness to Action.
<a href="#">SDC India</a>	August 5, Virtual	SNIA's developers' conference for India	Vikram Umachagi, Broadcom is signed up to do it.
<a href="#">Flash Memory Summit</a>	<b>CANCELED</b>	Features NVMe, NVMe-oF, PM, advanced memory technologies, and key Open Source software	In 2020, FCIA was a Bronze sponsor; virtual showcase, Live Video.
<a href="#">SNIA Storage Developers Conference</a>	Sept. Virtual only	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking	Send email to Marketing asking if anyone is interested. Abstracts due by June 15 (to be extended)
<a href="#">SC21</a>	Nov. 14-19, St. Louis	The international conference for high performance, computing, networking, storage & analytics	\$5K commitment approved by board

# SC'21: Nov. 14-19 St. Louis

- Open Standards Pavilion in the works
- FCIA board approved up to \$5K; will solicit participation/funds from other member companies
- Large designated area front and center
- Interested groups: SNIA, STA, FCIA, DMTF, OFA, IBTA, PCI-SIG, GenZ and CXL (latter two also have their own space but want to be in the standards pavilion)
- Note: Chris Lyon will be in attendance



# 2021 FCIA Email Blast Schedule

Action	Date
Board of Directors PR	February 22
Newsletter	April 20
Solutions Guide	TBD
Plugfest PR	TBD
SC'21	TBD

# 2021 FCIA Meeting Schedule

Date	Location	Host Org	Host Person
Feb 1-5, 2021	Virtual	N/A	N/A
Apr 5-9, 2021	Virtual	N/A	N/A
May 5, 10am 2021	Virtual Marketing Call	N/A	N/A
Jun 7-12, 2021	Virtual	Marvell	Craig Carlson
August 16-20, 2021	Santa Fe, NM, possibly hybrid	Broadcom	Steve Wilson
Oct 4-8, 2021	TBD	TBD	TBD
Dec 6-10, 2021	Deerfield Beach, FL	Amphenol	Chris Lyon*