

# FCIA Liaison Report

August 19, 2021

T11-2021-00230-v000



# 64GFC Plugfest

- Call for Interest (CFI) in circulation
  - Survey - <https://www.surveymonkey.com/r/J7QRL32>
  - Timeframes and Locations
- Good opportunity to test function, interoperability, identify issues.
- Confidential / NDA
- Both FCIA and Non-FCIA member participation welcome
- We need a minimum participation level to move forward

# 2021 Press Releases

- February 22: Fibre Channel Industry Association Elects 2021 Board of Directors as Fibre Channel Remains the Network Protocol of Choice for Datacenter Storage. (complete)
- August: INCITS awards.
- November: Fibre Channel has shipped 150M ports by 2021; participation in SC'21

# 2021 Analyst Briefings

- Completed in Q2
  - 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);
    - “FC still strong – no replacement in sight”
  - Gartner: Roger Cox;
    - “Had not heard of fabric notifications, was interested”
- Key Topics
  - 64GFC, Fabric Notifications, NVMe/FC

# Fibre Channel Adoption Milestone

- Quote from Quillin-Research.
  - From Quillin-Research 5-year SAN Forecast.
  - "According to Quillin-Research, the Fibre Channel industry will reach the milestone by the end of 2021 of shipping over 150M ports"... "it is also estimated that over 35M Fibre Channel ports are in current use today".
  - "We expect the total FC market will grow in the low single digits through 2023"?

# 2021 Content Calendar

Content type	Author	Publish date	Next Steps
Press Release	FCIA	February 22	Complete
Q2 2021 Newsletter	FCIA	April	Complete
Infographic	FCIA	September	FC has shipped 150 M Ports
Q3 2021 Newsletter	FCIA	Late September	Produce layout first draft

# 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. <b>Complete</b>
<a href="#">SDC India</a>	August 5, Virtual	SNIA's developers' conference for India	<b>FCIA did not participate</b>
<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	Howard Johnson resubmitted Introducing Fabric Notifications, From Awareness to Action
<a href="#">SC21</a>	Nov. 14-19, St. Louis	The international conference for high performance, computing, networking, storage & analytics	\$5K commitment approved by board.

# 2021 FCIA Email Blast Schedule

Action	Date
Board of Directors PR	February 22
Newsletter	April 20
SNIA SDC Promotion	August
Solutions Guide	September
SC'21	TBD



# FCIA Education Calendar

- **Next Brighttalk Webcast:**
  - **Inside a Modern Fibre Channel Architecture – Part 1**
  - 9/15/21 Patty Driever, Dave Peterson, Craig Carlson, David Rodgers
- **Recent Completed Webcasts:**
  - **Introducing Fabric Notifications, From Awareness to Action**
  - 4/28/21 Rupin Mohan, Mark Jones, Nishant Lodha, Howard Jones Kiran Ranabhor
  - **You've Got Fibre Channel Questions. Come Get Answers**
  - 2/24/21 Marcus Thordal, Craig Carlson, Kiran Ranabhor, Scott Sinclair

# 2021 FCIA Marketing 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, hybrid	Broadcom	Steve Wilson
September 8, 2021	Marketing Call, 1pm EDT	FCIA	Rupin Mohan
Oct 4-8, 2021	Coeur d'Alene	SFF	Paul Coddington
Dec 6-10, 2021	Deerfield Beach, FL	Amphenol	Chris Lyon