

FCIA Liaison Report

October 7, 2021

T11-2021-00283-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 30: Fibre Channel Industry Leaders Honored in Annual InterNational Committee for Information Technology Standards Awards Program
- November 1: Fibre Channel has shipped 150M ports in 2021 (in Casey Quinlin's 2021 SAN Forecast report); participation in SC'21 – quote Casey; mention we are planning a plugfest in 2022

2021 Marketing Content Calendar

Content type	Author	Publish date	Next Steps
Press Release	FCIA	February 22	Complete
Q2 2021 Newsletter	FCIA	April	Complete
Industry Leader Profile	TBD	October	Linda to interview
Q4 2021 Newsletter	FCIA	October	Linda to layout first draft
Infographic	FCIA	2022	Linda to sketch out – FC has shipped 150 M Ports

2021 Fibre Channel Solutions Guide Timeline

Action	Due Date
Reviews complete; including board	October 18
Formatted for distribution	October 25
Distributed and promoted	November 1

- Printed Handout for SC21 Booth
- Online Publication

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

- Open Standards Pavilion: Large designated area front and center
- Final groups in Pavillion: SNIA (SMI and CMSI), FCIA, DMTF, EA, OFA, GenZ and CXL
- FCIA board will pay \$6K; will solicit participation/funds from other member companies. Amphenol, Broadcom, HPE, Marvell, SanBlaze, Teledyne LeCroy; companies can bring literature and or/give-away's will chip in \$500 extra. Chris to sign contract: not to exceed \$7,200 + extra barstool + passes, exhibitor vs. session pass; invoices will go out before show.
- Monitor at booth: Every FCIA member can put one slide into rolling Power Point deck
- David Rodgers, Rick, Rupin, Amphenol; send out booth staffing matrix.

2021 FCIA Email Blast Schedule

Action	Date
Board of Directors PR	February 22
Newsletter	April 20
SNIA SDC Promotion	August 26
Solutions Guide + SC'21	November

September FCIA Social Media Highlights

Twitter

312

(2 new)
Followers

18

retweets

Facebook

106

(1 new) followers

532

Impressions

LinkedIn

370

(10 new) followers

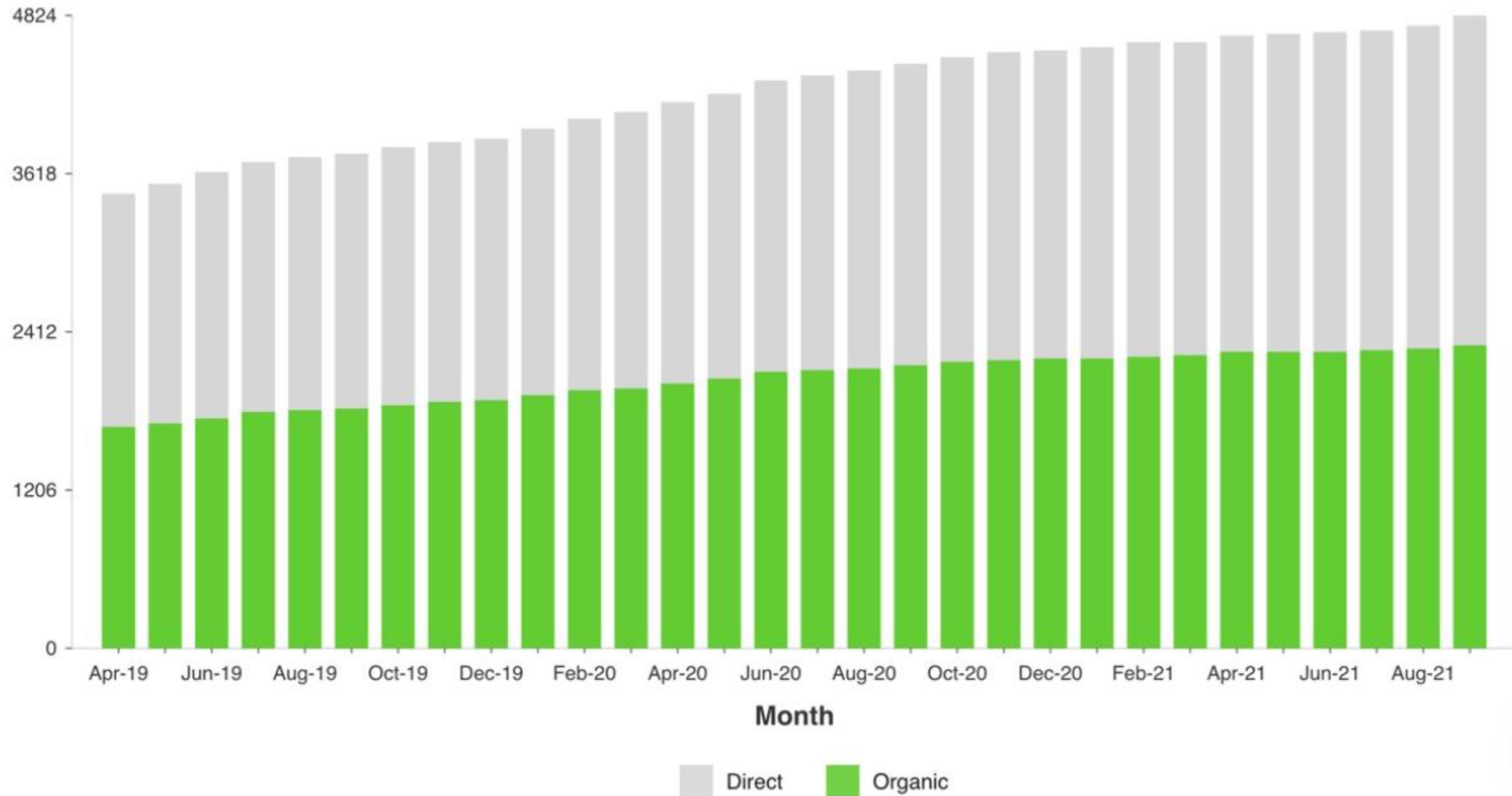
2,522

Impressions

FCIA August Webcast Update:

- **Webcast Summary:**
 - Executed 26 webcasts since Feb. 2017
 - Average rating 4.7 (scale 1-5)
 - BrightTalk subscribers surpassed 4,800
- **FC-NVMe and Zoning are resonating**
 - Advanced FC-NVMe Q&A blog (3,000+ lifetime views)
 - Zoning Basics Video (2,300+ lifetime views)
- **Most Viewed Webcasts (last 12 months) – BrightTalk & YouTube Combined**
 1. What's New in FC-NVMe (784 views)
 2. Fibre Channel 2021 Outlook and Beyond (550)
 3. Fibre Channel SAN Workloads (511)
- **FCIA YouTube**
 - 364 current subscribers
 - 41 videos posted

BrightTALK Subscriber Growth



Education Webinar Schedule

- Inside a Modern Fibre Channel Architecture Part 1
 - Sept 15th – 225 views
 - Patty, Craig, Dave P, David Rodgers
- Inside a Modern Fibre Channel Architecture Part 2
 - Oct 27, 10am PST
- Fibre Channel Zoning Fundamentals
 - Dec 2, 10am PST
- Fibre Channel's Role in Hybrid Cloud Storage
 - Jan 19 or 20

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
Oct. 13, 2021	Marketing call on SC'21		FCIA Marketing
Dec 6-10, 2021	Deerfield Beach, FL	Amphenol	Chris Lyon