FCIA Liaison Report

December 9, 2021
T11-2021-00361-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

2022 Press Releases

- February: Fibre Channel Industry Association Elects 2022 Board of Directors

  – Fibre Channel has shipped 150M ports in 2021 (in Casey Quinlin's 2021 SAN Forecast report)

  – Quote Casey;

  – Mention we are planning a plugfest in 2H 2022
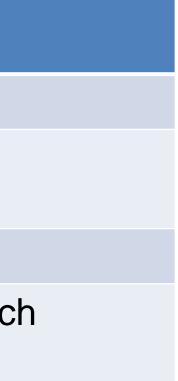

- August: FMS PR

2021 Fibre Channel Solutions Guide Articles

Paper Topic	Author
2021 FCIA's President's Intro	Mark Jones
Have You Ever Felt Like the Beta Test Site for the Latest Technology Gear?	David Rodgers
Why does FC win all the time?	Rupin Mohan
Gen 7 Fibre Channel Delivers So Much More Than Speed	Marc Angelinovich
Fibre Channel Training Opportunities	Chris Lyon

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2022 Industry Conferences

Conference	Date / Place	Description	FCIA Activity
OFC Conference	March 8-10, San Diego	The Premier Annual Event for Telecom, Optical Communications and Data Center Optics, Dave Rodgers is attending.	Submit a paper by February 22. Gen 7. Standard Booth space (not island or endcap) 10x10 is $4900 + ~$7K for graphics and counter. – FCIA did not participate
SDC EMEA	TBD	SNIA's developer's conference for Europe	Howard Johnson Introducing Fabric Notifications, From Awareness to Action in 2021. Get stats
SDC India	TBD	SNIA's developers' conference for India	FCIA did not participate
Flash Memory Summit	August 2-4, Santa Clara	Features NVMe, NVMe-oF, PM, advanced memory technologies, and key Open Source software	Santa Clara, FCIA signed up for booth #845. Plan a demo, start working it in February.
SNIA Storage Developers Conference	Sep. 19-22, Santa Clara	Presentations on persistent memory, computational storage, cloud storage, NVMe-oF, machine learning, SMB, storage networking	Howard Johnson presented Introducing Fabric Notifications, From Awareness to Action in 2021
SC'22	Nov. 13-18 Dallas	The international conference for high performance, computing, networking, storage & analytics	Look at speaking opps in February

November
FCIA Social Media Highlights

LinkedIn

380
(6 new)
followers

2,231
Impressions

Facebook

105
(0 new) followers

87
Impressions

Twitter

317
(2 new)
Followers

10
retweets

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FCIA Infographic – Rupin sketching out

- Why does FC always win?
- Designed end-to-end; drivers etc. were developed for FC for the sole purpose of providing the most efficient, reliable storage fabric. No retrofitting required.
- Server, switching fabric, adapters, optics, cables, OS stack on both sides (storage & sever)
- Next step: Rupin to sketch out first version

FCIA October Webcast Update:

- **Webcast Summary:**
  - Executed 28 webcasts since Feb. 2017
  - Average rating 4.7 (scale 1-5)
  - BrightTalk subscribers surpassed 4,800
- **Inside a Modern Fibre Channel Architecture – Part 2**
  - 163 total views in first 2 weeks
  - 5.0 rating!
- **Most Viewed Webcasts last 12 months (Dec 2020 – Nov 2021) BrightTalk & YouTube Combined**
  1. Fibre Channel 2021 Outlook and Beyond (588 views)
  2. Inside a Modern Fibre Channel Architecture – Part 1 (416 views)
  3. Got Fibre Channel Questions? Come Get Answers (332 views)
- **Top 3 October Q&A Blogs**
  1. 64GFC FAQ (80 total views)
  2. Fibre Channel Zoning Fundamentals Q&A (60 views)
  3. Advanced FC-NVMe Q&A (26 views)

FCIA Webcast Update

- Webcast Summary:
  - 28 Webcast since Feb 2017
  - 4800+ Brighttalk subscribers

- Most recent: Fibre Channel Zoning Fundamentals – All You Need to Know – Date: December 2, 2021
  - Presenters: Rupin Mohan, Craig Carlson, Kiran Ranabhor, AJ Casamento

- Next Webcast: Fibre Channels role In Hybrid-Cloud Storage – Jan 20th 2022
  - Presenters: Mark Jones (Broadcom), Chip Copper, (Broadcom), Nishant Lodha (Marvell), Matt Levan (IBM), Moderator/Presenter: Scott Sinclair (ESG)

2020-2021 Webcasts Views: BrightTalk & YouTube Combined

Date	Webcast	Pre-Reg	Live	BrightTalk Total Views	YouTube Views	Total Views	Rating
10/27/21	Inside a Modern Fibre Channel Architecture – Part 2	278	52	117	46	164	5.0
9/15/21	Inside a Modern Fibre Channel Architecture – Part 1	305	102	291	125	416	4.5
4/28/21	Introducing Fabric Notifications, From Awareness to Action	208	83	198	80	278	4.9
2/24/21	Got Fibre Channel Questions? Come Get Answers	168	56	170	162	332	4.8
12/2/20	Fibre Channel Outlook – 2021 and Beyond	297	95	305	283	588	4.6
10/15/20	What's New in FC-NVMe?	307	101	271	533	804	4.4
8/26/20	Data Center Scalability Made Easy with Fibre Channel Services	179	55	185	97	282	5.0
6/9/20	Is FC-NVMe Ready for Prime Time?	473	138	366	130	496	4.8
3/31/20	The Making of Fibre Channel Standards	144	35	177	44	221	4.6
2/12/20	Fibre Channel SAN Workloads	362	99	363	159	522	4.8