Fibre Channel Technical and Marketing Survey

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Review Progress

- Coordinate with T11   Already Done!
- Kickoff T11/FCA/FCLC planning   Already Done!
- Begin joint technical / marketing meetings   Already Done!
- Form joint technical / marketing group   Gaining Members
- Send out two industry surveys   April '98
  - One technical/marketing forecast, one capabilities inventory
- Synthesize responses into coherent data   June '98
- Develop forecast & capabilities matrix   August '98
- Develop Fibre Channel industry road map   December '98

Request for Participation

- Who is already on-board
  - Yuichi Arai   Hucom/FCA-Japan
  - Mike Fitzpatrick   Fujitsu
  - Craig Frane   Seagate
  - Michael Hoard   Boeing
  - Skip Jones   Q-Logic
  - Tom Lassen   EMC
  - Jerry Leitherer   Genroco
  - Jeff Stai   Brocade
  - Paul Talbut   HPS/FCA-Europe

Issues to Develop Survey

- Identify target audience, needs, end state
  - Who will use this information, how will they use the data, what level of detail is needed

- Compile list of responders
  - How to develop list, how to advertise solicitation, how to get broad coverage, should we include customers

- How much response time is needed
  - How much hand holding is needed, set cutoff deadline

- How to receive data, process, electronic format
  - Should we make raw input available, ftp site, web site, members only site, how to handle vendor names

- Time line to completion

Survey Content Development

- Format of survey is a formal Request For Information (RFI) issued from the FCA & FCLC to the corporate contracts department
  - This is a formal business request for information with a dead line, not an informal ad-hoc effort
- RFI requires management authorization of technical & marketing staff (serious effort)
  - Level of quality will be tied to level of approval, which is tied to who will ultimately see the results
  - Critical: advertise RFI importance to management
  - Requires full contact information for responders

Need 1: House Cleaning

- Inventory all Fibre Channel products, components, board-level items, software drivers, value added assemblies, systems
  - Determine "what is Fibre Channel today"
  - Collect comprehensive data-base in one place
  - Iterate this portion of the survey on a six month basis over the next several years to keep current
  - Establish the corporate contacts required to make the six month data collection an automatic pilot process

Need 2: What's Next

- Solicit next series of enhancements to existing product, very specific details (not paradigm shifts)
  - Driver add-ons, feature element growth, form factor improvements, signaling rate increases, efficiency / utilization / capacity gains
  - Relative time of introduction for improvements
- What are the missing near term product / feature / capabilities required by market (and providers)
  - What do the system people need from the value added assembly providers, what do they need from the switch and board vendors, what do they need from...
- What are the critical near term T11 issues
  - Interoperability, physical media, FC-AL initialization

Need 3: What is Down the Road

- Identify at higher level the major markets to be addressed by Fibre Channel (2 - 5 years)

  - Storage, network storage attach, storage (or system) area network, cluster computing, telecommunications, IP routing / bridging, film and video, publishing, financial banking, medical imaging, industrial control, government intelligence, aerospace

  - What are the required building blocks needed to construct these market areas (systems down to drivers)

  - How close (or far) are we from these target markets

  - What phased introduction time line, what order