

Aligning Market Needs and Standards Processes

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Fibre Channel Association Annual Summit,
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Purpose:

- Align the needs of the market with Fibre Channel standards processes through joint technical and marketing collaboration

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Why?

- Ensure timely development of application driven industry operational profiles
- Ensure interoperability among standard compliant array of product families
- Expedite end user solution deployment; proactively preplan market introduction

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Industry Perspective Needed:

- T11 Chair, Roger Cummings, requested industry provide market based rational to guide standards development process
 - Emerging industry applications require market based goals, requirements, performance targets
 - Cluster Computing
 - Telecommunications

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Market Driven Process:

- Develop disciplined process to solicit, document, and disseminate market input
- International industry participation
 - FCA-Japan, FCA-Europe, FCA-US
- Joint T11, FCA, and FCLC contributions
- Highlight member involvement in both technical and marketing areas

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What Do We Need To Do?

- | | |
|----------------------------------------------------------------|---------------|
| • Coordinate with T11 | Already Done! |
| • Kickoff T11/FCA/FCLC planning | Already Done! |
| • Begin joint technical / marketing meetings | Already Done! |
| • Form joint technical / marketing group | In Progress! |
| • 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 |

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Net Results:

- Fibre Channel industry consensus on what we have today and where we are going
- Streamlined standards development process tuned to meet the needs of the market
- Proactive coordination between Fibre Channel industry collaborators: synergize the energy
- Educational and promotional materials for use with customers, users, market influencers

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Small Group Discussion

- **Question One:**
 - What are the high priority changes in vertical and horizontal markets requiring significant attention and resources
- **Question Two:**
 - What principle message should be conveyed by the Fibre Channel Road Map

(Examples: Stability, Scaleability, Faster/Better/Cheaper, Robust Long Life with Upgrades)

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