

FCIA Liaison Report to T11

October 5, 2017

T11-2017-00333-v000



2nd 2017 Plugfest

- Press Release: Rupin, Barry and Linda to draft, target distribution Nov. 13
- Plugfest Dates 10/30 – 11/3
 - Co-located but FCIA's own Plugfest
 - All NDAs have been received
- Three sponsors for the reception: UNH, Brocade, HPE
- We will be holding a reception
- Plug fest participants:
 - Broadcom
 - Brocade
 - Cavium/Qlogic
 - Cisco
 - HPE
 - SanBlaze
 - Teledyne Lecroy
 - Viavi

FCIA at FMS 2017 - Solutions Guide



Next steps:

- Distributed at panel discussion
- Brocade will be promoting it throughout their sales organization and social media
- Email blast promoting download – Linda and Shelby to work on it
- Place articles for publication (next slide)

Fibre Channel Solutions Guide: Article Placement

Paper Topic	Author	Target Publication
Solutions Guide Introduction (turn it into a 2017 recap story)	Mark Jones	DCS Europe
The Fibre Channel Roadmap	Scott Kipp	The Data Center Journal
Storage Fabric Options with NVMe	Rupin Mohan	Enterprise Storage Forum (part of the eWeek network)
All-Flash Arrays Generate New Interest in NVMe-Ready Fibre Channel	Celeste Crystal, Brocade	Datamation
A look at Fibre Channel's Legacy – And Future	J Metz	Computer Technology Review

FCIA at FMS 2017: Panel

Ultra-Fast NVMe Storage Networks for
Next Generation Flash Arrays
Thursday, August 10, 1:30 pm. – 2:00 p.m.

Moderator: J Michel Metz, Cisco

Panelists:

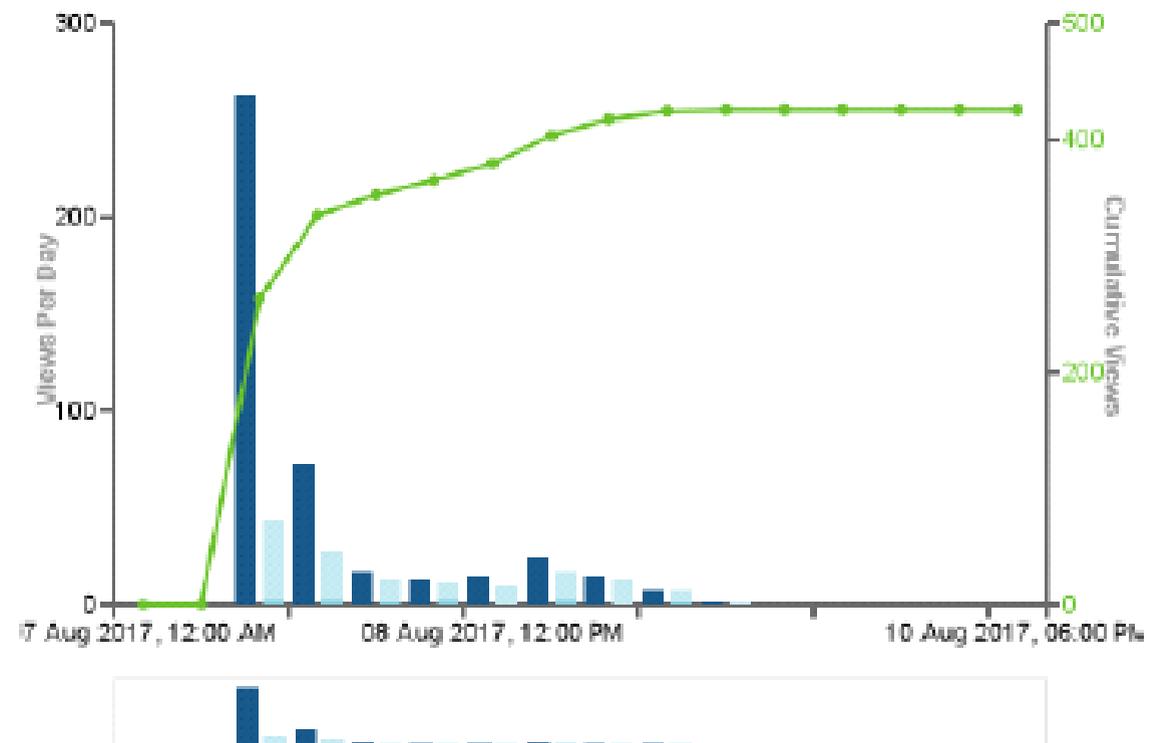
- Curt Beckmann, Brocade
- Raj Lasange, NetApp
- Dennis Martin, Demartek
- Rupin Mohan, HPE
- Greg Scherer,, Cavium



FCIA At FMS 2017: Press Release

Fibre Channel-NVM Express® Specification Advanced by the Fibre Channel Industry Association

Released Monday, August 7, 2017 11:00 AM EST
Newswire Analytics from August 7, 2017
[View release on GlobeNewswire.com](#)



628 Cumulative Views | 12 Mobile Devices | 106 Search

513 Direct Traffic Views

FCIA at FMS 2017: Press & Analysts

Jimmy Yu, VP Dell'Oro Group

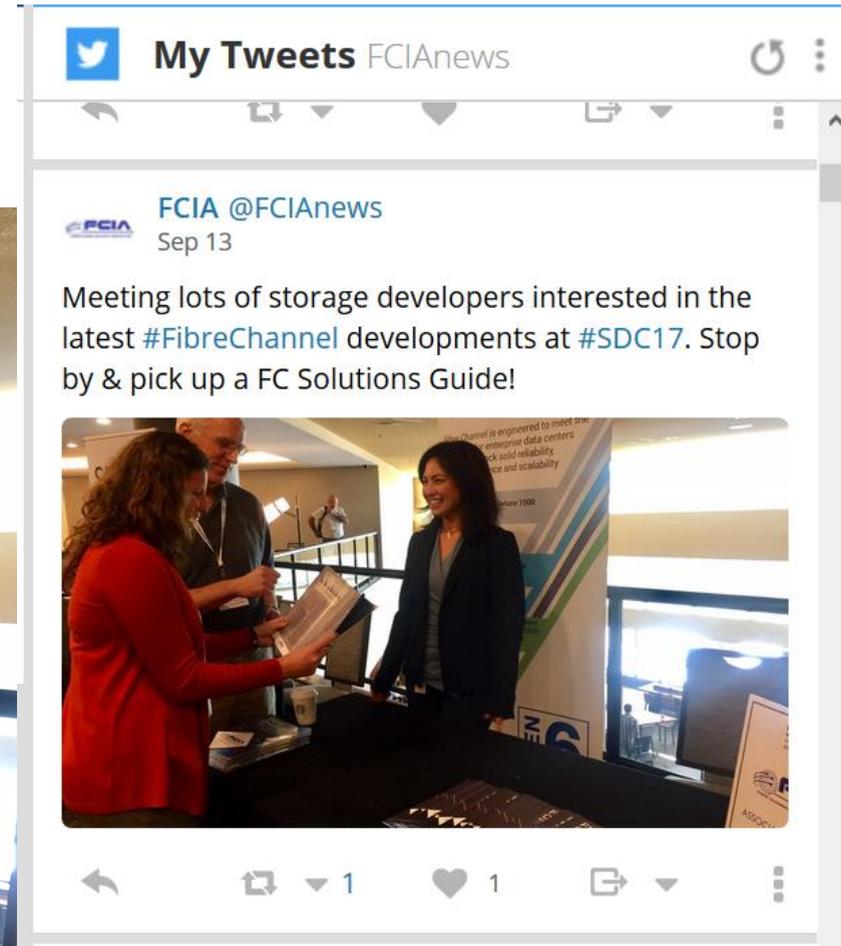
Gale Morrison, TechEditor Semiconductor
Engineering

Ray Lucchesi, President Silverton Consulting

Roger Cox, Research VP, Gartner

FCIA at SDC 2017

Barter
Table as
Partner of
SNIA



FCIA at SDC 2017

Monday, September 11

11:35 AM - 12:25 PM

Introducing Fibre Channel NVMe

Cypress

Prime
Time Slot

NVMe

Download Presentation Session Evaluation NVMe is one of the most interesting new developments to happen to



Craig Carlson

Fibre Channel Industry Association, Cavium

Approx. 25-30 in attendance

FCIA Webcast Update: August 2017

- BrightTalk Webcast Update:
 - Executed 4 webcasts to date
 - Combined total of 1,800+ views
- Built BrightTalk audience to 1,500+ in 6 months
- Increased FCIA mailing lists by 73% (now at 1,600+) since Jan. 2017
- Average webcast rating is 4.625 (1-5 scale)

FCIA Webcast Update August 2017

- August webcast “Deep Dive into FC-NVMe” strongest showing to date:
 - 517 pre-registrants
 - 434 total views in just 3 days
 - 4.8/5 rating
- Currently planning and promoting “Long-Distance Fibre Channel” on October 10th. FCIP on November 7
- Next steps to keep momentum going:
 - Create editorial calendar to promote upcoming webcasts during each live event

FCIA Webinars

- BrightTalk Webcast Update:
 - Executed 4 webcasts to date
 - Combined total of **1,800+** views
- Built BrightTalk audience to **1,500+** in 6 months
- Increased FCIA mailing lists by **73%** (now at **1,600+**) since Jan. 2017
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- Next: “Long-Distance Fibre Channel” on October 10th

FCIA Webcast – BrightTalk Details

Date	Webcast	Pre-Registrants	Live Attendees	Total Views	Rating Scale 1-5
8/29/17	Deep Dive into NVMe over Fabrics	517	130	434	4.8
6/15/17	Fibre Channel Fundamentals	128	65	515	4.8
4/6/17	How to Use the Fibre Channel Speedmap	141	34	200	4.6
2/16/17	Introducing Fibre Channel NVMe	313	107	707	4.3

Education Committee

Purpose:

Provide **vendor-neutral** technical information about Fibre Channel technologies to Data Center professionals

Goals:

Increase library of educational materials on Fibre Channel

Reduce ignorance and mythicism of Fibre Channel as viable solution for new technologies (e.g., NVMe)

Combat the paucity of technical materials that are approachable by non-Fibre Channel professionals

Maintain cadence of **non-marketing** materials to illustrate ongoing development in Fibre Channel community

Address, technically and educationally, the constant refrain that Fibre Channel “is dead.”

Who Is The Audience

- Technical professionals who would not otherwise be able to get correct information about Fibre Channel
- Analysts and Consultants who currently find it easier to get information about alternative technologies (e.g., hyperconvergence, software-defined storage, NVMe, etc.)
- Storage professionals who are curious about how Fibre Channel can solve their problems

Technical White Papers

- Current Proposed Topics
 - FC-NVMe
 - FICON
 - Fibre Channel physical cabling
- Current volunteers
 - Patty
 - Zach
 - Roger
 - Dave P.
 - Need more!

Call for Interest

- Webinars
 - Content: Need to develop an editorial calendar for scheduling upcoming webinars (about one every 2 months)
 - Speakers: Need subject-matter experts interested in sharing their expertise for 45-minute webinars on BrightTalk
- White Papers
 - Authors: Need some basic “best practices” documents for people to understand Fibre Channel better on *all* topics of Fibre Channel

FCIA Meeting Schedule

- December 6, Santa Rosa, CA, Host Brocade