

# FCIA Liaison Report to T11

October 5, 2017

T11-2017-00333-v000



# 2<sup>nd</sup> 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



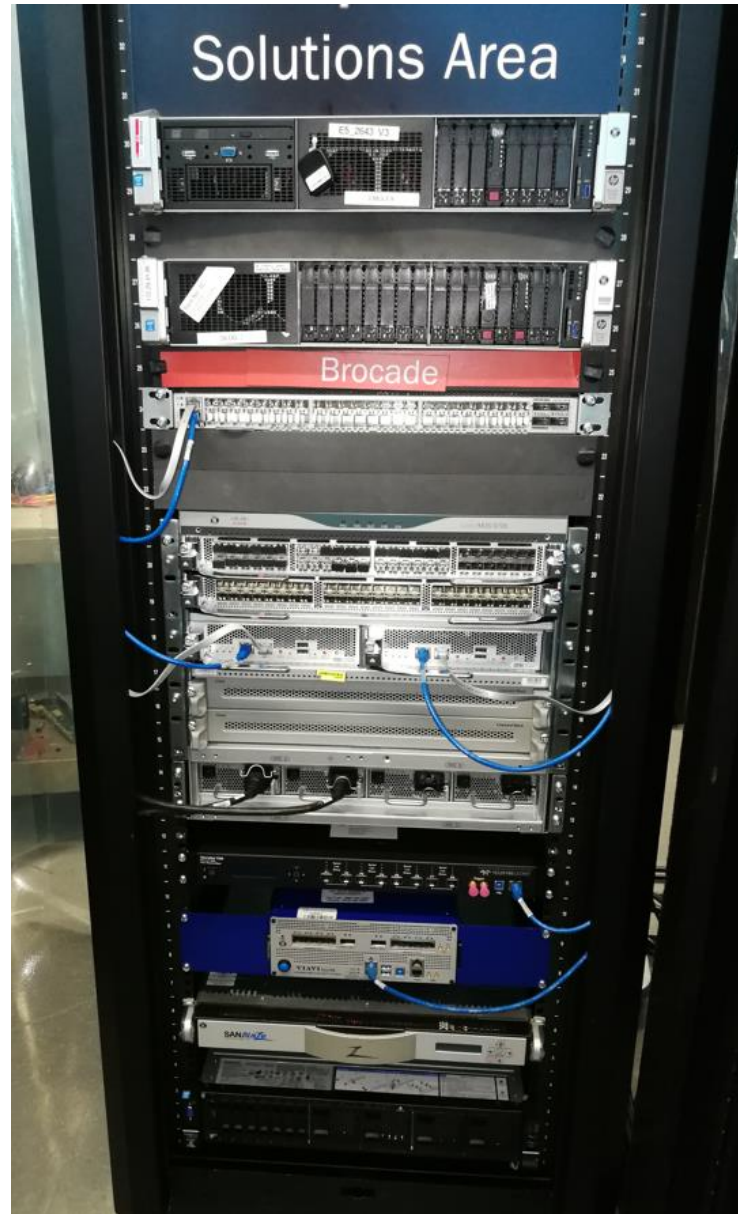
## Next steps:

- 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	<a href="#">DCS Europe</a>
The Fibre Channel Roadmap	Scott Kipp	<a href="#">The Data Center Journal</a>
Storage Fabric Options with NVMe	Rupin Mohan	<a href="#">Enterprise Storage Forum</a> (part of the eWeek network)
All-Flash Arrays Generate New Interest in NVMe-Ready Fibre Channel	Celeste Crystal, Brocade	<a href="#">Datamation</a>
A look at Fibre Channel's Legacy – And Future	J Metz	<a href="#">Computer Technology Review</a>

# FCIA at FMS 2017: FMS Demo Rack





# 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:

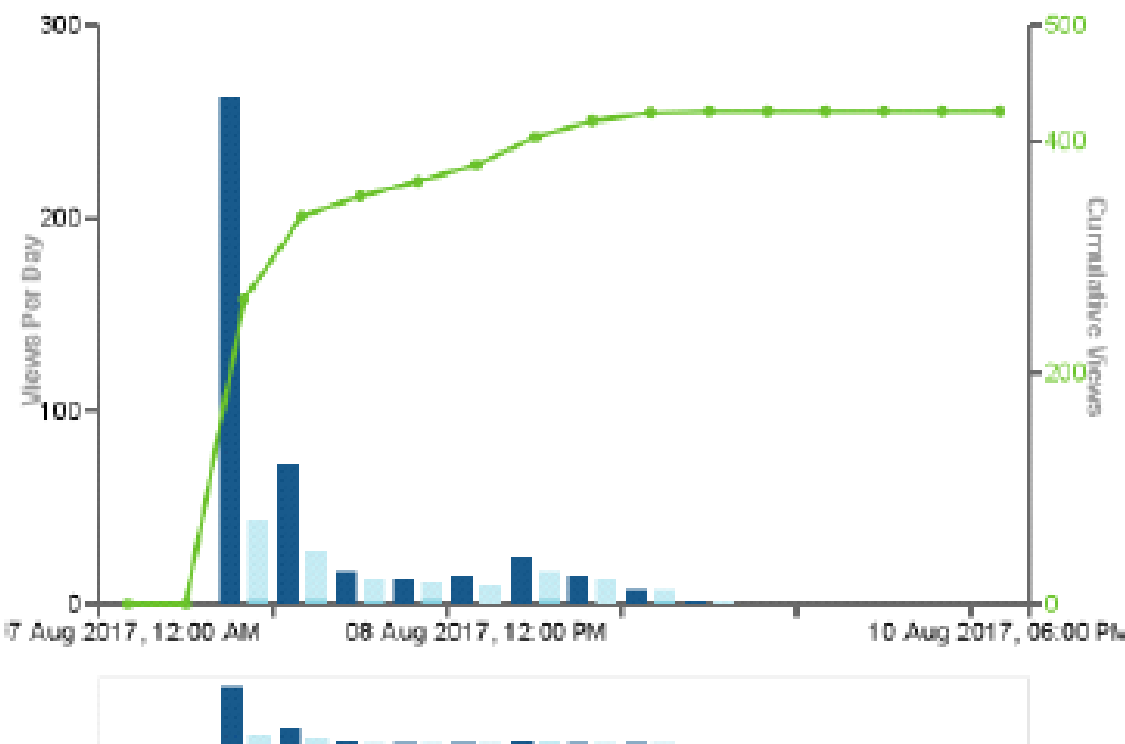
- Curt Beckmann, Brocade
- Raj Lasange, NetApp
- Dennis Martin, Demartek
- Rupin Mohan, HPE
- Greg Scherer,, Cavium



# 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](http://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

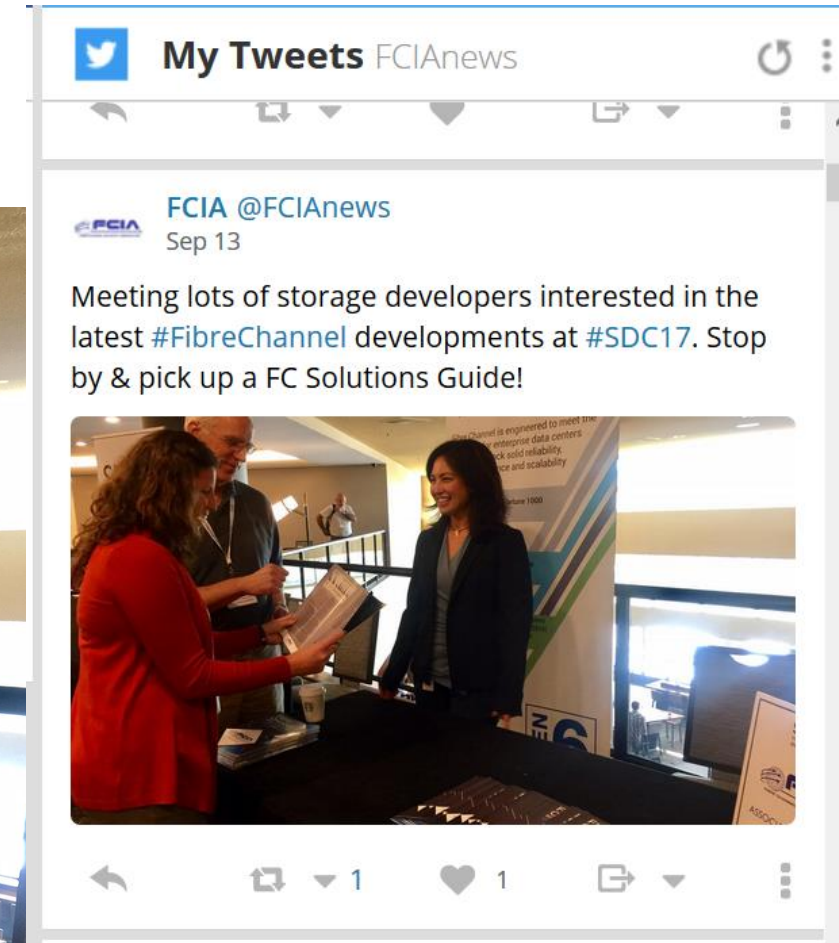
Ray Lucchesi, President Silverton Consulting

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 10<sup>th</sup>. 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:
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  - Combined total of **1,800+** views
- Built BrightTalk audience to **1,500+** in 6 months
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- 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
- 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