

FCIA-T11 LIAISON Report

December 7, 2017



2018 FCIA Elections

- Mark Jones – Broadcom Limited ECD – President
- J Metz – Cisco – Secretary
- Craig Carlson – Cavium – Treasurer
- David Rodgers* – Teledyne LeCroy – Board Member
- Chris Lyon* – Amphenol – Board Member
- Rupin Mohan – HPE – Board Member
- Kevin Ehringer – DCS – Board Member
- Steve Wilson – Broadcom Limited BSD – T11 Chair (non-voting)

FCIA Webcast Update

- BrightTalk Webcast Update:
 - Establishing an every other month cadence
 - Executed 5 webcasts to date
 - Combined total of 2,500+ views
- Built BrightTalk audience to 1,700+ in 11 months
- Increased FCIA mailing lists by 75% since Jan. 2017
- Webcasts highly rated: Average rating is 4.64 (1-5 scale)

FCIA Webcast – BrightTalk Results for 2017

| Date | Webcast | Pre-Registrants | Live Attendees | Total Views | Rating Scale 1-5 |
|----------|---------------------------------------|-----------------|----------------|-------------|------------------|
| 10/10/17 | Long Distance Fibre Channel | 232 | 56 | 268 | 4.8 |
| 8/29/17 | Deep Dive into NVMe over Fabrics | 517 | 130 | 655 | 4.7 |
| 6/15/17 | Fibre Channel Fundamentals | 128 | 65 | 592 | 4.8 |
| 4/6/17 | How to Use the Fibre Channel Speedmap | 141 | 34 | 202 | 4.6 |
| 2/16/17 | Introducing Fibre Channel NVMe | 313 | 107 | 800 | 4.3 |

FCIA Webcast - Planning

- Keeping a cadence of one webcast every other month
- December Webcast:
 - “FCIP (Extension): Data Protection and Business Continuity” on Dec. 7th (Mark Detrick and Rupin Mohan)
 - 110 pre-registrants
 - Planning a 3rd email promotion Dec. 5th, continue social media promotion
- February Webcast : Fibre Channel Topologies

Press Release Schedule

- Dec. 13 – Plugfest release in conjunction with UNH-IOL virtual press conference (details next slide)
- January 2018 – FCIA board of directors
- Late September 2018 – FMS activities
- MRDs?

Plugfest Press Release

- UNH-IOL Virtual Press Conference, December 12 at 1pm ET. Announcing NVMeoF Integrators List based off the recent plugfest
- Release embargoed until Dec. 13, asked us to do the same
- Quote in FCIA's PR from Tim Sheehan
- FCIA asked to be quoted in UNH PR and to be included in any interviews that would be scheduled
- Mara Bernazzani, mbernazzani@iol.unh.edu, contact at UNH
- Melissa Power, Laurie Davis, Amy Foschetti, Interprose PR

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 Target Industry Conferences 2018

- [SNIA Annual Members' Symposium](#), Jan 22-26, San Jose
 - What SNIA Forum or Initiative would benefit from an FCIA speaker as part of their update at the Symposium?
 - Distribute Solutions Guide
- [Creative Storage Conference](#), May TBD, Culver City, Calif.
- [Flash Memory Summit](#), August 6-9, Santa Clara
- [SDC](#), September 24-27, Santa Clara
- [Storage Visions](#), October 2018, Embassy Suites, Milpitas
- [SC'18](#), November 13 -16, Dallas