

FCIA – T11 Liaison report

T11-2018-00175-v000

June 7, 2018



FCIA 2018 Marketing Plan Snapshot

January – March

- Jan. 22-26, SNIA Members Symposium
- Feb. 5, BOD press release
- Feb. 6. FC Performance webcast

April – June

- April 3, FCIA Marketing, Deerfield Beach, FL
- April 19, Webcast, FC Cabling and blog
- June, First quarterly newsletter
- June 5, FCIA Marketing, Santa Fe, shoot 2 min. video
- June 7, Creative Storage Conf.
- June 21, FCION 101 webcast and QA blog
- Whitepaper on FCION, Patty Driever & Howard Johnson (TBD); email blast promoting whitepaper
- Press release, FC-NVMe (TBD)

July – September

- Week of July 23 – plugfest
- July 23 – Plugfest + Press release
- July / Aug., Solutions Guide; email blast promoting it with FCIA activities
- July 30 – press release on plugfest + FMS activities
- Aug. 1-2, Strategic Planning Session, Minneapolis
- Aug. 7-9, FMS, analyst briefings, panel
- August – Second Newsletter
- Aug. 7, FCIA Marketing, TBD location, shoot 2 min. video
- Aug., Blog on FMS
- Sept. 24-27, SDC, possible speaking opp. + email blast promoting it

October – December

- October – Third newsletter
- Oct. 2, FCIA Marketing, New Orleans, shoot 2 min. video
- Oct 22-23, Storage Visions
- Nov. 13-16, SC'18
- December – Fourth newsletter
- Dec. 4, FCIA Marketing, TBD location, shoot 2 min. video

FCIA FC-NVMe 2018 Plugfest Update

- Next FCIA FC-NVMe plugfest will not be at UNH!
 - Confusion Alert! Upcoming NVM Express plugfest at UNH will not test FC-NVMe protocol
- FCIA NVMe over Fibre Channel plugfest planning underway
 - Location: Milpitas, Ca July 23-27
 - Weekly FCIA Plugfest planning meetings underway and under NDA.
- Potential FMS Demo Pre-Stage
 - At conclusion of plugfest for interested FCIA companies

FCIA Webcast Update: May 2018

- BrightTalk Webcast Update:
 - Executed 8 webcasts to date
 - Combined total of 3,900+ views
 - Top 3 webcasts each have 700+ views
 - Half of all webcasts have 500+ views
- Built BrightTalk audience to 2,500+ in 18 months
- Have tripled FCIA mailing lists since Jan. 2017
 - Now at 2,800+
- Webcasts highly rated: Average rating is 4.7 (1-5 scale)

Top Performing Webcasts to Date

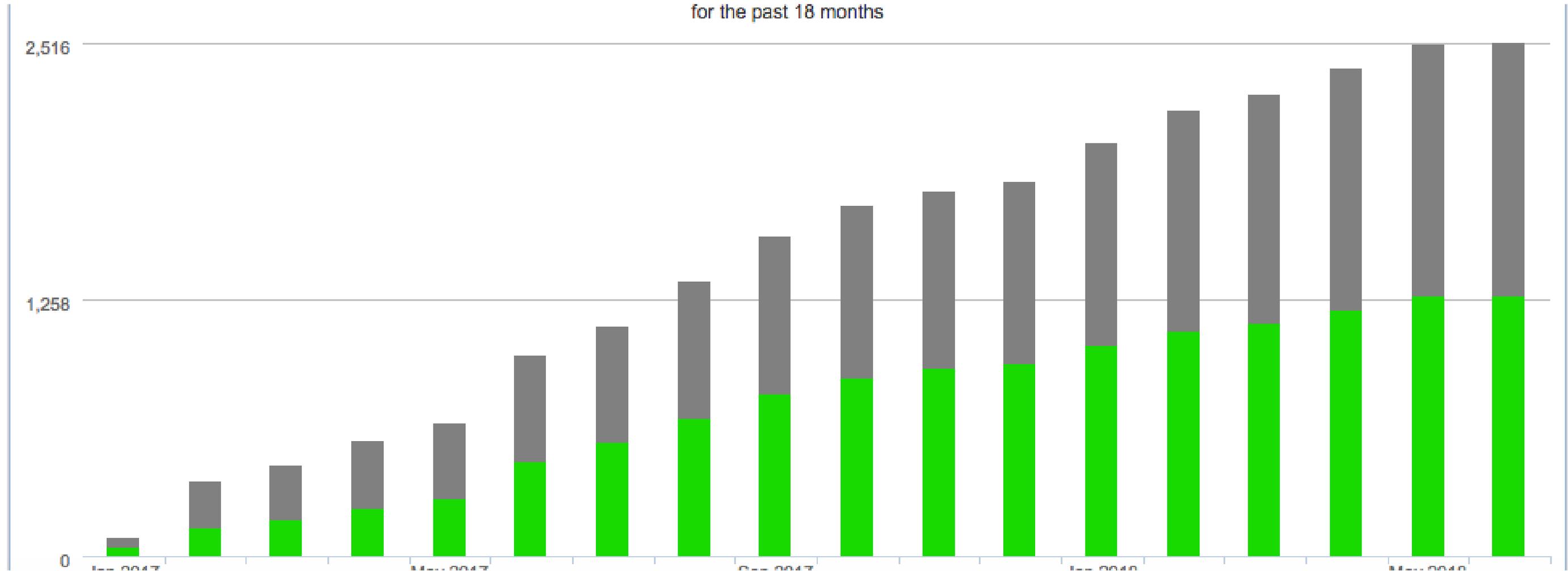
1. Introducing Fibre Channel NVMe – 873 views
2. Deep Dive into NVMe over Fibre Channel – 770 views
3. Fibre Channel Fundamentals – 743 views
4. FC Performance: Congestion, Slow Drain and Over Utilization (504)

FCIA Webcast – BrightTalk Details

Date	Webcast	Pre-Registrants	Live Attendees	Total Views	Rating Scale 1-5
4/19/18	Fibre Channel Cabling	346	73	328	4.7
2/6/18	FC Performance: Congestion, Slow Drain and Over-utilization, Oh My!	411	125	508	4.7
12/7/17	FCIP (Extension)	141	41	148	4.9
10/10/17	Long Distance Fibre Channel	232	56	347	4.8
8/29/17	Deep Dive into NVMe over Fabrics	517	130	770	4.7
6/15/17	Fibre Channel Fundamentals	128	65	743	4.8
4/6/17	How to Use the Fibre Channel Speedmap	141	34	234	4.5
2/16/17	Introducing Fibre Channel NVMe	313	107	873	4.4

BrightTalk Subscriber Growth

for the past 18 months



Grey = Direct subscribers driven by email or social media
Green = Organic subscribers driven by Internet searches

FCIA Webcast Update

- Next webcast: FICON 101 – June 21st – 10:00 am PT
 - Presenters: Patty Driever, Howard Johnson
 - Moderator: J Metz
 - 174 pre-registrants

FCIA Newsletter



FCIA Newsletter

- First one distributed 6/5/2018
- Instead of quarterly, decision was made to send every other month: Aug, Oct, Dec.
- Will report out metrics of distribution, opens (500 opens to-date of June newsletter).



FIBRE CHANNEL: The Most Reliable Storage Network

Q2 2018 Newsletter

Public Relations



Press Release Schedule

- ✓ Dec. 13, 2017 – Plugfest release in conjunction with UNH-IOL virtual press conference (details next slide)
- ✓ January – FCIA board of directors
 - June 26 - FC NVMe specification completed, approved, will be published soon
 - July 30 – Plugfest results + Preview of FMS activities, Solutions Guide, Booth, etc.
 - Sept – SDC Press release announcing speaking opp
 - Fall 2018 - Gen 7 announcement - TBD

Media Opportunity

Evan Koblentz @technicallyevan Following ✓
TechRepublic wants me to write how-to stories about #datacenter topics. But #howto find story ideas? Help please...
11:43 AM - 30 May 2018
2 Likes

leighgrainger @leighgrainger · 7m
Replying to @technicallyevan
Hey Evan! Edge and hyperconverged are huge topics... maybe look outside the traditional datacenter with the anticipated growth of data outside the traditional datacenter?
1 2

Evan Koblentz @technicallyevan · 5m
I'm looking for tangible/actionable stuff. "Hey CIO/sysadmin reader, here's how to do X that you may not know."

Tweet from Evan Koblentz, contributor for TechRepublic. He's been asked by his editors to write "How to" stories. The example he gives is "Hey CIO/sys admin reader, here's how to do X that you may not know."

Any ideas for topics that we could pitch to Evan?

Joe/ATTO – How to repatriate SAS storage into your FC network. Joe to send to Linda, Shelby, Rupin

Fibre Channel Solutions Guide 2017: Article Placement

Paper Topic	Author	Target Publication
Storage Fabric Options with NVMe	Rupin Mohan	Storage Networking Solutions or Data Centre Solutions
All-Flash Arrays Generate New Interest in NVMe-Ready Fibre Channel	Celeste Crystal, Brocade	<u>Datamation</u>
A look at Fibre Channel's Legacy – And Future	J Metz	<u>Computer Technology Review</u>

Fibre Channel Solutions Guide: 2018 Call for Papers

Paper Topic	Author	Due Date
Solutions Guide Introduction	Mark Jones	June 4
The Fibre Channel Roadmap	Scott Kipp	Done
NVMe	Curt/AJ – Brocade/Broadcom	Done
SAN Automation	Rupin Mohan	Done
Test and Measurement – why line rate analysis is important	Nick Kriczky / David Rogers	June 4
Cabling	Zach Nason / Chris Lyon	June 4
FICON	Patty Driever / Howard Johnson	Done
Performance Considerations When Selecting a Fabric	ATTO	Done
Schedule		
First drafts due		April 6
Second drafts due		May 4
Finals due		June 4
Editing complete	Rupin Mohan editor	July 6
Send to print		July 7
Link to FMS PR		July 24
Available at FMS		Aug 6

FCIA Target Industry Conferences 2018

- [NVMe Members Meeting](#), April 30 – May 1, San Jose
 - NVMe members only first day, open to the public second day. \$100 for both and/or one day.
- [Creative Storage Conference](#), June 7, Culver City, Calif.
 - Not able to participate
- [Flash Memory Summit](#), August 7-9, Santa Clara
 - Accepted for panel presentation August 9
- [SDC](#), September 24-27, Santa Clara
 - Craig Carlson accepted as a speaker: FC-NVMe Tutorial
- [Storage Visions](#), October 22-23, 2018, Hyatt, Santa Clara
 - Interested in having a table
 - Chris Lyon attending, Dave Rodgers possibility for staffing a table.
- [SC'18](#), November 13-16, Dallas

Flash Memory Summit 2018



FMS 2018 at a glance

- FMS Planning calls beginning next Wednesday, June 13 2pm CT
- Booth
 - 10X10
 - Secured the same booth as last year - #828 (see next slide)
 - Layout, Furniture, Theme – same as last year?
 - No options given yet, stay tuned
 - Live Demo
- Budget: \$12,000

FCIA Social Media



Social Media Ask

Great progress (see next slides)

Need to engage more FCIA Marketing and T11 members.

Please follow / like:

Twitter: <https://twitter.com/FCIANews>, handle is @FCIANews

Facebook: <https://www.facebook.com/FCIANews/>

LinkedIn Company Page: <https://www.linkedin.com/company/fibre-channel-industry-association/>

LinkedIn Group: <https://www.linkedin.com/groups/138758>

Please engage! Like, retweet, repost.

Twitter: Please tag @FCIANews in your own posts, we will retweet if appropriate

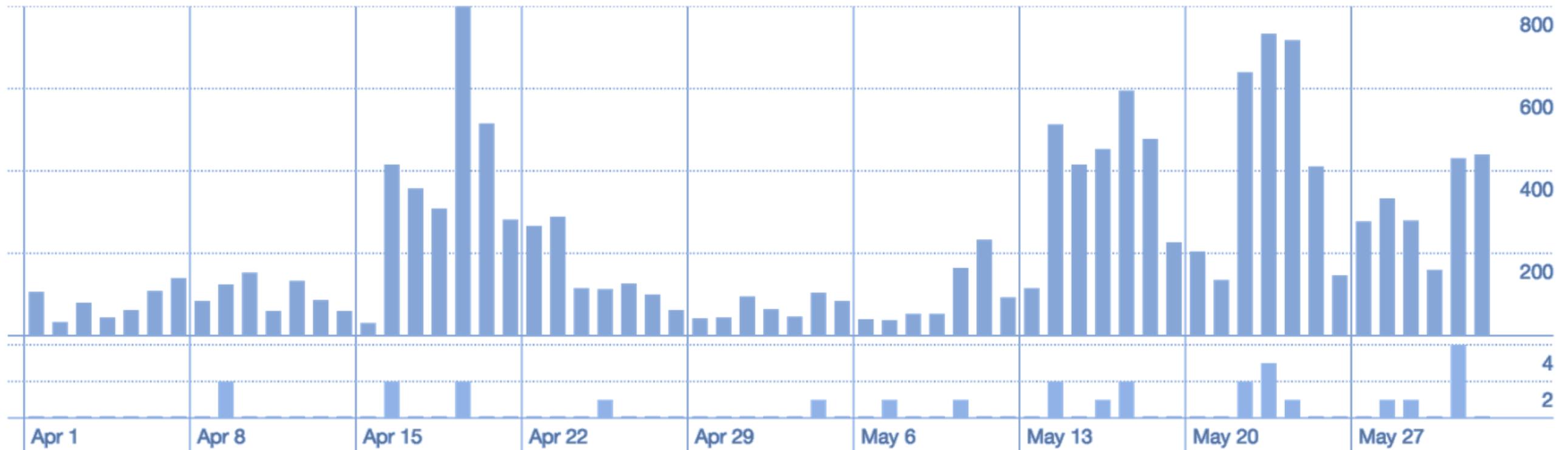
Twitter/Facebook: Please hashtag #FCIA, #FibreChannel in your won posts and we will repost if appropriate

LinkedIn Group: Please post, engage

LinkedIn Company Page: Please engage: like, retweet, repost

Twitter April - May Trends

- Impressions: **13,500**
- New followers: **8**



Impressions over 61-day period

Top Tweets



FCIA @FCIAnews · Apr 19
Starting in one hour! Live at 10:00 am PT. Don't miss the FCIA live webcast: Fibre Channel Cabling with experts from **@Broadcom @AmphHighSpeed & @DataCenterSys** **#FibreChannel** bit.ly/2FhUqqj Save your spot. pic.twitter.com/3yaJw43isG

[View Tweet activity](#)

1,827

18

1.0%

Promote



FCIA @FCIAnews · Apr 16
#HowTo know which Storage Area Network fabric to choose for best performance, availability and cost: ow.ly/jRFA30jw4SX **#SAN #SANfabric @ATTOTechnology @rupster9 @drjmetz**

[View Tweet activity](#)

1,116

14

1.3%

Promote



FCIA @FCIAnews · May 24
Operating systems use **#FibreChannel** protocols to access **#BlockStorage** for reliable data transportation **@cflyon @rupster9 @drjmetz @cwc33d** ow.ly/Hv4A30jXsIU

[View Tweet activity](#)

158

10

6.3%

Promote

2018 FCIA Meeting Schedule

- February 7, Fort Worth, TX, Host DCS
- April 4, Deerfield Beach, FL, Host Molex
- June 6, Santa Fe, NM, Host Cavium/Qlogic
- **August 15, Louisville, KY, Host Amphenol**
- October 3, New Orleans, LA, Host FCIA
- December 5, Raleigh, Host SFF Committee