

FIBRE CHANNEL INDUSTRY ASSOCIATION
2006 STRATEGIC PLAN
DEVELOPED BY
THE FCIA BOARD OF DIRECTORS
JUNE 2006

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1.0 Overview

The Fibre Channel Industry Association (FCIA) is a mutual benefit corporation formed under the non-profit corporation laws of the State of California. The association's members consist of companies that manufacture Fibre Channel systems, components, software, and tools, as well as provide Fibre Channel education and services to end-user customers. By 2006, Fibre Channel has attained the unique position as the worldwide incumbent Storage Networking technology of choice, well established in business-critical Data Center and enterprise computing markets. Going forward, the FCIA will proactively drive understanding and promotion focused on the proven and superior benefits of Fibre Channel solutions. In addition, the FCIA will propose new enhancements to the Fibre Channel standard to insure that it remains the foundation for the best storage networking solution available.

The FCIA Strategic Plan outlines the goals and direction set by the FCIA Board of Directors. Additionally, the document identifies specific objectives for committee activities supporting the organization's goals.

FCIA acts as a comprehensive marketing and technical catalyst for the industry to insure Fibre Channel's market-based evolution best matches customer needs and time lines. For 2006 and beyond, the FCIA Strategic Plan expands upon the following strategic initiatives:

- To propose continued enhancements to the Fibre Channel standard
- To manage technology transitions (e.g., Plugfests, demos)
- To educate about FC (e.g., FC myth buster, roadmaps)

It is with great pleasure that the FCIA Board of Directors provides this Strategic Plan to our membership and to the industry. We look forward to a very exciting year, with many programs already producing tremendous results.

2.0 Introduction

In the last eighteen months, the FCIA has internally transformed itself into a disciplined and effective team. As the industry has matured and evolved, the need for pure evangelism has changed, and the FCIA has changed along with it. The FCIA has successfully guided Fibre Channel through a major transition from 2GFC to 4GFC and has taken a much stronger role in collaboration with our T11 engineering counterparts. The FCIA is engaging with press and analysts and will continue to participate in trade shows and events that member companies desire to fund. The FCIA is actively developing press releases, white papers and articles, conducting interviews with the press, and arranging speaking engagements for FCIA the membership.

Realizing that more can be accomplished by leveraging the strengths of other organizations, the FCIA has engaged in strategic alliances with other industry organizations, most notably its successful long-term alliance with FCIA Japan. In addition, the FCIA recently engaged into strategic alliances with both the SNIA-E and the ASNP. These alliances will bring benefits to the members of each of these organizations; Fibre Channel will have better and more consistent representation within these other organizations.

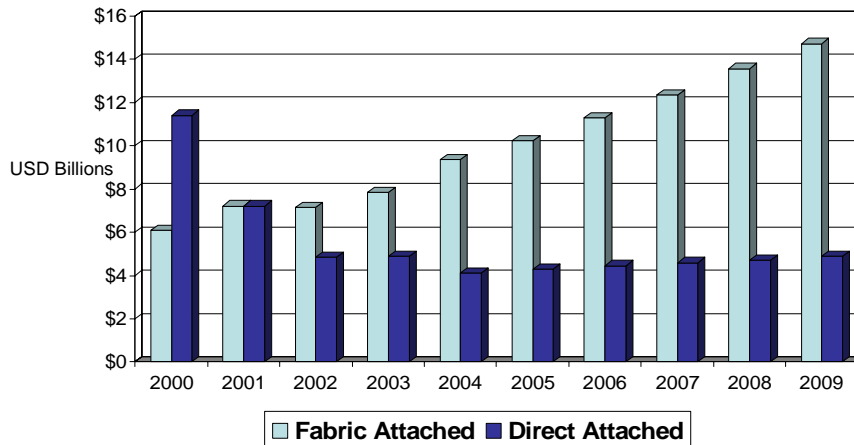
The technology is on solid footing; the FCIA is helping to drive numerous initiatives around speed transitions, new markets and features, making 2006 one of the most exciting times to be a part of the group.

3.0 Market Forecast & Industry Trends Assessment

Since its introduction as a storage interconnect in the mid-1990s, Fibre Channel has firmly established itself as the technology of choice for connecting the storage of business. Fibre Channel is a proven, scalable, reliable, high-performance technology that has always protected customer's investments as speeds have increased. In 2006, Fibre Channel will continue to dominate the External Storage Market with over 90% of the factory revenue for externally attached disk storage, according to Gartner Dataquest. Because of the size of the market, Fibre Channel enjoys a comprehensive vendor community that works together to bring solutions to the market. This vendor community also fuels healthy R&D budgets, ensuring that companies will continue rapid development of compatible next-generation products.

Originally, storage networking was done with proprietary architectures. As Client Server computing caught on in the Data Center, several factors combined to propel Open Systems computing into storage networks. Fibre Channel was the obvious choice for storage networking because it combined the best attributes of I/O channel interfaces - such as high performance, low latency and guaranteed delivery - with the ability to provide a network fabric interconnect. Breaking the direct attach relationship between servers and storage allowed for many immediate benefits, including better storage scaling, better capacity utilization, easier management, and the ability to easily share expensive devices (such as tape libraries) between multiple hosts and even multiple SANs. All of these capabilities dramatically drove down the total cost of ownership. The graph below shows the rapid adoption of Storage Area Networking.

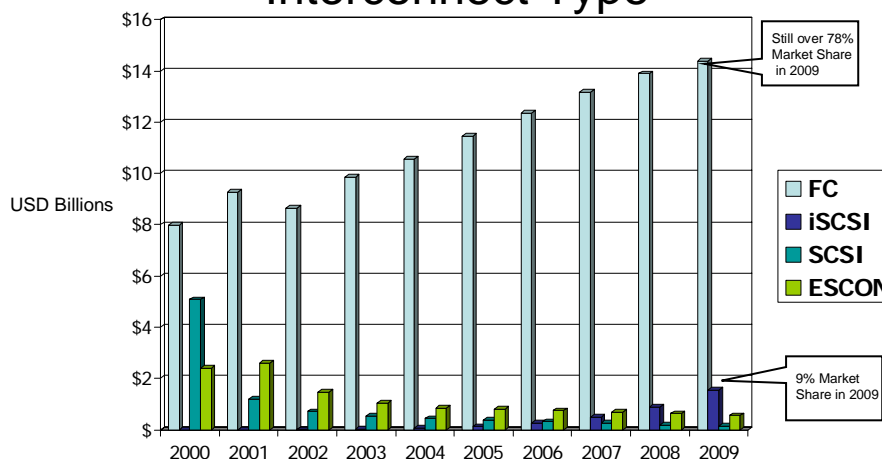
Fabric Attach versus Direct Attach Storage Forecast



Source: Gartner External Controller Based Disk Storage WW 2005-2009
29 September 2005

Although Fibre Channel has its challengers, all of the market trends for Fibre Channel continue to be positive. The amount of needed data storage capacity continues to grow at phenomenal rates, estimated at anywhere from 50% per year to 100% per year by various analysts. As you can see from the next graph, Gartner is predicting healthy revenue growth for Fibre Channel attached external disk storage throughout its forecast period. As shown on the chart, even in 2009 the expectation is that Fibre Channel attached external storage will represent 78% of the factory revenue.

External Storage Revenue by Interconnect Type



Source: Gartner External Controller Based Disk Storage WW 2005-2009
29 September 2005 – FICON included in FC

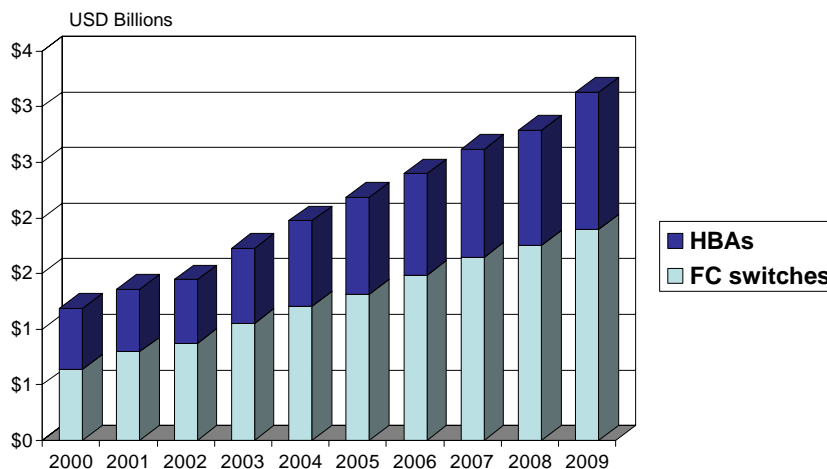
Fibre Channel is also well positioned to grow in relation to alternative technologies. As Storage Networking continues to grow, and new technologies begin hitting the mainstream, Fibre Channel will very likely maintain its leadership.

iSCSI has a place in Storage Area Networking and will co-exist with Fibre Channel. However, the entry point for iSCSI is not in the mid-range and high-end enterprise Data Centers, but rather in remote offices and branches as well as in some small businesses. Some will argue that low-cost 10GbE will provide the right platform for iSCSI adoption in the upper end of the market. The jury is out on this issue for a number of reasons. Native Fibre Channel will be migrating to 8.5 Gb/s in 2008 with backward compatibility to the huge installed base at attractive cost points, so there will be little customer incentive to switch to iSCSI. For 10GbE to be adopted, there will have to be some major cost breakthroughs.

There is also a small amount of networked storage using Infiniband technology but most analysts believe that it will never be a big factor in networking storage. They point to the number of companies involved with Infiniband versus Fibre Channel, and they don't see the level of R&D investment dollars required to displace the incumbent Fibre Channel.

As expected, the picture is similar for other Fibre Channel products. The following chart indicates that both FC HBAs and FC switches are expecting solid growth through 2009.

Fibre Channel Switch and HBA Forecast



Source: Gartner Storage Network Infrastructure Worldwide, 2005-2009
4 November 2005

Although Fibre Channel is a mature technology, new features, capabilities and extensions are constantly being added to maintain its Storage Area Networking leadership. For example, the FCIA helps to establish the Fibre Channel roadmap and is working closely with the ANSI T11 Standards Committee in driving new features and functions into the Fibre Channel Standard. Currently a number of very interesting items are being worked on in the committees. One of these is called FC-SP, which adds additional security features to the Fibre Channel Standard. Many of these features, such as DH-CHAP authentication, are being leveraged from the IETF Internet Protocol Standard. This is to ensure the maximum customer adoption with minimal impact.

Today's other hot areas are proposals to move proven Fibre Channel technology into lower-end, more cost sensitive markets; FC-SATA, which provides for tunneling SATA protocol over Fibre Channel; and FC-BaseT, which allows Fibre Channel traffic to be run over existing Ethernet infrastructures.

The FCIA establishes the roadmaps related to speed, advanced features and compatibility enhancements. Member companies are encouraged to participate in roadmap groups, such as the Speed Forum, where each can make sure that the member company's point of view is being represented, and can stay informed with respect to where member companies are driving the industry. These forums have played major roles in determining features, compatibility and cost requirements as Fibre Channel has transitioned from 1GFC to 2GFC to 4GFC; now the forum is working on the requirements for another successful transition to 8GFC.

Fibre Channel is the only fully mature Storage Networking technology offering a complete range of solutions across all markets. Fibre Channel includes all of the necessary components and value-added functions necessary to satisfy enterprise, mid-range, and small business requirements.

FCIA Role to Address Market and Industry Needs

In general, industry associations exist to promote and enhance their particular area of interest. The FCIA's role in promoting and enhancing Fibre Channel is changing as the industry matures. Fibre Channel Storage Networking is now the dominant storage networking technology. The FCIA seeks to further improve Fibre Channel's position and perception in the market through two major efforts: working on new standards to enhance Fibre Channel features and functions, and a promotional marketing and educational function to make sure that the market appreciates the benefits of existing and future Fibre Channel capabilities. Promoting and enhancing Fibre Channel's position is part of a proactive facilitator role to sponsor vendor-neutral technology standards, marketing and education initiatives. These efforts are designed to cultivate and drive understanding of Fibre Channel throughout the industry. The FCIA acts as the industry's "outbound marketing" resource.

In the early days of storage networking, the FCIA spent a lot of time making sure potential end-users understood the value proposition of networked storage with Fibre Channel as the preferred technology. As the storage market has matured, the mission for the FCIA in 2006 has shifted to place less emphasis on basic education, and more on Fibre Channel's continued feature evolution, and how it compares to some of the newer alternatives entering the market, like iSCSI, SAS and SATA. Both the industry and end-users want to understand and be comfortable with the value proposition of Fibre Channel relative to these alternative storage networking technologies. In addition, the FCIA will provide its continued close partnership with the T11 Standards Committee to enhance Fibre Channel's developing features and functions. The FCIA is dedicated to extending the value of Fibre Channel in standards to better connect and utilize storage in unique and useful ways.

Fibre Channels features and functions will be continually enhanced and new standards will be driven through a long-term alliance between the FCIA and the ANSI T11 organization. The FCIA role as Keeper of the Fibre Channel Roadmap is the catalyzing event that brings the potential extensions and timing for Fibre Channel to the attention of the industry and the market.

FCIA promotion to meet market and industry requirements includes demonstrating SATA tunneling through Fibre Channel to expand the value proposition for Fibre

Channel in tiered storage. The FCIA also assisted in the transition from 2GFC to 4GFC through Plugfests and demonstrations at various trade shows. The FCIA is meeting real-world requirements for interoperability as well as the ability to work with other technologies for the benefit of the market and FCIA members.

The largest near-term challenge that faces the storage networking market is the emergence of new technologies that offer competing storage networking promises. As with the introduction of any new technology, there are enthusiastic claims made during the promotion of a new technology that may not bear up in actual market experience. The success of Fibre Channel has drawn attention to storage networking, and iSCSI, SAS and SATA are the result. The very real strengths that Fibre Channel is already delivering to the market are sometimes overlooked in the fascination with anything new. The FCIA will continue demonstrating the strengths of Fibre Channel in storage networks, which will remind users and the industry that Fibre Channel is far from a dead-end technology. It is mature, and it is getting even better with continual enhancements that will maintain its status as the premier storage networking technology now and well into the future. The real world is not an all-Fibre-Channel world, so the FCIA is positioning these alternate technologies to help end-users and others in the industry understand when and where to use Fibre Channel to the best effect.

As Fibre Channel has matured, the mission of the FCIA has shifted, and the “promote and enhance” mission for Fibre Channel will continue to add value to members and the market by providing the best possible storage networking solutions. This means dealing with potential new functions, and cooperative marketing with new industry organizations like the SNIA and SATA-IO. It means transitioning the organization from a focus on infrastructure toward a broader view, encompassing end-user applications, education, and continuing expansion of Fibre Channel adoption and capabilities. The FCIA will leverage its previous successes, and work toward the next generation of storage networking deployment. The model for success in this transition depends on its ability to understand where the market for storage networking is today, and where it needs to go in the future. Fibre Channel has a strong position in storage networking, and the FCIA survives by making storage networking better.

3.1 FCIA Strategic Initiatives

The primary mission for the FCIA is to drive the broadest possible market adoption for Fibre Channel technologies. On a strategic level, the FCIA is committed to build programs which communicate, demonstrate, and promote the worldwide Fibre Channel installed base, while putting into place new programs which effectively position aggressive growth for Fibre Channel solutions relative to competing products and offerings.

For 2006-2007, the FCIA Strategic Plan focuses on the following key initiatives:

- Expanding the market for Fibre Channel into the Medium business segment
- Enhancing security features within Fibre Channel
- Positioning FC as the best Storage Networking technology (versus Ethernet and Infiniband)

3.2 Marketing

During 2006 & 2007, the FCIA marketing committee will continue to develop the Storage Networking market through an aggressive campaign to promote Fibre Channel. Instrumental in this effort will be events, press interaction, and speaking opportunities that encourage end-users to share their experiences related to the implementation of Fibre Channel infrastructure and the resulting benefits to their companies. To accomplish this, the FCIA will coordinate efforts with a broad spectrum of industry event organizers to forward speaking engagements to our member companies to provide venues for end-user success stories at major conferences and industry events. Further, the FCIA will exhibit Fibre Channel solutions on the show floors of select industry trade shows, providing member companies the opportunity to demonstrate their Fibre Channel solutions under an "industry banner." These opportunities will permit member companies to project a larger voice, driving the overall theme and promotional messages through press and analysts.

Over the next year, the FCIA will extend our outreach to end-users and resellers, as well as editors and analysts, and will recruit and welcome new members into the association. The association will continue to be a focal point for companies entering the market, when the need to network and to identify potential partners is strongest.

In 2006 – 2007 the FCIA intends to do the following:

- Expand services and benefits to current members
- Recruit new members

- Execute outbound marketing and education strategies focused on key market and industry influencers (Analysts and Press)
- Increase end-user involvement via strategic alliances with end-user-focused organizations (such as the ASNP and SNIA)
- Participate in selected trade shows
- Enhance Fibre Channel's industry position by leveraging other associations (SATA-IO, the Blade Alliance, etc.)
- Expand globally and increase communications and interaction with SNIA-Europe and FCIA-Japan.

Marketing Resources and Programs

- L&M Management and contracted help
- The FCIA marketing committee
- End-user message development
- FC Initiatives
- 8GFC Roadmap & MRD
- Website development
- Webcast opportunities
- Events & tradeshow
- FCIA Annual Meeting
- End-user focus event participation
- Speaking opportunities for members and their customers
- Plugfests

Goals and Objectives for Marketing:

- Q2-06 Develop and publish FCIA Strategic Plan
- Q2-06 Press and analyst event to promote Fibre Channel
- Q2-06 FCIA participates in SWC
- Q2-06 Publish new FC Primer
- Q2-06 FCIA and ASNP press announcement
- Q2-06 FCIA and SNIA Europe press announcement
- Q3-06 Promote Security Standard FC-SP
- Q3-06 iSCSI positioning article
- Q3-06 Plugfest NPIV & 4GFC
- Q3-06 Press release on Plugfest
- Q3-06 FCIA at SNIA Symposium FC-AWG

- Q3-06 FCIA and SNIA US press announcement
- Q3-06 Poll FCIA membership
- Q3-06 Review and update the marketing plan for the next 6 months
- Q3-06 Quarterly review of Alliances
- Q4-06 FC-SATA article
- Q4-06 FCIA at SNW Fall
- Q4-06 Press and analyst event to promote Fibre Channel
- Q4-06 Complete all aspects of website improvement
- Q4-06 Review and update the FCIA Strategic Plan for 2007
- Q4-06 Quarterly review of Alliances
- Q1-07 FCIA at the SNIA symposium FC-AWG
- Q1-07 FC initiatives article(s)
- Q1-07 Poll FCIA membership
- Q1-07 Review and update the marketing plan for the next 6 months
- Q1-07 Quarterly review of Alliances
- Q2-07 FC initiatives article(s)
- Q2-07 Press and analyst event to promote Fibre Channel
- Q2-07 FCIA at SNW Spring
- Q2-07 Quarterly review of Alliances
- Q3-07 FC initiatives article(s)
- Q3-07 Poll FCIA membership
- Q3-07 Review and update the marketing plan for the next 6 months
- Q3-07 Quarterly review of Alliances
- Q4-07 Review and update the FCIA Strategic Plan for 2008
- Q4-07 Quarterly review of Alliances

3.3 Market Adoption

The FCIA strongly believes that interoperability and product compatibility are absolutely key enablers to broad market adoption, including the reduction of real or perceived complexity, enhancement in ease of use, and expansion into price-sensitive markets. Therefore, the FCIA Market Adoption Initiative represents our "in-bound marketing" role, which is held at the highest priority, since technical development, standards compliance, and collaborative member activities act as enablers to all other facets of the FCIA as well as the future success of the Fibre Channel market.

The FCIA is committed to ensure that Fibre Channel products and services meet the needs of the market, through open and candid exchange of ideas and requirements, active participation among member companies within the standards community, and aggressive programs to expedite resolution of standards compliance issues. through

sponsored Plugfest events. The FCIA will continue proactive development of the Fibre Channel Technology Roadmap jointly with T11 to facilitate vendor-neutral dialog leading to industry-wide consensus on critical technical requirements, standards development timeline, and solution-level trends and directions. These are essential to help us to accurately communicate value and timing for multiple product generations within our Technology Marketing Initiative.

For many years the FCIA has worked collaboratively with T11 to cultivate Operational Profiles, which tailor the richness and diversity of Fibre Channel operational characteristics to specific market needs. The FCIA will continue to assign liaisons to develop cooperative relationships among industry standards bodies, including the NCITS T11 Fibre Channel standards development community, IEEE, IETF, and DTMF.

The FCIA membership currently includes 65 member companies. The FCIA is a global organization with a common vision that unifies our membership, spanning the United States; Europe, Middle East, and Africa (EMEA); and Japan. These member companies provide products and services that span 14 categories that enable the successful implementation of SAN solutions for the marketplace:

- Bridges/Routers/Networking
- Cables and Connectors
- Converters
- Host Adapters
- Hubs
- Servers
- IC Protocol Chips
- IC Transceivers
- Software
- Storage Devices
- Storage Systems
- Switches
- System Design & Implementation Services
- Test Equipment
- Training and Education Services

Our goal is to expand beyond the current membership by embracing the wealth of additional opportunities for Fibre Channel technology. We must encourage increased involvement and provide membership opportunities in the FCIA for technology companies that can exploit the enabling capabilities of Fibre Channel.

The FCIA has been successful in building an OEM organization of private and public companies (large and small) that provide SAN solutions. This initiative has captured the OEM community and established a foundation for future growth. The association will expand the market channels for Fibre Channel through education and promotion in order to attract the following types of companies and organizations:

- Commercial and Industrial Distributors
- Value-Added Resellers and Computer Dealers

- Systems Integrators and Consulting Practice Firms
- Outsourcing and Contingency Management Companies
- Universities and other Research Facilities
- End-users and End-user Organizations

One of the most important benefits members derive from their association with the FCIA is interaction with other vendors, suppliers and service providers, along with the opportunity to interact with and influence the standards committees. In 2006, the FCIA board and its management company will focus on expanding the services provided to current members and increasing member involvement in the activities of the association. We will:

- Encourage involvement by appropriate staff members from member companies (engineers on engineering issues, PR people on PR issues, etc.)
- Provide opportunities for interaction with the end-user community through our alliances
- Expand FCIA interaction with other trade associations to leverage the best of all organizations and expand the reach of the Fibre Channel marketing message.

Increased involvement by users and resellers will benefit the FCIA's current membership and give these new members the opportunity to:

- Interact with technology suppliers to ensure that products being developed reflect the requirements of the buyer
- Influence the standards committees and key association technical committees to ensure that the continuing development of the Fibre Channel standard reflects the requirements of users
- Interact with other users to gain exposure to various solutions to our mutual problems and challenges

3.4 Technical Initiatives

Interoperability. The FCIA will expedite Fibre Channel product interoperability to achieve multi-vendor, systems-level solutions.

While a high degree of interoperability has been achieved, interoperability continues to be an important area for Fibre Channel as new features and speeds are delivered. The FCIA's Plugfests will continue to provide members with opportunities to test and demonstrate standards compliance. The FCIA will continue to play a central role in moving the effort forward, in cooperation with university and commercial test labs.

We will support and promote test beds in cooperation with industry leaders. We may choose to participate in cooperative activities with other industry associations, as we

have in the past, when these are beneficial to association members and are supportive of the FCIA's mission statement and goals.

Through the open and candid exchange of ideas and requirements, active participation from all member companies and an aggressive approach to interoperability issues facing the industry, the FCIA and its members can ensure that the products and services they develop and deliver meet the needs of the market.

Standards. To influence and support Fibre Channel standards development to meet users' needs.

The FCIA will continue to assign liaisons to develop cooperative relationships with industry standards bodies, including the NCITS T11 Fibre Channel standards development community, IEEE, IETF, and DTMF. The Fibre Channel technology roadmap, developed cooperatively with T11 representatives, is one example of the positive results that have been achieved through this commitment.

The program includes active involvement by technical representatives of FCIA member companies so that appropriate priorities are placed on:

- Resolving issues that limit Fibre Channel adoption
- Matching the needs of the market with the work of the standards bodies
- Ensuring that interoperability issues are addressed by the T11 committees where appropriate

Through the FCIA's work with the standards bodies, members of the FCIA can ensure that user requirements and priorities are addressed. Over time, and particularly as end-users and resellers become more involved, this activity will encourage accelerated market acceptance and increased customer satisfaction.

Education Initiatives. Fibre Channel is the mature Storage Networking technology and has clear market dominance. Competing technologies continue to push the same old, tired messages about what is wrong with Fibre Channel. These generally are messages about complexity, cost and lack of interoperability. One of the FCIA's most important jobs is to get the word out on the true status of Fibre Channel interoperability and off-the-shelf product compatibility, as well as to continue to promote the real price performance advantages of Fibre Channel and the improvements in ease of use.

Standards Initiatives. Fibre Channel solutions must be developed to permit non-intrusive, next-generation SAN deployment for I/O consolidation, data aggregation, virtualization and global data distribution, all using Fibre Channel as the default SAN interconnect. A key driver for technology adoption is the elimination, of the "rip and replace" requirement for deployment. This is the requirement for non-intrusiveness. Fibre Channel must implement open interfaces that permit non-conflicting, value-added services. Future speeds must also be offered that can be inserted non-disruptively with existing fabrics.

At the present time, the FCIA requires at least two generations of backward compatibility.

The value of data is indisputable for IT-driven businesses. Today almost all SANs use Fibre Channel. Competition is coming in the form of InfiniBand and Ethernet/IP (SCSI encapsulation into IP). The best defense against alternative technologies is a “highly-successful installed base” of end-users. This “highly successful installed base” requires that end-users are using Fibre Channel effectively in production environments and plan to continue to add it to these environments, because it can be done with a high level of confidence that there will be zero production “hiccups.” The Fibre Channel Industry has accomplished this goal but must continue to provide a superior value proposition to the installed base in order to remain the dominate technology in the future.

3.5 Education

Basic education about “Why a SAN?” or “What is a SAN?” is not as important as it was in 1998 – 2001. Fibre Channel and especially Fibre Channel SANs are viewed as the primary way to build Storage Networks. Now education needs to focus on why Fibre Channel will remain the superior choice for Storage Networking versus competing technologies, and must also paint the future of where Fibre Channel technology is going. Industry information must communicate to consumers what the Fibre Channel industry as a whole is doing to improve SANs. Clear and accurate industry information, promotion, and business value education (how Fibre Channel technology is translated into corporate dollars and cents when compared to other technologies) is an important part of education moving forward. In terms of business value education, the FCIA will create avenues of feedback, which in turn will provide valuable information about requirements for new product features.

Education continues to be a primary activity for the FCIA, with efforts benefiting all members. The most important FCIA membership benefit over time is the significant impact that the unified, collective action of the FCIA can have on the growth and size of the Fibre Channel market.

Education Resources and Programs

- Collaboration with Education Service Providers and Member Corporate Education Programs
- Leverage end-user case studies and examples through Marketing Initiatives
- Leverage technical and standards compliance
- Leverage price performance advantage of Fibre Channel into materials

4.0 FCIA Organization

FCIA Committees

The FCIA is a “marketing” organization. As such, the FCIA must be organized to provide the following marketing functions:

- Promote Fibre Channel to industry analysts, developers, channel, and users
- Provide market guidance for standards committees, primarily the ANSI T11 and T10 committees
- Monitor the market for long-term trends in order to direct future Fibre Channel development

In addition to performing industry-marketing functions, the FCIA must perform basic organization functions.

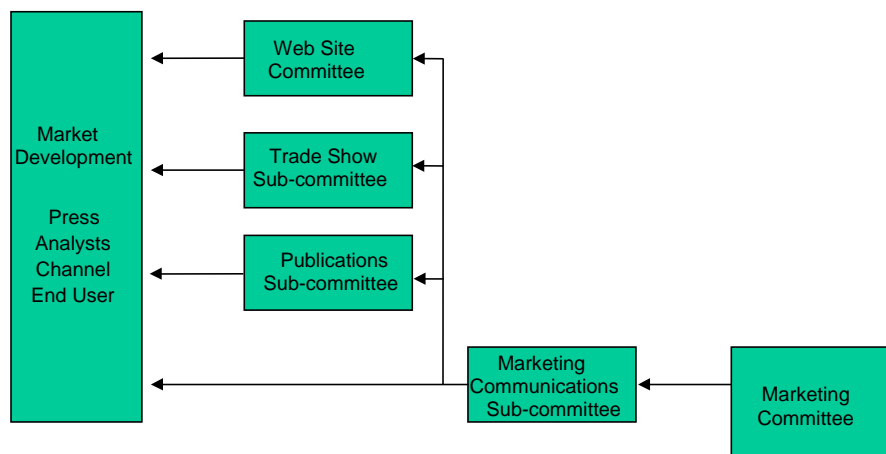
Committee Work

The bulk of FCIA efforts are handled through committees. The most active committees are the Marketing Committee and the Roadmap Committee. The Marketing Committee, which is dedicated to promoting our industry and providing responses to competitive technologies, is responsible for the marketing communication function. Its primary task is to promote the Fibre Channel industry and provides the overall messaging. Several marketing vehicles are used to communicate FCIA messages. The Marketing Committee directly coordinates communication with press and analysts and also uses other marketing venues (such as the web site, publications, CDs featuring educational and product materials, and trade shows). Many of these resources (e.g., the FCIA Website), are developed or managed by sub-committees under the Marketing Committee.

The Roadmap Committee draws the most participation of any of the committees. During each T11 meeting, a special session is held by the FCIA to discuss the future roadmap for Fibre Channel. In these sessions, or “Speed Forums,” everyone has an opportunity to contribute to the next generation of Fibre Channel speed and compatibility progressions. The Roadmap Committee also tackles other issues, like security and management.

Access to end-user groups is mainly handled through the Industry Alliance sub-committee. The FCIA has successfully set up bilateral relationships with organizations, such as the ASNP and SNIA, to provide access to the end-user community. The Marketing Committee is responsible for developing marketing and educational material for use with these organizations, providing web links and press releases, while the Alliance Committee is responsible for maintaining the relationship along with the FCIA Board of Directors.

Figure 2: FCIA Promotional Committees



Market Guidance for Standards Development (Technical)

In addition to providing an outbound promotional service, FCIA committees must ensure that Fibre Channel technology continues to mature through market feedback to the appropriate standards-setting bodies.

Other committees also provide market feedback. For example, the Roadmap Committee provides long-term industry feedback and competitive technology feedback. The FCIA will generate standards-based, Market Requirements Documents (MRD) as the vehicle for market feedback. An MRD is used as the supporting document for standards proposals. MRDs are usually a collaborative effort of all interested members and target a particular standards issue.

Basic Organization

FCIA Board of Directors

FCIA Secretariat

- *FCIA Executive Director*
- *Contracted services*
- *Management*

Marketing Committee

- *Contracted marketing manager*

- *End-user and industry message development*
- *Marketing initiatives*
- *Press and analyst presentations and logistics*
- *Fibre Channel collateral*
- *FC focus, joint US-Europe*

Website sub-committee

- *Website development*
- *Webcast opportunities*

Events & Tradeshows sub-committee

- *Appropriate industry tradeshows*
- *End-user event participation*
- *Speaking opportunities for members*
- *Fibre Channel Plugfest events*
- *Multi-vendor demonstrations*

Education sub-committee

- *Education service contractors*
- *Member corporate education programs*
- *Leverage technology marketing & market*

Roadmap Committee

- *8GFC requirements*
- *FC baseT*
- *FC-SATA*
- *FC-SP*
- *FC-SCM*