



Fibre Channel Alliance Working Group (FC-AWG) Proposal



Where we stand now

- FCIA Board has approved the team
- SNIA Strategic Alliance Group has approved the team
- Next Step is to bring this proposal to the SNIA Board on Oct 13th for final review/approval
- Skip Jones/David Dale will be at this SNIA Board Meeting to address any concerns



FC- AWG Goals

- Enhance Fibre Channel awareness and visibility within the SNIA
- Enhance Fibre Channel messaging and coverage is communicated at SNIA Industry Events (e.g., SNW)
- Enhance the marketing of Fibre Channel Capabilities
- Promote, Coordinate and Communicate Technical Efforts Between T11 and SNIA (e.g., SNIA Dictionary, FC TWG, FC Tutorials)



FC-AWG

- What is it?
 - Governing Board to oversee all activities and make the appropriate recommendations
 - Has its own budget
 - Does not supersede any other alliances/MOUs
 - Extension to other geographies requires multiple considerations
 - North America
 - Reports into the SNIA and FCIA Boards of Directors



FC-AWG

- Why do we need this?
 - To leverage the common interests between the SNIA and the FCIA
 - To promote and coordination and communication between FCIA and SNIA as it relates to FC technologies
 - Messaging
 - Collateral
 - Marketing Communications
 - Combine SNIA/FCIA resources and activities
 - Joint Marketing opportunities
 - Outreach to a broader audience
 - Fibre Channel representation in SNIA organization



FC-AWG Team

- **Skip Jones (QLogic)**
 - SNW Co-Chair
 - SNIA Board of Directors
 - FCIA Board of Directors
 - FCIA Roadmap Chair
- **Steve Wilson (Brocade)**
 - SNIA Technical Council
 - FCIA Board
 - T11 Work Group Chair
- **Julie Ryan (LSI Logic)**
 - SNIA Board Member
 - Participated in the 4Gig marketing
- **Denise Ridolfo (Network Appliance)**
 - SNIA Marketing rep
 - SNIA Forum Marketing
 - SNIA Europe Marketing and PR liaison
 - FCIA Marketing rep



Initial Tasks

- Development of Fibre Channel Tutorials for SNW's
- Provide Fibre Channel industry article for publications such as SNS Europe, InfoStor
- Update FC terms in the next issue of the SNIA Dictionary
- Develop Technology Papers (Flashes) for NPIV, FAIS, Security - others?
- Provide FC webpage or link on the SNIA website and SNIA links on the FC Website
- Presenters at current SNIA/SNIA Europe academy events



Deliverables

- Develop a 2007 Joint Marketing Plan
- Provide updates to SNIA Dictionary (February, 2007)
- Provide Periodic FC Technology Flashes
 - **NPIV, FAIS, Security (2 per quarter?)**
- Present Fibre Channel topics for SNIA Tutorials for SNW in April
- Develop a joint SNIA/FCIA Industry Roadmap



Deliverables

- Combined SNIA/FCIA Events
- Participate in upcoming SNIA EU Academy Events Present FC Roadmap at SNIA Europe Academy Events

The SNIA Europe Academy events will cover the key technology areas and issues facing storage professionals today including: positioning IP Storage solutions alongside Fibre Channel, unravelling the myths surrounding Information Lifecycle Management and introducing the latest thinking around data management in the IT arena.

- Dubai – Feb 7th
 - Zurich, Switzerland - Feb 27th
 - Copenhagen, Denmark - May 8
 - Stockholm, Sweden - May 9
 - Oslo , Norway- May 10
 - Moscow, Russia - May 15
- FOSE 2007 will be our first FC-AWG joint event

