



SNIA 2012 ANNUAL MEMBERS MEETING

October 4, 2012

10:00 a.m. PT– Teleconference

(See Next Page for Dial-in and WebEx Instructions)



Conference Call Dial-in and WebEx Information

➤ Conference Call Information:

- Toll-Free Access Number: 1-866-439-4480
- Participant PIN Code: 16353977#
- International Toll-Free and Toll Numbers:

<http://snia.org/sites/default/files/AccessNumbers-1.pdf>

- Toll Access Number: 1-212-786-7191
- Several Key Commands:
 - To mute or unmute your own microphone. *1
 - To mute or unmute all participants' microphones. *2

➤ Participants Joining a WebEx:

- Visit <http://snia.webex.com> to locate the meeting.
- Click on the meeting name (SNIA All Members Meeting 2012), type in your meeting **password: snia2012**

2012 Annual Members Meeting Agenda



- Greetings & Roll Call (for Quorum) - Leo Leger, Executive Director
- Welcoming Comments - Wayne Adams, 2012 Chairman
- Motion to Approve 2011 Minutes - SW Worth, 2012 Secretary
- SNIA 21022 Annual Update - Wayne Adams, 2012 Chairman
- Fiscal Report (2011 Annual Report) - Rob Peglar, 2012 Treasurer
- Questions & Answers - Members & SNIA Board Members
- Adjourn

Welcome and Approval of 2011 Minutes - Leo Leger, Wayne Adams, and SW Worth

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- Roll Call of Voting Member Companies
- Primary Representatives of Voting Member Companies, please identify yourselves during roll call
- If you work for a Voting Member Company and do not hear your primary representative, please identify yourself during roll call – **Proxy representation is Acceptable.**
- Motion for a Vote to approve 2011 meeting minutes will take place if quorum is met – if not, we will do a roll call again at end of meeting, Otherwise, Minutes will be later approved via Ballot.

Roll Call: Roster of Voting Companies And Primary / Voting Representatives



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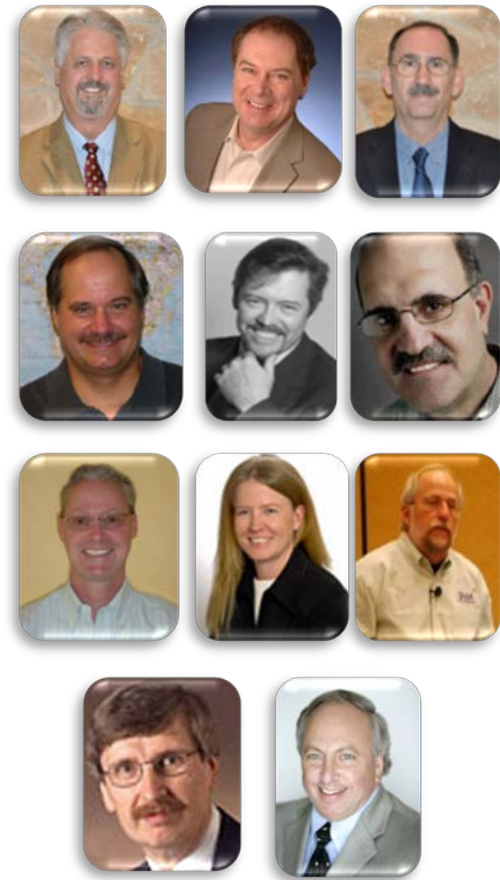
- ◆ Eran Farajun, Asigra Inc.
- ◆ Neal Silverman, Computerworld
- ◆ Travis Rutherford, CoreVault
- ◆ Tim Hudson, Cryptsoft
- ◆ Bill Dawkins, Dell Computer Corp.
- ◆ Wayne Adams, EMC Corporation
- ◆ Mark Jones, Emulex Corporation
- ◆ Leah Schoeb, Evaluator Group
- ◆ Stan Ball, Flexstar
- ◆ Al Zmyslowski, Fujitsu America Inc.
- ◆ Marius Tudor, Fusion-io
- ◆ Peter Manning, HP
- ◆ Vincent Franceschini, Hitachi Data Systems
- ◆ Alan Yoder, Huawei
- ◆ Glen Jaquette, IBM
- ◆ Jim Pappas, Intel Corporation
- ◆ Simon Gordon, Juniper Networks
- ◆ Bill Wuertz, LSI Corporation
- ◆ SW Worth, Microsoft Corporation
- ◆ Dave Dale, NetApp
- ◆ Tony DiCenzo, Oracle Corporation
- ◆ Garth Gibson, Panasas, Inc.
- ◆ Skip Jones, QLogic
- ◆ Mark Pastor, Quantum
- ◆ Gary Phillips, Symantec
- ◆ Idris Grant, Terremark Worldwide
- ◆ Larry Lamers, VMware, Inc
- ◆ Steve Sicola, XIO

Announcing 2012-2013 Board of Directors



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- Wayne Adams – EMC
- David Dale – NetApp
- Tony Diczno – Oracle *
- Glen Jaquette – IBM
- Skip Jones – QLogic *
- Jim Pappas – Intel
- Peter Manning - HP *
- Molly Rector – Spectra Logic
- SW Worth – Microsoft *
- Al Zymkowski – Fujitsu*
- Non-Voting Board Members
 - ◆ Leo Leger – SNIA Executive Director
 - ◆ 2012-2013 Technical Council Chair (TBD)



* Members re-elected to a new 2-Year Term. Please note that the SNIA Officer elections will take place prior to SNW.

Three (3) Appointed Seats on Board of Director are available.

Announcing 2012-2013 Technical Council

- Duane Baldwin – IBM
- Craig Carlson – QLogic *
- Mark Carlson – Oracle
- Don Deel – EMC *
- Fred Knight – NetApp *
- Doug Voigt – HP *
- Alan Yoder – Huawei *
- Non-Voting Technical Council Members
 - ◆ Gilles Chekroun - Cisco, Belgium
 - ◆ Arnold Jones – TC Managing Director



Members re-elected for a new 2-year term

Please note that the SNIA Technical Council (TC) Officer elections will take place prior to SNW

Two (2) Appointed Technical Council Member Seats are available

SNIA: Connecting People, Storage and Information



Approximately 4,200 Active Members
Some 400 Organizations Comprising
Vendors, Service Providers (New in '12)
End Users,
Channel and Services



45,500 IT Users and Vendors Educated

2,000 Certified Professionals Achieving
3,700 Certifications *

* Includes 300+ New "CompTIA Storage + Powered by SNIA" Certifications to date in 2012

Staff and Contractors: Supporting and Coordinating SNIA Activities

➤ **Executive Director:** Leo Leger

➤ **Operations and Business Services**

- ◆ Michael Meleedy, Business Services Director
- ◆ Esther Chung, Business Services Coordinator

➤ **Marketing**

- ◆ Serena Buckholz, Online Programs and Web Manager
- ◆ Kristin Hauser, Marketing Programs and Design Manager
- ◆ Jen Bees and Diane Marsili, Program Consultants (Contractors)

➤ **Membership Services and Sales**

- ◆ Marty Foltyn, Business Development Representative (Contractor)
- ◆ Lisa Mercurio, Membership Services Manager

➤ **SNIA Emerald and KMIP Programs**

- ◆ Dave Thiel, Program Director (Contractor)

➤ **Education and Global Programs**

- ◆ Nancy Clay, Education Program Manager
- ◆ Paul Talbut, Global Education and Regional Affiliate Program Director (Contractor)

➤ **Technology and Technology Center**

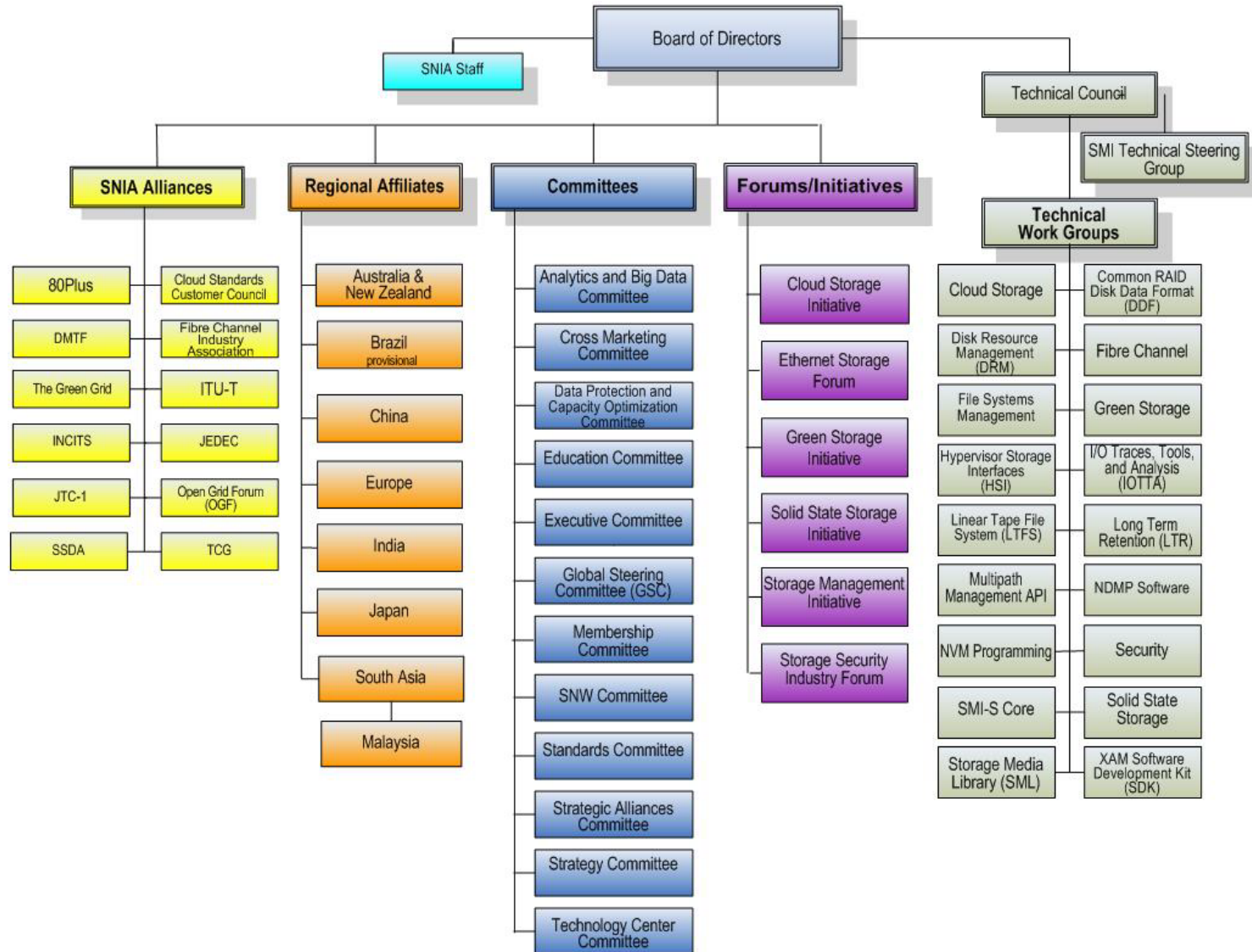
- ◆ Arnold Jones, Technical Council Managing Director
- ◆ John Malia, Technology Systems and Support Engineer
- ◆ Erin Weiner, Project and Operations Manager

➤ **SMI Management and Program Support (Includes F&I Programs)**

- ◆ Tom Mancuso, Senior Program Manager, SMI and CSI Program Support
- ◆ James Rigger, Conformance Testing Programs Manager and KMIP Program Consultant
- ◆ Marilyn Fausset, Senior Technical Writer and GSI Program Support

Note: SNIA has Contractor Agreements with approximately 20 additional industry and subject matter experts in various functions and Forums and Initiatives (F&I's)

SNIA Organization Chart



Highlight Activities

October 2011 – September 2012

- Cloud Storage Initiative (CSI), CDMI (**Cloud Data Management Interface**) Specification and Reference Implementation adopted for commercial application with ISO standard approval pending (this month); Cloud Plugfests are conducted in the U.S., Europe, and China
- Green Storage Initiative (GSI), SNIA Energy Measurement Specification, power supply efficiency testing in concert with EPA EnergyStar is developed as **SNIA Emerald Program** and launched at SNW in Orlando in October, 2011 with companies testing
- Education Programs evolve with assistance from Paul Talbut, contracted as Global Education Director. e-Courses are successfully launched in late 2011; with CompTIA Strategic Alliance to replace Foundations credential with “**CompTIA Storage + Powered by SNIA**” January, 2012 launch and ISO approval in June; certification refresh/rewrite to Storage Networking Management/Administration (201) and Assessment, Planning and Design (300) credentials.
- **SNIA Tutorials** remain popular at industry-wide events with many being video-recorded and available on Website repository.
- **SNIA 2012 Dictionary** continues as a recognized industry resource; **2011 Version** announced as winner of **APEX publishing Award** for outstanding resource category

Highlight Activities

October, 2011 – September, 2012

- ◆ **Analytics and Big Data Committee (ABDC)** evolves from a January 2012 Winter Members' Symposium BoF Meeting to a Committee with some 50 early members chartered and launched by April -- with an event by September...!
- ◆ **Solid State Storage Initiative (SSSI) PCIe SSD** Committee evolved from 2012 Winter Symposium meeting, to a Taskforce in April, to Committee of 50+ members by August
- ◆ OASIS Technical Committee announces in May that SNIA has been selected to conduct **KMIP interoperability testing** (at Colorado Springs Technology Center). Program to use Cryptsoft toolkit and launch being driven by SSIF planned for Q4 2012.
- ◆ **Linear Tape File Systems (LTFS)** Technical Work Group is launched in June
- ◆ **Non-Volatile Memory** Technical Work Group is launched in June and SNIA is invited by Intel to participate in Intel Developer Forum in September as part of Technical Community
- ◆ **Storage Management Initiative (SMI)** celebrates **10-Year Anniversary** and continues to drive storage management with SMI-S 1.6 and beyond; SMI-Lab, CTP continues on-going efforts to promote industry adoption of SMI-S.

Highlight Activities

October, 2011 – September, 2012

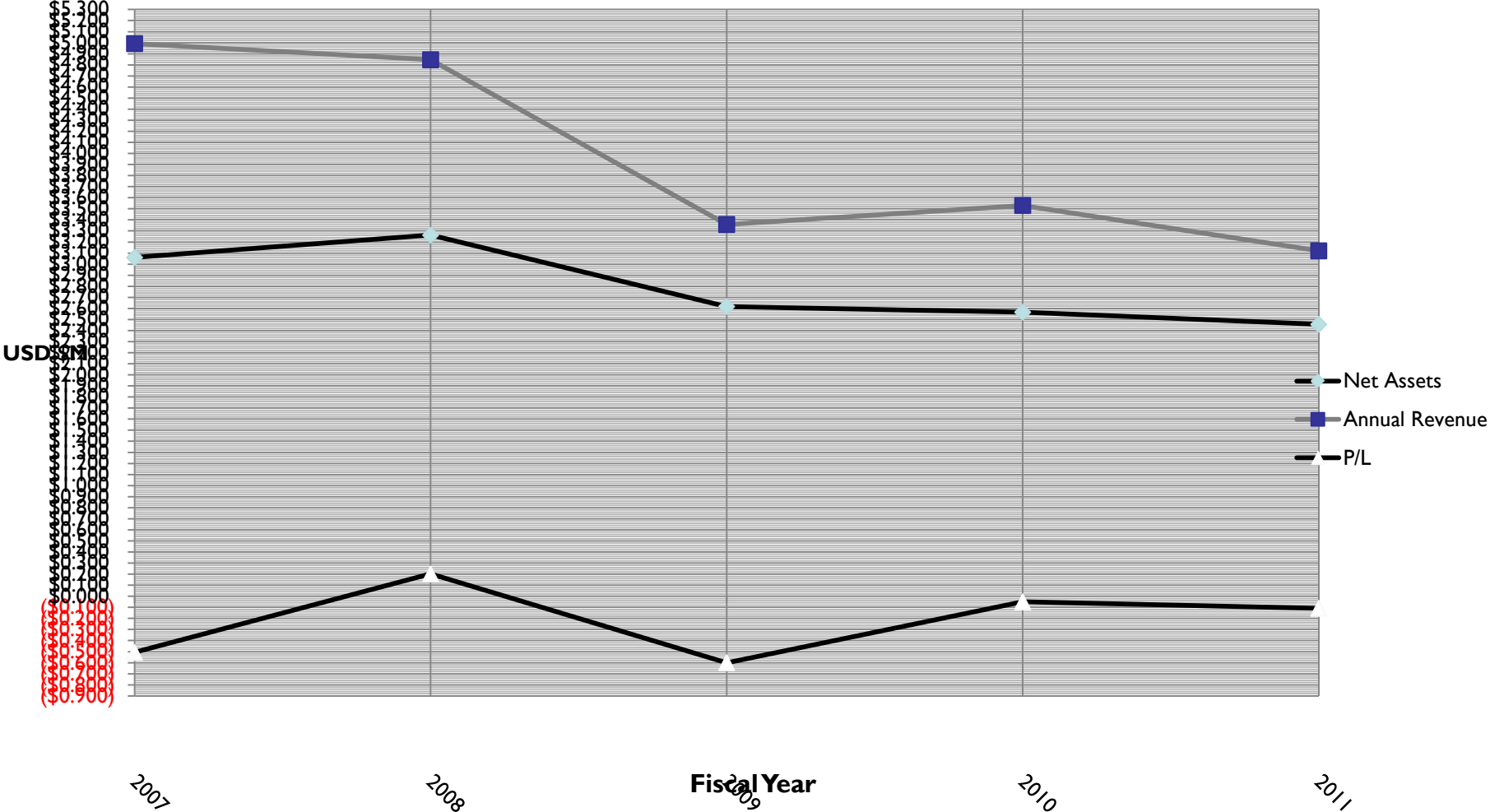
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- ◆ **SNIA Redesigns its Website – Improves Navigation and “Look and Feel” in May**
- ◆ **SNIA Events a Success**
 - ◆ SNW (Storage Networking World) (Co-owned with IDG) – Orlando and Dallas include still popular Hand-on-Labs and significant SNIA content with Tutorials; Record Registration
 - ◆ Winter Member’ Symposium -- San Jose (Featuring enhanced Member Recognition Programs)
 - ◆ Successful 9th Annual **Storage Developer Conference** in Santa Clara exceeds its sponsorship and attendance goals and includes successful **SMB/SMB2/SMB3 Plugfest** (September)
 - ◆ Inaugural Analytics and Big Data Summit attracts 155 attendees with great Agenda (September)
- ◆ **SNIA’s Experts and Representatives Participated in a Host of Industry Events**
 - ◆ SNW Europe - Frankfurt
 - ◆ USENIX: FAST– San Jose; Storage Visions -- Las Vegas ; Flash Memory Summit -- Santa Clara
 - ◆ CloudConnect – New York City and Chicago; TPN’s Blade and Health IT Conferences - Boston
 - ◆ IDG’s IT Roadmap – New York City, Washington, D.C., Denver, and Boston
- ◆ **SNIA’s Global Presence and Strategy**
 - ◆ Paul Talbut appointed as Regional Affiliate Program Director, and, Global Steering Committee chartered and launched in August as well as Global Organization Analysis (GOAL) Task Force
 - ◆ SNIA Chairman, Wayne Adams visits SNIA Japan and SNIA China and organizes to appoint New Co-Chairs in SNIA China: William Li – Lenovo, Eric Sun – SAP and set SNW China in November
 - ◆ SNIA Brazil still “Provisional” but getting close to meeting required commitment of members

SNIA Fiscal Report

SNIA Fiscal Health 2007-2011



- 2012 is a year of continued financial prudence and performance. We are once again projecting a “break-even” financial performance or slight surplus.
- Despite industry mergers and acquisitions, SNIA has been able to maintain for a third consecutive year a steady revenue stream of membership revenue based on new/replacement members and added Forum and Initiative activity.
- 2012 was an important year as SNIA continued to pursue its strategic programs to reinforce the value of linking core storage technologies and standards with upper layers of management functions for data and information
 - ◆ CSI, GSI, SSSI, SMI... and now with LTFS, PCIe and N-V M
- 2013 will present interesting opportunities and challenges for SNIA and the storage market. The still sensitive economic situation mandates that we continue to carefully apply our resources (albeit no Staff attrition for 2 years) to our priorities.
- Finally... **we could not do the work of the SNIA without our passionate and dedicated volunteers**, some of whom will be specially recognized at our January Symposium in San Jose
- The support and loyalty of all SNIA members and volunteers is deeply appreciated



Questions...?

Your Feedback is also welcomed.





Thank You...!

We look forward to your participation in SNIA
in the upcoming year!

SNIA 