



An Introduction to the Storage Networking Industry Association

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#SNIASDC

What is SNIA?

SNIA is a non-profit global organization dedicated to developing standards and education programs to advance storage and information technology.

SNIA Technical Standards

20+
years

of developing and promoting standards in digital storage and information management.



Who is SNIA?

A community of storage professionals and technical experts

What SNIA Members Say

"SNIA is the organization for vendor-neutral storage advancements in the Industry."

"To be a leading storage vendor, we need to be a leader in SNIA."

"SNIA helps us pave the way for new technology, benefiting our company and the industry."

"SNIA gives us a voice in the storage industry."

"SNIA helps my company build brand and thought leadership."

What SNIA Does

“Give me *back* the correct bit that I wanted stored.”

- **Standards Development and Adoption**
- **Technology Acceleration and Promotion**
- **Industry Alliances and Joint Programs**
- **Global Vendor-Neutral Education**



185

industry leading
organizations



2,000

active contributing
members

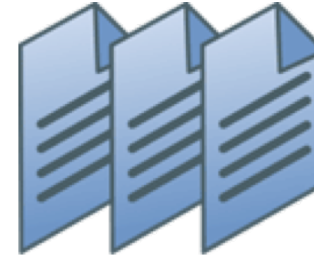


50,000

IT end users & storage
pros worldwide



SNIA Educational Resources



- Recent presentations
- Videos
- Tutorials
- White Papers
- ***snia.org/educational-library***

SNIA Educational Resources

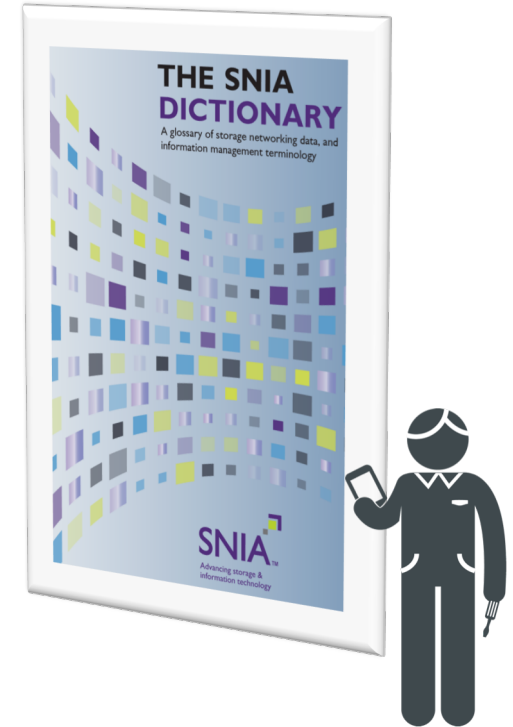


- Recorded webinars
- Conference presentations
- Global events
- Storage News and Events
- [**youtube.com/sniavideo**](https://youtube.com/sniavideo)

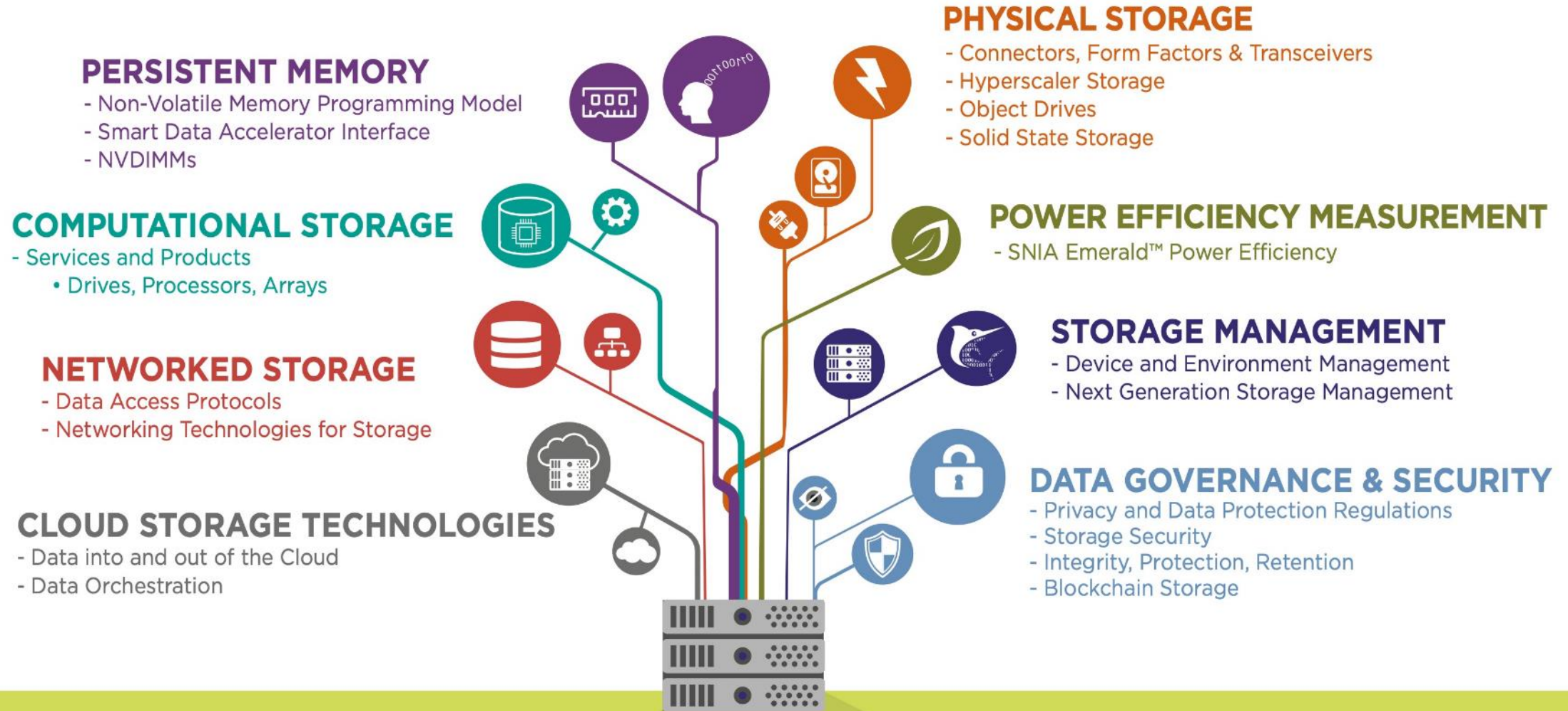
SNIA Educational Resources



- Award-Winning, industry-recognized technology reference
- Storage/IT terms and definitions
- Constantly updated
- **snia.org/dictionary**



SNIA's Technical Scope



The Real Value to SNIA Membership



INFLUENCE

- ✓ Influence storage technologies important to the marketplace
- ✓ Amplify your vendor storage expertise and reputation
- ✓ Participate in the development of international standards



COLLABORATE

- ✓ Participate in multi-vendor interoperability activities
- ✓ Gain insight into disruptive industry trends
- ✓ Form strategic alliance partnerships
- ✓ Develop relationships throughout the industry



LEAD THE INDUSTRY

- ✓ Educate on all things storage
- ✓ Drive standards development and adoption
- ✓ Align strategic business objectives with worldwide standards



Enjoy SDC!

@SNIA
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