SNIA 3-Year Strategic Plan for 2012-2014
Approved by Board of Directors September 30, 2011
V4.0

Mission and Goals – Summary Document

SNIA

Mission and Vision

Mission

Lead the storage industry worldwide in developing and promoting standards, technologies and educational services to empower organizations in the management of information

Vision Statement Objectives

◆ 1. Be the trusted advisor across all business segments and the recognized authority in storage technologies in support of information management

◆ 2. Be a catalyst for the development and adoption of standards for storage and information technology.

◆ 3. Continue to grow a strong international presence to address the needs and requirements of the local storage and information management marketplaces

◆ 4. Address the storage and information management needs of the new community of consumers and providers created by the increasing trend towards Cloud

Be the trusted advisor across all business segments and the recognized authority in storage technologies in support of information management

SNIA

Advancing storage & information technology

Definition/Background

As a multi-vendor organization endorsing vendor neutrality, the SNIA has a unique opportunity to engage and educate end-users and IT organizations on storage technologies and standards needed to meet their business needs for information management.

Goals/Description/Intention

Establish the SNIA as a Technology Leader through branding, education, and alliance activities, across business segments

Many target audiences for the SNIA currently do not fully comprehend the benefits that the SNIA can provide them in terms of managing their information. We will raise awareness and understanding of the value we add to the storage industry.

Expand the outreach of the SNIA to new member markets through educational and thought leadership activities

Consolidations are shrinking the traditional membership pool for the SNIA. As we reach out to new markets, we will maintain SNIA growth and relevance to the Storage market place.

Advance visibility and value of SNIA Technology Centers to Storage Industry

SNIA Technology centers worldwide are one of the assets of the SNIA that we will focus on for long term value and sustained return on investment for these venues.

Be a catalyst for the development and adoption of standards for storage and information technology

SNIA
Advancing storage & information technology

Definition/Background

Technical activities are the heart of the SNIA Mission. IT business and technology trends highlight a need for data and storage (management) technologies to enable and enhance information management for all business types. It is therefore necessary for SNIA to define the key technical areas it needs to address in order to help the integration and leveraging of storage and data management standards to support information management requirements.

Goals/Description/Intention

Develop and enhance storage standards and information technologies to facilitate information management

In addition to existing architecture developments (SMI-S, MF, XAM…), the SNIA must clearly identify the technology landscape it will address in order fulfil its extended mission. Clear standards roadmaps will be pursued.

Accelerate the adoption of storage standards and information technologies

Standards are a necessary condition in the IT/Storage industry but are not sufficient to enable business development in a timely fashion. The SNIA will identify how it can address standard adoption issues and how it can contribute to reduce interoperability bottlenecks, also leveraging new standard development opportunities.

Enhance resource and capabilities of SNIA staff and volunteers to support programs

As the SNIA embraces new technology/solution territories, it must be well equipped with access to relevant expertise pools. As the Association expands its reach internationally, it will leverage and build international resources of expertise and volunteers.

Continue to grow a strong international presence to address the needs and requirements of the local storage and information management marketplace

SNIA

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Definition/Background

Unique from most other IT-focused industry associations, the SNIA has established 8 Regional Affiliates and Forums (including Brazil as 'provisional") outside of the US since its formation in 1997. As SNIA Affiliates continue to grow and expand, the organization will support RA/RF efforts to develop and leverage local activities to enhance recognition and gain credibility. Working to become a truly global organization requires the active engagement of local SNIA members supported by key stakeholders among US-based staff, volunteers, and leadership as well as member company representatives and their international counterparts.

Goals/Description/Intention

Support RA/RF efforts with structure, processes and business models which have been designed to unite the global SNIA community – particularly information exchange.
The SNIA has established guidelines and infrastructure (e.g., new "Global Intranet") to support Regional Affiliate activities. By improving communications and clarifying roles, SNIA "corporate" needs to become a more effective enabler for the success of affiliates to meet local market conditions

Continue to enhance recognition of SNIA brand through marketing communications and partnership with programs, events and other appropriate activities
Recognizing that SNIA branding has evolved and is recognized, Regional Affiliates should leverage the identity in programs and materials, with support from SNIA Marketing, to leverage the SNIA brand worldwide.

Expand international presence and grow membership with RA/RF programs
Additional Regional Affiliates will emerge in new geographies and grow international membership by leveraging attractive programs that are relevant to indigenous market segments. The role of the ISC should be embraced and enhanced with additional volunteer, staff, and/or contracted resources as required.

Address the storage and information management needs of the new community of consumers and providers created by the increasing trend towards delivering all aspects of Cloud

SNIA

Advancing storage & information technology

Definition/Background

The SNIA's role in cloud is focused on the delivery of data storage as a service in private, hybrid, and public scopes including hardware, software, and professional services. Cloud is the most visible aspect of the transformation of IT to be a service. Cloud also represents new segments of data storage consuming organizations with new unmet needs and user groups making it strategic for the SNIA.

Goals/Description/Intention

Establish the SNIA as an influential group within the cloud storage community.

The cloud market is in an early stage where it is served by various players in fragmented segments. At the same time there are a variety of groups and associations across the industry (including ourselves) working to create a broad multi-vendor ecosystem. With an increasing amount of focus and activity refined through cloud market study we can move SNIA closer to the level of influence we seek.

Grow the standards based ecosystem for cloud storage interoperability.

SNIA's cloud efforts include CSI, TWGs, and active alliances. We consistently motivate cloud storage interoperability through promotion, reference architecture, and education. In order to build on this we need to better comprehend and reason together about how cloud plays out within SNIA and across the industry. This could lead to increased collaboration across additional SNIA F&I's, TWGs, and alliances to create relationships between elements of cloud data management (CDMI), security, long term retention, and other cloud data access methods.

Expand external awareness of SNIA's role in cloud storage

Accelerate the uptake of cloud storage standards by reducing obstacles to adoption and readying the IT community for cloud storage through ongoing public relations activity such as social media, press releases, media and analyst briefings, sponsorship of and participation in cloud related industry events (tutorials, workshops, and demonstrations) plugfests, vendor implementation references and the publication of white papers and use case reports.