Conference Call Dial-in and Zoom Info

https://www.snia.org/annualmeeting

Link will start Zoom meeting – afterwards, redirects to copy of the presentation materials

Teleconference/Zoom coordinates:
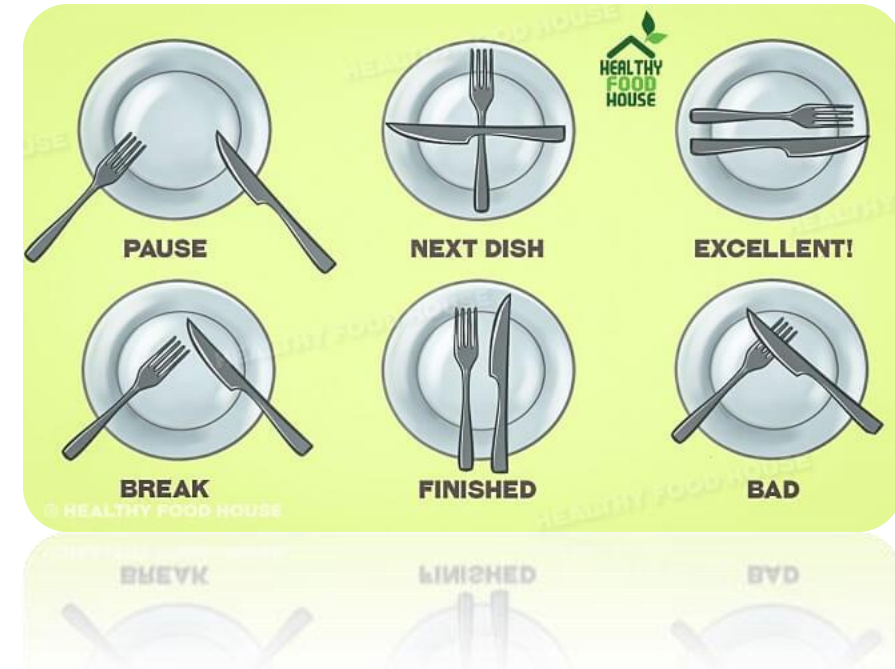
Zoom Meeting ID: 852 4050 8417 Passcode: 20201997

https://snia.org/annualmeeting

One tap mobile

+1207072699,,85240508417#,,,,*20201997# US

Find your local number: https://us06web.zoom.us/u/kbBwn4WOw6

Zoom Format – Attendee Guidance

- Enter Name (Company) on your Zoom Login/Attendee Info

- Everyone will be on Mute, except the Moderator/Speaker

- You can <u>unmute yourself if you would like to say something</u>

  - Voting Member Company Primary/Alternate representatives, please identify yourself when joining

- <u>Remain on Mute</u> when not speaking

- Use the <u>Chat Icon</u> to text message the group or a particular person

- Use <u>Raised Hand</u> function under "Reactions" icon

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2024 Annual Members Meeting Agenda

- Greetings and Roll Call – Michael Meleedy, COO
- FY2023: Annual Report published
  - Motion to Approve 2023 Meeting Minutes – Chris Lionetti, SNIA Secretary
  - Fiscal Report (2023 Annual Report) – Michael Meleedy, COO
- FY2024: SNIA update and achievements to date – Michael Meleedy, COO
- SNIA Branding Update – Scott Shadley, SNIA CSC Co-Chair
- FY2025: What's ahead for SNIA – J Metz, PhD, SNIA Chair
- Discussion and Q&A – Members and SNIA Board Members
- Announcement of the Board and Technical Council Election Results – Michael Meleedy, COO
- Adjourn

Roll Call and Approval of 2023 Minutes

- 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 Accepted at Annual Members Meeting

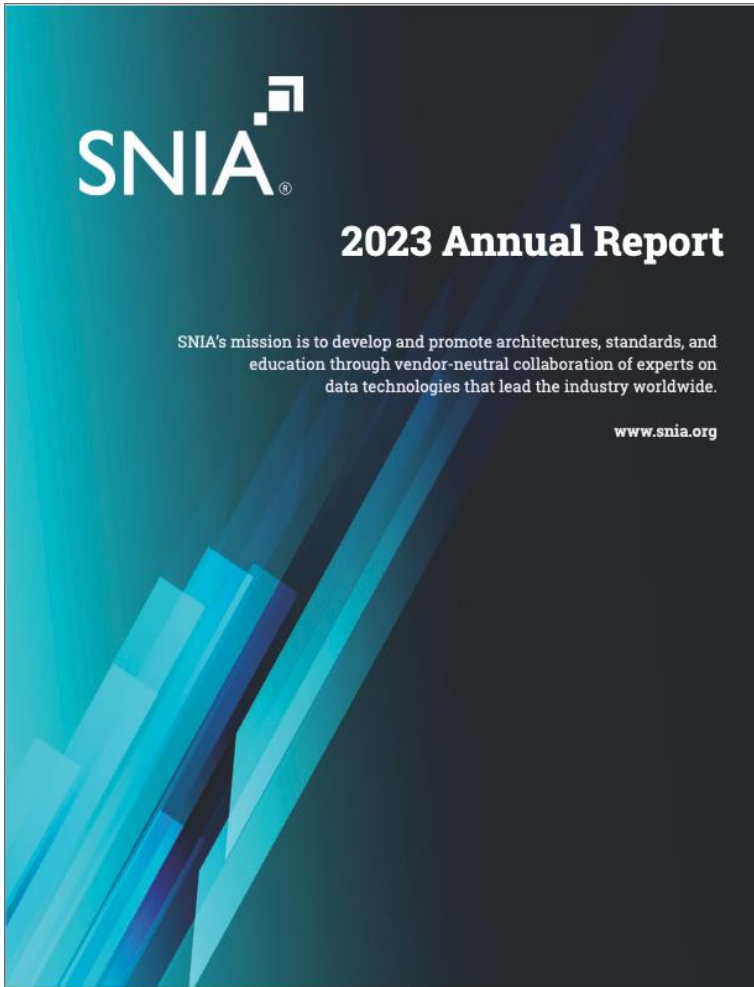- Vote to approve 2023 Meeting Minutes will take place upon quorum being met

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Roll Call 2024:
Roster of Voting Companies and Primary/Voting Representatives

- Leah Schoeb, AMD
- Alexandre Romana, ARM
- David Peterson, Broadcom
- Sean McGee, Cisco Systems
- Bill Elliott, Dell Inc.
- Makoto Sasaki, Fujitsu Limited
- Chris Lionetti, Curtis Ballard, HPE
- Shanfu Li, Huawei Technologies
- Roger Hathorn, IBM

- Artanis Wang, IEIT Systems (formerly Inspur)
- Richelle Ahlvers, Intel Corporation
- Koichi Nagai, KIOXIA Corporation
- Wang Zhenhao, MacroSAN Technology Co.
- Anthony Constantine, Micron Technology
- George Pamboris, NetApp
- Bill Martin, Samsung
- Myron Loewen, Solidigm
- Dave Landsman, Western Digital

Quorum is 10 of 18

SNIA FY2023 Annual Report
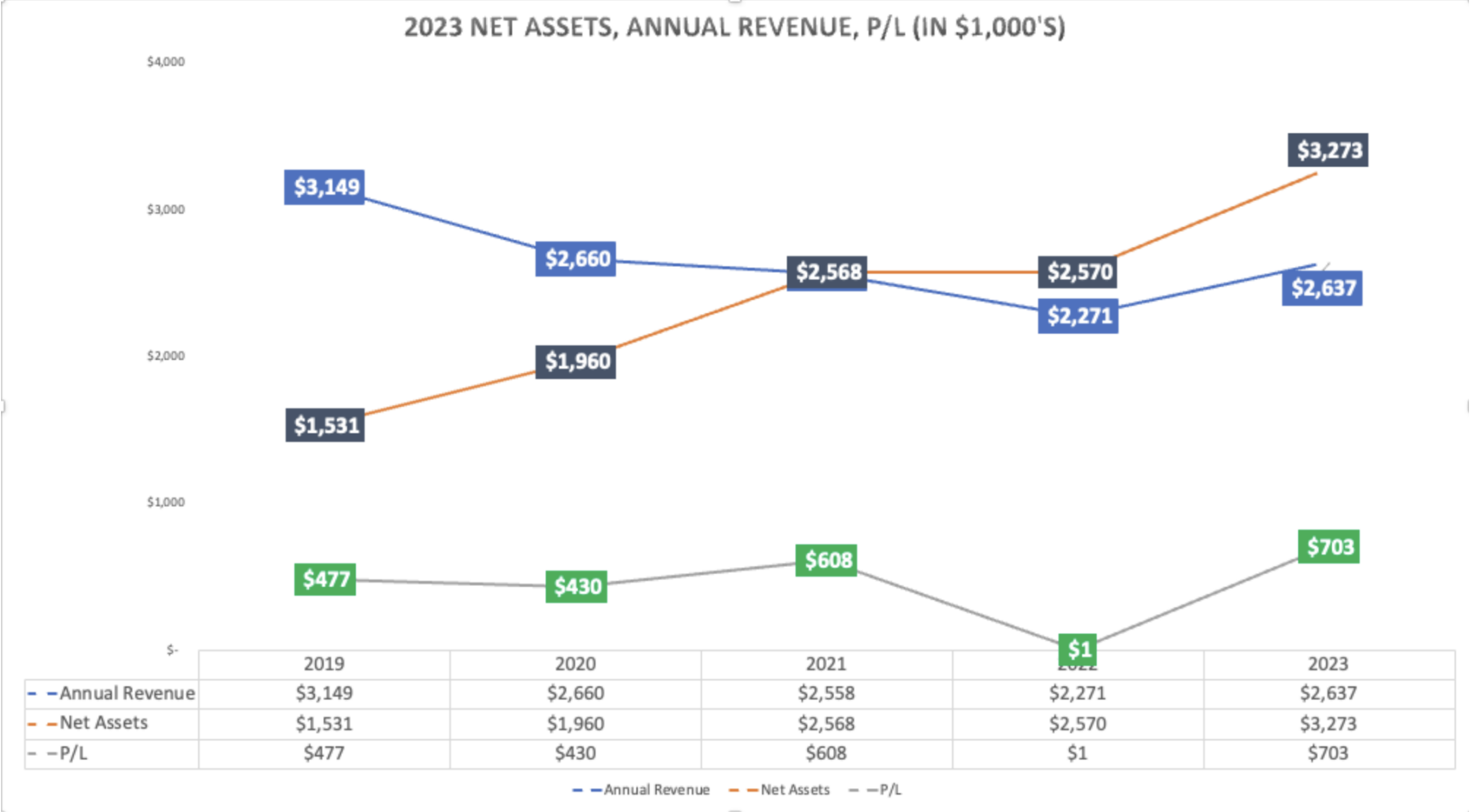

Motion: Approve 2023 SNIA Annual Member Meeting Minutes

FY2023 annual report posted on SNIA website:
(https://www.snia.org/about/corporate_info/documents)

https://www.snia.org/sites/default/files/SDC/2023/Annual%20Report23.pdf

SNIA Fiscal Report: 2023

2023 NET ASSETS, ANNUAL REVENUE, P/L (IN $1,000'S)

	2019	2020	2021	2022	2023
Annual Revenue	$3,149	$2,660	$2,558	$2,271	$2,637
Net Assets	$1,531	$1,960	$2,568	$2,570	$3,273
P/L	$477	$430	$608	$1	$703

Note: P/L numbers include allowances for bad debt, depreciation and vacation accrual. For details, refer to our 2023 annual report at: http://snia.org/about/corporate_info/documents

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FY2024 - Revisited

SNIA Vision and Mission

Vision Statement

- Be the global experts and trusted authority for technologies related to handling and optimizing data.

Mission Statement

- Develop and promote architectures, standards, and education through vendor-neutral collaboration of experts on data technologies that lead the industry worldwide.

2024 Achievements – Technical Publications

ACHIEVEMENT UNLOCKED
1000G- Create Offspring

SNIA Standards

- Swordfish Scalable Storage Management API v1.2.7
- Swordfish Scalable Storage Management API v1.2.6
- TLS Specification for Storage v2.2
- DNA Data Storage Sector Zero v1.0
- DNA Data Storage Sector One v1.0
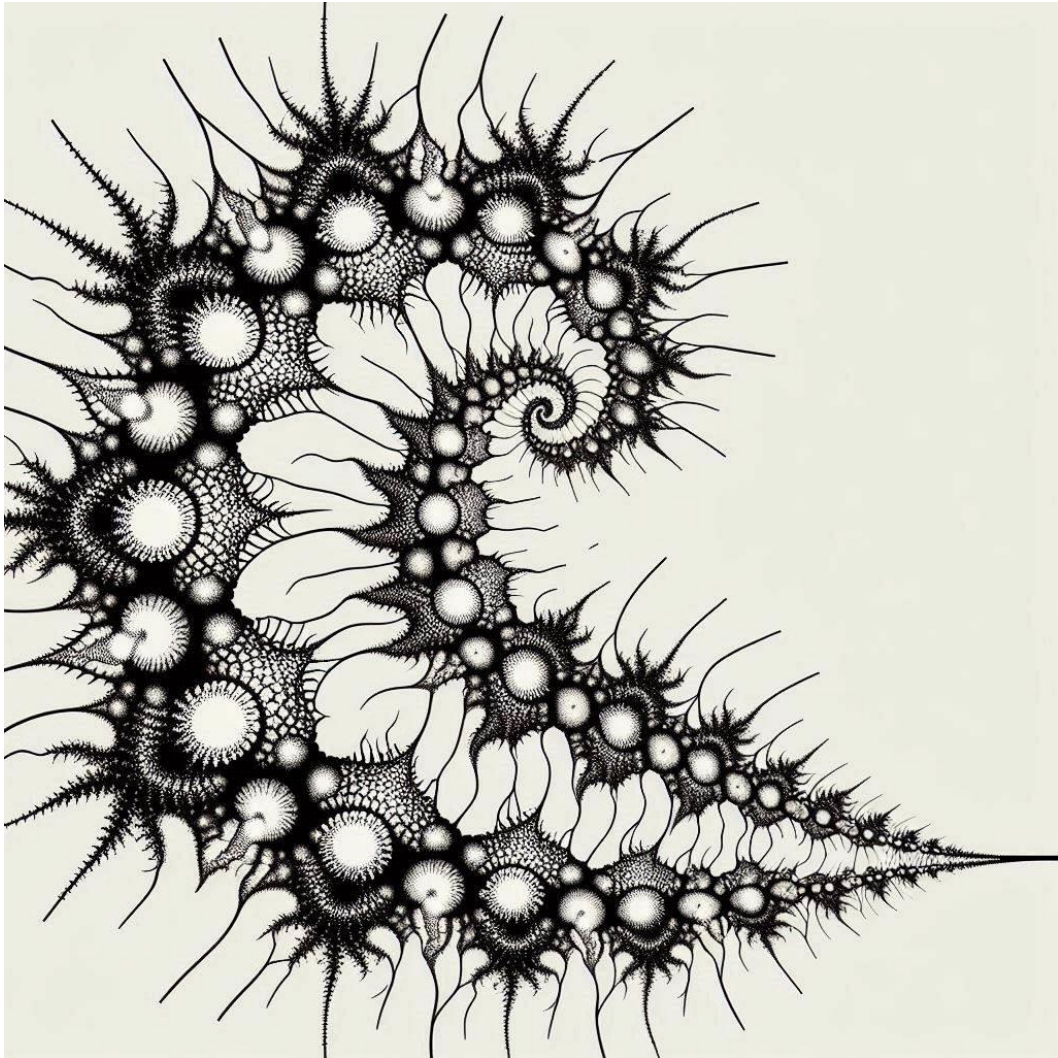
SNIA

2024 Achievements – SNIA ISO Standards

- **ISO/IEC 20648:2024**
  - Information technology — TLS specification for storage systems

2024 Achievements – SFF TA TWG

- **Published 1 new specification:**
  - SFF-TA-1034: Pluggable Multi-Purpose Module
- **Revised/updated 7 additional specifications:**
  - SFF-TA-1002: Protocol Agnostic Multi-Lane High Speed Connector
  - SFF-TA-1009: Enterprise and Datacenter Standard Form Factor Pin and Signal Specification (EDSFF)
  - SFF-TA-1016: Internal Unshielded High Speed Connector System
  - SFF-TA-1026: Storage System High Speed Cable Interconnect
  - SFF-8024: SFF Module Management Reference Code Tables
  - SFF-8639: Multifunction 6X Unshielded Connector
  - SFF-8690: Tunable SFP+ Memory Map for ITU Frequencies

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SNIA Membership – From Complexity to Simplicity

- **Late 1990s – Beginning the Legacy**
  - Standards development organization
  - Companies wanted education and marketing that surrounded standards developed together
  - Started to grow organically, but silos began

- **Circa 2020 – Growing the Powerhouse**
  - Number of groups multiplied, but had *a la carte* $$
  - Challenges created:
    - Hassles for finding support and additional funding
    - Could not cross-over easily between groups
    - Made it difficult to introduce projects
    - Made it difficult to encourage cross-industry work

- **Now – Adapting to the Future**
  - A new way of focusing efforts
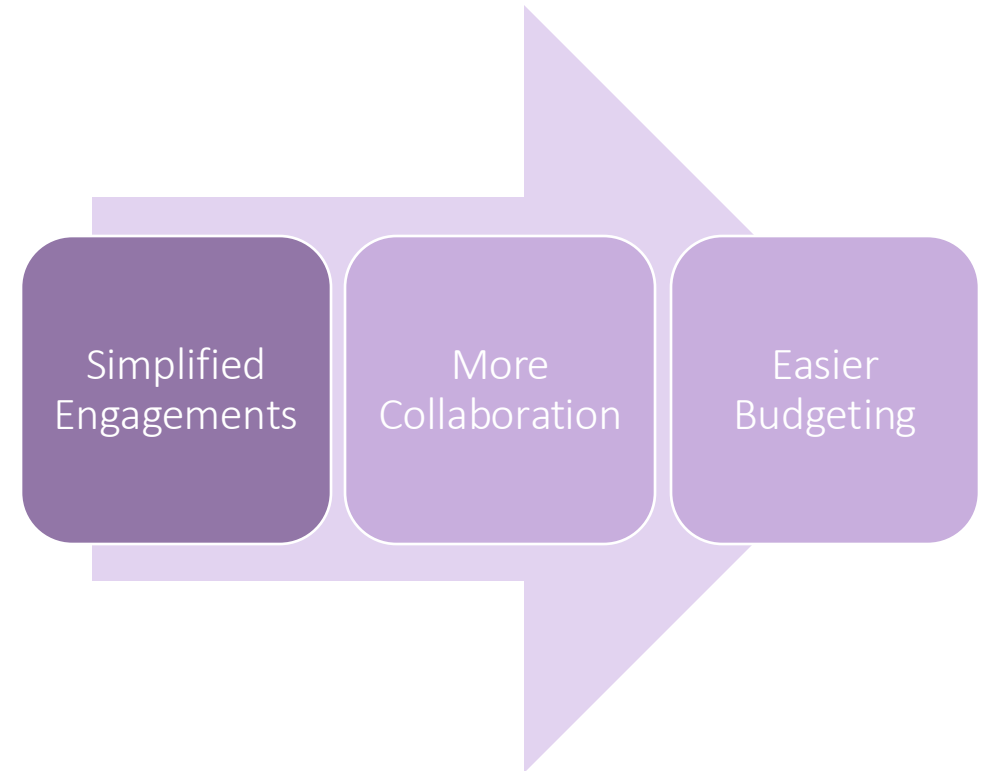   - Simplify, Encourage, Germinate, Strengthen

2024 Achievements - Membership

- **By the numbers**
  - 68 core members; 18 voting
  - 14 Educational Institution members
  - 21 non-core Regional Affiliate members
  - 78 SFF TA TWG members
  - 42 DNA Data Storage Alliance members

- **New Membership Structure – December 1**
  - Platinum, Gold, Silver, Academic
  - More entitlements
  - More participation opportunities
  - Greater flexibility for alliances
  - Long-term life-cycles of projects are more dynamic

Simplified Engagements → More Collaboration → Easier Budgeting

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The Real Value of SNIA Membership

VALUE OF PARTICIPATION

DRIVE TECHNOLOGY DIRECTIONS
Develop and influence standards deployed globally

COLLABORATE ACROSS BOUNDARIES
An ecosystem of sharing, knowledge transfer, and technology advancement

LEAD THE INDUSTRY
Anticipate trends and adapt to evolving technology shifts

Audience Participation – Let's Communicate!!

- **When was SNIA's logo created?**
  - 2000   2007   1986   2012

- **How many clicks to get to the center of the SNIA blogs?**
  - 1   4   2   6

- **How do you get BACK to SNIA.org?**
  - You can't?   You can?
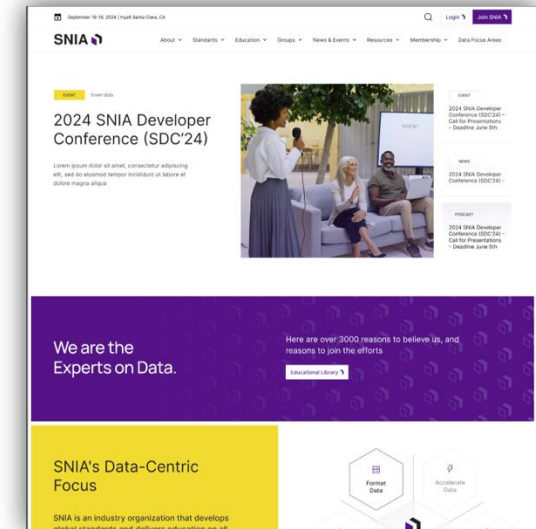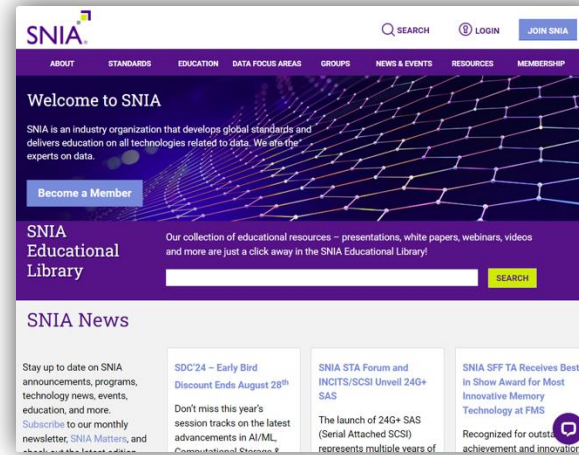
- **Getting the picture???**

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Changing the Storyline, the Image, the Website

- **Internal Efforts**
  - Improve content library creation
  - Improve communication platforms
  - Architect a new website architecture
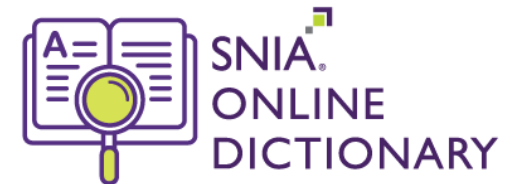 - Create a 'Best Practice' guide

- **External Efforts**
  - Continue to develop the new identity
  - New website and logo launch
  - Simplification of web engagement

- **Feedback Desired -** commsteer-chair@snia.org

Education – A SNIA Priority

- SNIA Developer Conference (SDC)
  - Annual conference BY Developers FOR Developers
  - SDC'24: Over 90 sessions, plus networking Birds-of-a-Feather sessions
  - Hosted 1st Cloud Object Storage Plugfest – SNIA is taking the lead to build a multi-vendor community that tackles cloud object storage incompatibilities
  - Continued hosting SNIA SMB3 IO Lab – over 40 participants
- Educational Webinars Covering a Wide Range of Topics
  - Live vendor-neutral webinars by Forums, Initiatives and Committees
- Launched "SNIA Experts on Data" Podcast Series
  - Interviews with experts in the SNIA community on data-centric topics
  - Available on major podcast hosting platforms and SNIAVideo YouTube Channel
- Resources
  - SNIA Educational Library
    - A single repository of all SNIA educational content
  - SNIA Dictionary
    - Concise and clear definitions of more than 2,000 technology terms

2024 Achievements – Events

Raising SNIA industry leadership profile

Events

- 2024 SNIA Members Preview (January – Virtual)
- Regional SNIA Developer Conference - Austin (April – Austin, TX)
- SAS Plugfest (April – Austin, TX)
- SNIA Technical Symposium (April – Austin, TX)
- Compute, Memory, and Storage Summit (May - Virtual)
- Cloud Object Storage Plugfest (September – Santa Clara, CA)
- SNIA SMB3 IO Lab (September – Santa Clara, CA)
- SNIA Developer Conference (September – Santa Clara, CA)

2024 Alliances
Raising SNIA industry leadership profile

- **New Alliances**
  - JEDEC
  - Ultra Ethernet Consortium (UEC)
- **New Alliances in process**
  - Circular Drive Initiative (CDI)
  - PCI SIG
- **Refreshed Alliances**
  - DMTF
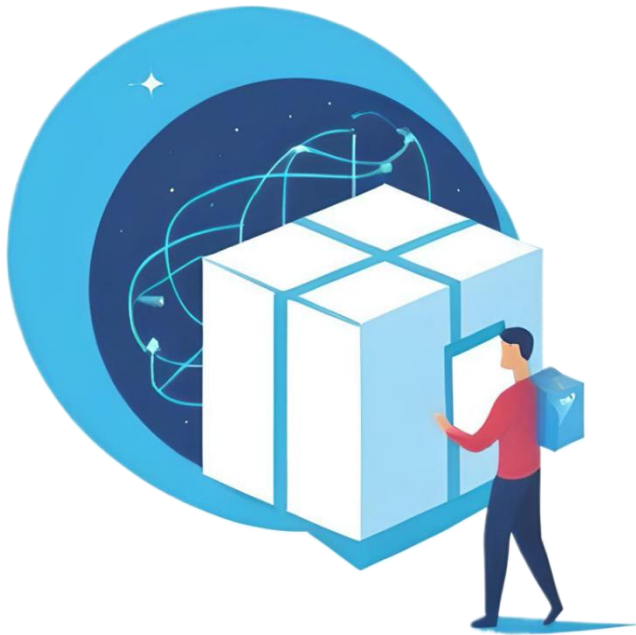 - DMTF / NVM Express / SNIA
  - NVM Express

Alliances

FY2025

Growth and Development

PARTICIPATION EXPECTED

Storage *is* Data. Data *is* Storage

- **"Storage" is a *system that goes beyond media and capacity***

- **Demographics are not the same as they were 25 years ago**
  - Fewer "storage" companies
  - Explosive growth in "data" companies
  - What's the difference?
    - A *lot* of duplication of effort because of terminology confusion!

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2024 Priority 0: SNIA Industry, Technical Outreach

Aggressively pursue stronger technical alliances

Example goals:

Ultra Ethernet Consortium
- Storage WG, Physical interconnects, management

OCP
- Open-Source Security (HW, SW, FW)
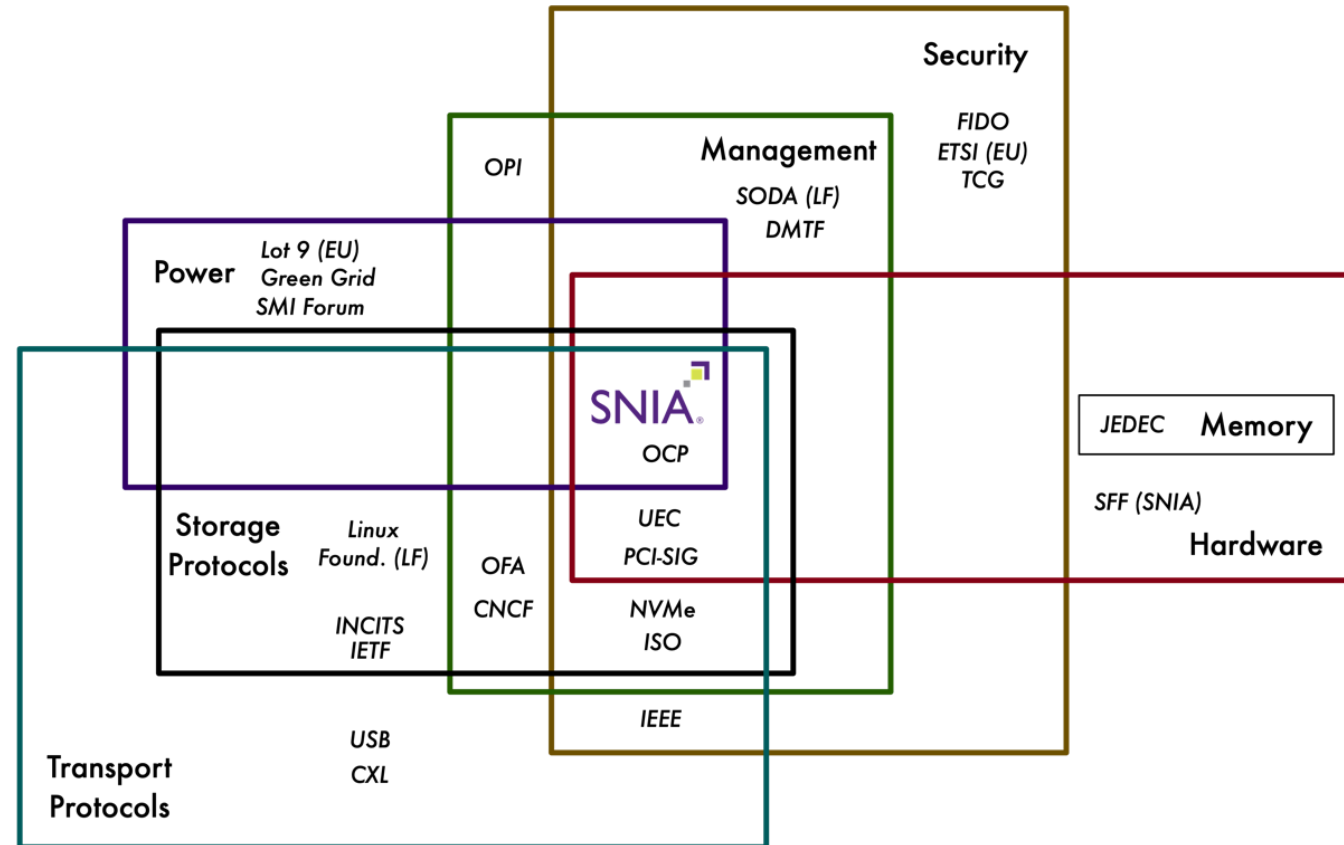- Cloud NVMe

IEEE
- Ethernet-Attached SSDs

CXL and NVMe
- Memory pooling, DMA, management

UALink
- Data structure, pre-processing for AI acceleration workloads

Pursue joint hackathons, plugfests, integration of SNIA technology with other standards work

not to scale

Security
FIDO
ETSI (EU)
TCG

Management
SODA (LF)
DMTF

OPI

Power
Lot 9 (EU)
Green Grid
SMI Forum

SNIA
OCP

JEDEC Memory

SFF (SNIA)
Hardware

Storage Protocols
Linux Found. (LF)
INCITS
IETF

OFA
CNCF

UEC
PCI-SIG

NVMe
ISO

IEEE

Transport Protocols
USB
CXL

Beyond 2025

- Rapid response to technology trends

- Seamless integration between SNIA work and industry ecosystem partners

- Increase value of SNIA membership through broad technology adoption of initiatives

- Drive innovation that has pre-determined 'landing' zones

- Accelerate response times by incubating new ideas with wide relevance and appeal

- Ensure both internal and external "touch points" for new projects

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Discussion and Q&A

- What are your thoughts?
- Give us your feedback on the org, technical work streams, the industry, and the trends

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2024-2025 Elected SNIA Board of Directors

- Richelle Ahlvers – Intel **
- Peter Corbett – Dell **
- John Geldman – KIOXIA *
- Roger Hathorn – IBM **
- Dave Landsman - Western Digital *
- Chris Lionetti – HPE *
- David McIntyre – Samsung *
- J Metz – AMD *
- George Pamboris – NetApp **
- Scott Shadley – Solidigm **
- Board Advisors:
  - Michael Meleedy – SNIA Chief Operating Officer
  - 2024-2025 Technical Council Chair(s) (TBD)

* Directors elected to a new 2-year term. ** Directors serving year-2 of elected
Three (3) At-large Seats and Five (5) Advisor Seats on Board of Directors may be appointed by the SNIA Board.

2024-2025 Elected SNIA Technical Council

- Curtis Ballard – HPE *
- Anthony Constantine – Micron Technology **
- Shyam Iyer – Dell *
- Fred Knight – KIOXIA *
- Bill Martin – Samsung **
- Jason Molgaard – Solidigm **
- David Peterson – Broadcom *
- Leah Schoeb – AMD **
- TC Advisors:
    - Arnold Jones, SNIA, TC Managing Director

* Members elected to a new 2-Year Term as Voting Members. ** Serving Year-2 of Term in elected seat.
Three (3) Voting Seats and 12 Advisor Seats may additionally be appointed by the SNIA Board.

SNIA Staff and Contractors

(as of October 24, 2024)

- **Chief Operating Officer**: Michael Meleedy

- **Operations and Business Services**
  - Kelli Martin, Business Services Coordinator

- **Marketing**
  - *Kristin Hauser (Contractor)*
  - *Diane Marsili (Contractor)*
  - *NIKA Agency (Contractor)*

- **Membership Services and BizDev**
  - Erin Weiner, Membership Services Manager

- **Technology**
  - Arnold Jones, Technical Council Managing Director

- **SNIA Emerald**
  - *Dave Thiel, Program Director (Contractor)*

- **SNIA Program Support**
  - Tom Mancuso, Senior Technical Operations Manager

- **CMSI Management and Program Support**
  - *Marty Foltyn, CMSI Marketing (Contractor)*

- **STA Forum Management and Program Support**
  - *Alice Tate, STA Forum Marketing (Contractor)*

Note: SNIA has Contractor Agreements with additional industry and subject matter experts in various functions

SNIA

2025 – SNIA Events

- 2025 SNIA Members Preview | January 15, 2025
  - https://www.snia.org/preview

- Regional SDC Denver | April 30, 2025
  - https://www.sniadeveloper.org/regional-sdc

- Cloud Object Storage Plugfest | April 28-30, 2025
  - https://www.sniadeveloper.org/cloud-object-storage-plugfest

- SNIA Technical Symposium | April 28-30, 2025
  - https://www.snia.org/events/technicalsymposia

- Compute + Memory + Storage Summit | April/May 2025
  - https://www.snia.org/pm-summit

- SAS Plugfest | Q3, 2025
  - https://www.snia.org/groups/scsi-trade-association-sta-forum/sas-plugfests

- Persistent Memory Hackathons
  - https://www.snia.org/pmhackathon

- SNIA Developer Conference | Sept. 15-17, 2025
  - https://www.sniadeveloper.org/

Mark Your Calendars!

SNIA

Acknowledgement

- We could not do the work of SNIA without our dedicated volunteers. You are consistently the greatest asset for the organization and industry!

- Feedback on how we are doing and new initiatives to start/consider is always encouraged

- The support of all SNIA member companies, SNIA staff, and contractors is deeply appreciated

SNIA

![SNIA logo]

Questions

Your Feedback is encouraged and always appreciated.

Thank you

We look forward to your active participation in SNIA throughout the upcoming year.

Backup

Newsletters, Education, Social Media

- [SNIA Matters](https://www.snia.org/newsletters) Newsletter – subscribe: https://www.snia.org/newsletters
- SNIA Education - https://www.snia.org/educational-library (searchable)
- SNIA Dictionary - https://www.snia.org/dictionary searchable dictionary
- SNIA on YouTube - https://www.youtube.com/user/SNIAVideo Hundreds of Technology-focused presentations are available for free
- SNIA Webinars – view upcoming and on-demand webinars at https://www.snia.org/webinars
- SNIA Podcasts - https://www.snia.org/podcasts
- SNIA Mailing Lists - https://www.snia.org/subscribe
- SNIA on Storage Blog - http://sniablog.org
- SNIA Standards: https://www.snia.org/standards
- SNIA on X/Twitter - https://twitter.com/SNIA
- SNIA on LinkedIn - https://www.linkedin.com/company/snia/
- SNIA on Facebook - https://www.facebook.com/SNIA.ORG

SNIA

SNIA Gold Deck

SNIA Introductory and Overview Presentation

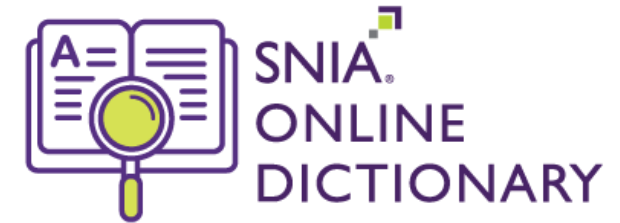https://www.snia.org/sites/default/files/about/introduction-to-snia.pdf

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SNIA Educational Resources

SNIA's library of recent presentations, videos, tutorials, white papers, and more are now accessible through our Educational Library.

The SNIAVideo YouTube channel features hundreds of videos covering a vast array of storage topics. From Persistent Memory to Cloud, Data Management to Power Efficiency-- plus coverage from our global events--our channel offers news, education and insights for all levels of storage professionals.

The SNIA Dictionary, which contains terms and definitions related to storage and other information technologies, is the storage networking industry's most comprehensive effort to arrive at a common body of terminology for the technologies it represents.