

Top 3 Reasons To Join SNIA



INFLUENCE

- ✓ Influence storage technologies important to the marketplace
- ✓ Amplify your vendor storage expertise and reputation
- ✓ Showcase individual storage expertise

COLLABORATE

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



LEAD THE INDUSTRY

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



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”



20 YEARS of Standards

- ✓ Cloud
- ✓ iSCSI
- ✓ Management
- ✓ Solid State
- ✓ Linear Tape File System
- ✓ Persistent Memory



SNIA-at-a-Glance



170
industry leading organizations



3,500
active contributing members



50,000
IT end users & storage pros worldwide