



SNIA Cloud Storage Initiative 2010 Kick-Off

cloud@snia.org



- **Welcome and Introduction** – Vincent Franceschini
- **Cloud Storage TWG Progress and Roadmap** – Mark Carlson
- **Cloud Storage Marketing Plans** – Marty Foltyn
- **Cloud Storage Whitepapers** – Kellye Crane
- **How to get involved** – Val Bercovici
- **CSI Opportunities** – Education, Industry Alliances – Vincent F.
- **How to Join CSI** – Jay Savell
- **Wrap-up, Q&A** – Vincent Franceschini and CSI team

SNIA CSI – Officially Launched!

- The Cloud industry at-large is very active and there's no shortage of challenges to be addressed
 - ◆ Compute, Storage, Service Models, Investments, Developments
 - ◆ SLA Management, Security, Privacy, Data portability

- Hundreds of questions raised about the Cloud
 - ◆ What, how, when... how much??
 - ◆ Technology and services exploration & evaluation
 - ◆ Broad IT professionals Education is needed!

- Perceived value of Cloud and Cloud standards
 - ◆ What is being reported about the Cloud market may not reflect the real progress status
 - ◆ The Cloud standards landscape is complex but not complete

- Cloud market “references” are not always easy to digest
 - ◆ Used terminology can be confusing, often not consistent
 - ◆ Not many best practices

- Cloud Storage -TWG is busy working on developing DaaS standards (e.g. CDMI)
 - ◆ We need to promote this work with both developers and adopters

➤ Mission:

- ◆ To foster the growth and success of the market for cloud storage

➤ Goals:

- ◆ Become the recognized authority for cloud storage standards and evangelism
- ◆ Educate the vendor and user communities about cloud storage
- ◆ Perform market outreach that highlights the virtues of cloud storage
- ◆ Collaborate with other industry associations on cloud storage technical work in which they are involved
 - E.g. Open Grid Forum (OGF), cloud-standards.org ...
 - E.g. Joint white paper with OGF about Open Cloud Computing Interface (OCCI) and CDMI (Cloud Data Management Interface)
- ◆ Coordinate with SNIA Regional Affiliates to ensure that the impact of the CSI is felt worldwide

SNIA Cloud Storage Initiative Initial Steps

- Launched at Fall SNW Phoenix 2009
 - ◆ Follow-up announcement at SNW Europe (Frankfurt) 2009
- Support efforts for the development and adoption of CDMI, Cloud Storage
 - ◆ E.g. White paper publications (Cloud Storage & Cloud Computing, Public Clouds, *Private & Hybrid Clouds...*)
 - ◆ Use Cases/Requirements, Reference Model (see: <http://snia.org/cloud>)
- Marketing, Outreach, Education on Cloud Storage
 - ◆ Including with non-traditional IT communities for SNIA such as Telcos, SI's...
- Development of cross-industry collaboration
 - ◆ cloud-standards.org
 - ◆ European projects (FP7) support
- Requirements gathering
 - ◆ Adoption challenges, market requirements...

SNIA CSI Founding Members

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The SNIA logo consists of the letters "SNIA" in a bold, purple, sans-serif font. To the right of the letters is a small graphic of a square with a smaller square inside it, colored in shades of green and yellow.

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- Just Released: CDMI version 0.9 (draft work in progress)
 - ◆ Incorporates comments received from 0.8 review
 - ◆ Adds byte range operations
 - ◆ Expands on the Data System Metadata for Objects and Containers
 - ◆ http://www.snia.org/tech_activities/publicreview/
- SNIA Architecture CDMI Version 1.0 targeted for Q1 2010
- SNIA Software CDMI Reference Implementation in process
 - ◆ Looking for folks to help out with coding – early access to code
- Planning a joint demo with OGF's OCCI group in March (OGF 28 Munich) and repeated at SNW Spring (Orlando)

➤ 2010 Objectives

- ◆ Increase visibility and awareness of Cloud Storage Initiative
- ◆ Engage with organizations outside traditional SNIA membership and leverage alliances
- ◆ Continue and extend promotion and support for technical SNIA cloud efforts

➤ 2010 Plans

- ◆ Communication and education via events, webinars, tutorials, articles, white papers, social media
- ◆ Outreach to targeted organizations
 - Cloud user community
 - Companies that provide cloud services
 - All SNIA membership
 - Press and analysts
- ◆ Alliances with partners related to cloud services
 - DMTF, OGF-OCCT

SNW Spring 2010 Options for CSI Members

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➤ Participation in CSI Member Cloud Pavilion

- ◆ Demo pod/kiosk limited to CSI members
- ◆ Compliments your company presence with a cloud focus

➤ Cloud Storage Hands-On Lab

- ◆ Guided cloud-themed exercises design for end users
- ◆ Limited # of participants – CSI members targeted
- ◆ One-to-One interaction in a two hours session
- ◆ 65% of attendees rated HOL as very–absolutely important in making business decisions

➤ Cloud Summit Participation

- ◆ Speaking opportunity within 1/2 day session
- ◆ Promotion as member within CSI presentation



➤ Two white papers available

- ◆ Cloud Storage for Cloud Computing (co-written with the Open Grid Forum)
- ◆ Managing Data in the Public Cloud

➤ Coming in January:

- ◆ Managing Private and Hybrid Clouds for Data Storage

➤ Coming in February:

- ◆ Cloud Security
- ◆ Multi-tenancy

Who can help CSI?

- Cloud users!
- Cloud service providers and other traditional hosting vendors
- Cloud industry experts
- Cloud product managers
- Cloud evangelists and marketeers
- Industry analysts
- Researchers
- Good writers, bloggers, twitters...

JOIN US!

How to get involved?

➤ Developer

- ◆ Subscribe to the [SNIA Cloud Google Group \(no membership requirements\)](#)
- ◆ Provide feedback on the [latest CDMI spec](#)
- ◆ Become a [SNIA member](#) and join the [Cloud Storage TWG](#)

➤ Service Provider

- ◆ Become a [SNIA member](#) and join the [Cloud Storage Initiative \(CSI\)](#)

➤ User / Analyst / Media / Blogger

- ◆ Follow SNIA cloud storage activities on [Twitter](#) & [Web](#)
- ◆ Review presentations from SNIA Cloud Storage Summits
 - > [January 2009](#)
 - > [July 2009](#)

➤ Education

- ◆ Tutorials
- ◆ White papers
- ◆ Events
- ◆ Best practices
- Cloud Storage Industry Guide
- Specific IT Community programs (e.g. Telcos)

• Industry Alliances

- cloud-standards.org
- OGF OCCI
- *DMTF*
- *CSA*

- Joint standards demonstrations
- Promotion of reference implementation

How to join CSI?

Join the SNIA and Cloud Storage Initiative at an Attractive Package Price

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“Special SNIA/CSI Membership Program”

Effective **December 18, 2009** and available until March 31, 2010, a special program is available enabling companies not currently members of the **SNIA** to join both the **SNIA** and become members in the category of your choice of the **Cloud Storage Initiative (CSI)**.

PROGRAM DETAILS:

- Your company must be a basic member of **SNIA** to participate in **CSI**.
- This program provides qualifying membership for a full year at a significant discount.
- During this special program, the basic **SNIA** membership fee will be only **50%** of the regular **SNIA** membership category fee!

How to join CSI?

- All companies that wish to join the CSI need to complete the membership form:
http://www.snia.org/forums/csi/about/csi_membership
- New CSI members will be invoiced and added to the roster
- New SNIA Member incentive will be applied and invoiced after completing the membership application process.
- New SNIA Members will then receive login credentials for SNIA.org and will be added to the CSI roster

CSI – Next Formation Steps

- **Membership deadlines**
 - Some SNIA members have joined the CSI roster and distribution lists to “see” what CSI is about. As we were in a ramp-up phase we had purposely granted access to CSI resources.
 - From January 15th, this will no longer be the case. Representatives of companies or individuals that are not duly registered as CSI members will be deleted from the CSI roster and distribution lists
 - i.e. you / your company should have received an invoice for this year’s membership
 - Such change does not impact the CS-TWG roster or the snia-cloud google group.
- **SNIA GB Election**
 - Governing Board elections for the CSI will happen after January 15th and before the SNIA Symposium.
 - Your company needs to be registered as a Strategic Member prior to January 15th in order to be a candidate for these elections
 - Your company needs to be registered as a voting member or strategic member in order to vote in these elections
- **SNIA Symposium**
 - From January 25th in Santa Jose, CA – agenda at <http://www.snia.org/events/wintersymp2010>
 - CS-TWG: Mon 2-5pm, Tue 930am-5pm, Wed 930am-3pm, Thu 830am-12pm
 - CDMI Tutorial: Mon 6-8pm
 - CSI Meeting: Wed 1-5pm
 - Cloud Storage BoF: Wed 530-730pm

- The industry voice for Cloud Storage
- Cloud Storage Education
- Outreach program for Cloud users, developers, service providers
- Cross-Industry Collaboration for Cloud Standards
- Promotion of SNIA CDMI specification and future reference implementation

<http://www.snia.org/cloud>

THANK YOU!