

## It Pays to Belong

SNIA membership could be the best ROI of any investment you'll make this year. If your company is involved in the development of storage-related architectures, systems, services, and technologies, your SNIA membership could be one of your most valuable assets. Here are some projected numbers that show the value companies receive from Membership in SNIA.

## ENGINEERING

The SNIA develops a wide range of standards to enhance the interoperability of various storage systems. Under the guidance of the SNIA Technical Council, the SNIA Technical Work Groups (TWGs) deliver information, standards, and software that accelerate the adoption of storage networking. They support the SNIA mission charting a course for the storage networking industry. There are several key benefits in actively participating in the technical activities of the SNIA.

### *Doing it Right the First Time*

**Value: \$100,000+\***

Consider the cost to your company of having to redesign your product to comply with a standard. SNIA can help you be more efficient in the planning and production of your product and save you time. Through participation in the SNIA you can make sure the standard meets the technical requirements of your company and products.

### *Developing Expertise*

**Value: \$25,000 - \$75,000\***

Your Engineers gain in-depth technical knowledge of the details in the standard being developed and as a result become an expert on the standard. The fastest way to become an Expert is through participation, not just reading the standard.

### *Engineering Development Support*

**Value: \$50,000 - \$100,000\***

Your Engineers work with and get assistance from the other Experts on the standard as you develop your implementation of the standard.

### *Increased Quality*

**Value: \$50,000 - \$100,000\***

Make use of peer reviewed SNIA Software reference implementations developed in support of SNIA Standards in your product implementations. Resulting in an increase of quality assurance and saving you time and effort.

### *Early to Market*

**Value: \$50,000+\***

Advance knowledge, discussions and pre-released drafts of standards permit early product release.

## **STANDARDS**

SNIA standards benefit our members by allowing them to gain the benefits of quicker time to market, reduced costs, and greater customer acceptance than if each company were to attempt to create its own unique process for every technical interaction.

### ***Standards Events***

**Value: \$3,000-\$30,000/Year\***

Technical Work Groups meet regularly to develop accredited standards, with SNIA covering costs of organizing the gathering, meeting venues, A/V equipment, food & beverage, and more.

### ***Comprehensive and Coordinated Standards***

**Value: \$200,000+\***

SNIA's world-renowned standards documents are developed by technical committees, and SNIA works with other standards bodies to align standards for the entire storage industry.

### ***Expand Your Market Access***

**Value: \$50,000-\$300,000\***

Gain marketplace recognition and acceptance for your product or service through SNIA's international development activities and advocacy. Industry-recognized standards and marketing venues help you gain early exposure for your products.

Begin enjoying the benefits of SNIA membership today!  
Visit [www.snia.org/join/](http://www.snia.org/join/).

\*These are estimated projections based on the observations of members of the SNIA Technical Council representing their experience in companies such as Brocade, EMC, HP, IBM, NetApp, and Oracle.