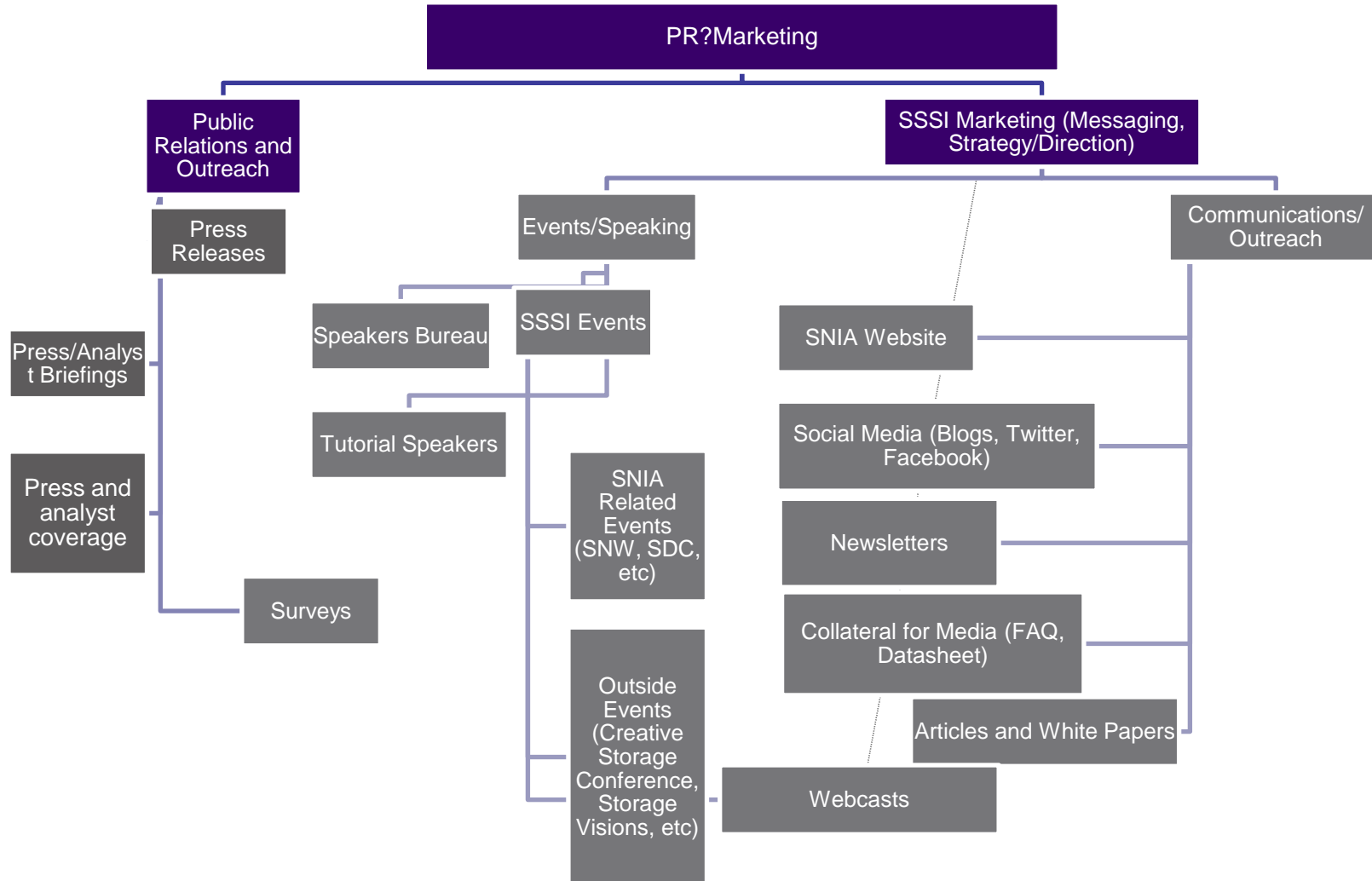


SSSI PR/Marketing Update

1/23/12





- Press releases
 - ◆ SSSI Enterprise PTS Released – 5/11
 - ◆ SSSI Selected by FMS as Best of Show Award Winner 8/9/11
 - ◆ SSSI Client PTS Released 8/11
 - ◆ New SSSI Initiative to Provide Education on SSD Performance – 1/12
- Press and Analyst updates
 - ◆ Enterprise PTS
 - ◆ Client PTS
 - ◆ Enterprise PTS Performance Project
- Survey
 - ◆ SSG NOW and SNIA – SSSI survey 5/11
- Numerous articles and “pickups’ on PR by US and Europe media

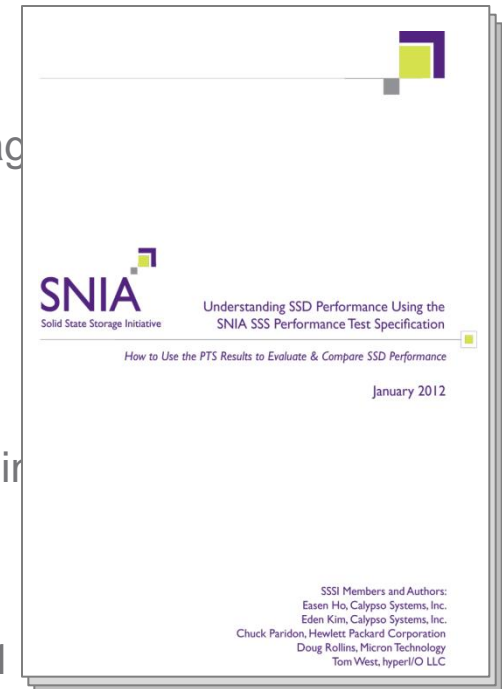
➤ Events

- ◆ SNW Spring 2011 – 4/11 - booth, SNIA tutorials, Hands-On Lab
- ◆ Creative Storage Conference – 6/11 – booth
- ◆ Flash Memory Summit – 8/11 – booth, speakers, open discussions
- ◆ Storage Developer Conference 9/11 – Booth, speakers
- ◆ SNW Fall 2011 – 10/11 – tutorials, Hands-On Lab
- ◆ Storage Visions - 1/12 – booth , speakers

➤ Speaking

- ◆ In addition to events above,
- ◆ BrightTALK Webcasts
 - › Benefits of SSS in Enterprise Storage Systems (Coughlin) 5/11
 - › Solid Security – Rise of Self-Encrypted Drives 11/11
 - › Solid State Storage Adoption and Use 12/11
 - › Understanding SSD Performance Using SSS PTS 1/12

- Website
 - New pages on PTS and Understanding Performance
- Social Media
 - Blog, Twitter feed, postings on SNIA LinkedIn and Facebook page
- Newsletters
 - Monthly newsletter to members
- Collateral
 - Revised SSSI brochure, new bookmark,
 - SSS Form factors, SSS Standards Explained, SSS Blogroll (online)
- Articles and White papers
 - Accelerating Storage Performance . . . SNS Europe 6/11
 - Getting to Grips with SSD Performance (Kim) The Register 9/11
 - Solid Security – Rise of Self Encrypted Drives (Coughlin) SNS Europe 10/11
 - Two May Be Better than One (Coughlin & Handy) 2/11
 - Understanding SSD Performance Using the PTS (Ho, Kim, Paragon, Rollins, West) 1/12
 - Foreword to Understanding SSD Performance Using PTS (Mills) 1/12



◆ PR and Outreach

- ◆ 1.1 releases of PTS
- ◆ PCIe SSD Project
- ◆ Update of SSS Survey – mid year

◆ Events

- ◆ SNW Spring 2012 – 4/12 – Dallas
 - › SNIA Tutorials, Hands-On Lab
- ◆ Creative Storage Conference – June
- ◆ Flash Memory Summit – August

◆ Collateral

- ◆ Performance Test Specification
- ◆ PCIe SSD Project

Your Opportunity!

- Your SSSI colleagues are always looking for:
 - ◆ Articles
 - ◆ White papers
 - ◆ Tutorials & other presentation material
- We have the vehicles and venues to promote you as a subject matter expert and promote your company as a thought leader in the industry
- *And, SSSI leadership can provide as much assistance to authors as they would like*
- Can we get your ideas and commitment today?

2011-2012 SSSI Tracker (1/2)



	Q2/2011 Apr, May, Jun	Q3/2011 Jul, Aug, Sep	Q4/2011 Oct, Nov, Dec	Q1/2012 Jan Feb Mar
Objectives	<ul style="list-style-type: none"> • Drive SSS Adoption <ul style="list-style-type: none"> • More education on SSS • PTS awareness • Endorsements of SSS performance and PCI SSD 			
Press releases	<ul style="list-style-type: none"> • SSSI Enterprise PTS Released 5/26/11 	<ul style="list-style-type: none"> • SSSI Selected by FMS as Best of Show Award Winner 8/9/11 • Client PTS Release 8/9/11 		<ul style="list-style-type: none"> • New SSSI Initiative Project to Provide Education on SSD Performance 1/6/12
Press relations – tours, mtgs, interviews	<ul style="list-style-type: none"> • Infosmack Podcast with Tom and Eden 4/11/11 • Enterprise PTS tour 5-11 	<ul style="list-style-type: none"> • Client PTS Analyst/press virtual tour 8/11 • Promo at FMS 		<ul style="list-style-type: none"> • Promo of SSSI Performance Project at Storage Visions
Placed Contrib. Articles/Tech Articles/White Papers	<ul style="list-style-type: none"> • Accel Stor Perform in Virtualized Servers using SR-IOV and MR-IOV – (Bert) SNS Europe 6/11 • Two May Be Better than One WP 2/11 		<ul style="list-style-type: none"> • Getting to Grips with SSD Performance (Kim) – The Register 9/11 • Solid Security – Rise of Self Encrypted Drives – SNS Europe 10/11 	<ul style="list-style-type: none"> • Understanding SSD Performance Using the PTS 1/12 • Foreword to Understanding SSD Performance Using PTS 1/12
Education/ Speaking Opps	<ul style="list-style-type: none"> • Brighttalk Enterprise Storage Summit 6/9/11 Tom Coughlin 	<ul style="list-style-type: none"> • Flash Memory Summit standards sessions 8/9 – 8/11 & evening table 8/9 • SDC - sessions 	<ul style="list-style-type: none"> • SNW SSS tutorials 110/11 	<ul style="list-style-type: none"> • SSSI member speakers at Storage Visions
	<ul style="list-style-type: none"> • SNW Spring, 4/11 – 	<ul style="list-style-type: none"> • Flash Memory Summit 8/9-11- 		

2011- 2012 SSSI Tracker (2/2)



	Q2/2011 Apr, May, Jun	Q3/2011 Jul, Aug, Sep	Q4/2011 Oct, Nov, Dec	Q1/2012 Jan, Feb, Mar
Objectives	<ul style="list-style-type: none"> • Create effective communications channel to promote dev of SSS in computer & enterprise systems <ul style="list-style-type: none"> • Collateral • Web/social media • Membership outreach 			
Collateral/ Resources	<ul style="list-style-type: none"> • <i>Revised trifold</i> • <i>Bookmark</i> • <i>New Member and SSD article sign</i> • <i>New standards matrix (online)</i> 	<ul style="list-style-type: none"> • New Banner Ad for FMS • Package of materials on PTS • SSS form factors (online) 9/11 • SSSI Glossary of Terms 9/11 	<ul style="list-style-type: none"> • SSS Standards Explained (Online) • SSSI Blogroll (Online) 	<ul style="list-style-type: none"> • Understanding SSD Performance Project 1/12
Web and Social Media	<ul style="list-style-type: none"> • <i>Benefits of SSS in Enterprise Storage Systems (Coughlin webcast 6/11)</i> • <i>Blog updates (thru 2011) Standards Guide, new PTS spec</i> • <i>Twitter postings (thru 2011)</i> 		<ul style="list-style-type: none"> • Solid Security – Rise of Self Encrypted Drives Webcast 11/11 • Solid State Storage Adoption & Use Webcast 12/11 	<ul style="list-style-type: none"> • Understanding SSD Performance Using SSS PTS 1/12
Membership Activities/ Outreach	<ul style="list-style-type: none"> • <i>Survey sent to current members – 5/11</i> • <i>Storage Strategies Now/SNIA survey sent to SNIA members and public 5/11</i> • <i>Newsletter (monthly)</i> 	<ul style="list-style-type: none"> • Report survey results 7/20 • SSSI Member TMS - PTS demo at FMS 8/11 • Member presentations at weekly mtgs – TBD • Monthly Newsletter 	<ul style="list-style-type: none"> • Monthly newsletter 	<ul style="list-style-type: none"> • Monthly newsletter