



Data Center Storage Task Force

Initiative
August 9, 2016

- ◆ Formed this Taskforce to investigate forming:
 - ◆ **“Datacenter Storage” Initiative – to fund and promote involvement in the technical project, adoption and involvement by Datacenter customers, Software Defined Storage vendors**
 - ◆ “Datacenter Storage” TWG – with SNIA Software/Architecture charter for API and common plug-in, leverage existing code and standards
- ◆ Take **“open” approach to involvement**
 - ◆ Allow non-SNIA members to help with formation, open formation meetings
 - ◆ Aggressively recruit the right stakeholders
 - ◆ Convert Datacenter customers to SNIA membership in order to participate in Governance of the projects

- Cloud Storage Initiative
- Solid State Storage Initiative
- Storage Management Initiative
- Green Storage Initiative

What is an Initiative?

- **Group formed to support technical work in one or more TWGs**
 - ◆ Initiative “adopts” a TWG and provides support such as project manager, editors, coders for software projects, etc.
- **Promotes the technology**
 - ◆ Generate revenue through membership fees, other means
 - ◆ Generate requirements, prioritize
 - ◆ Conduct events, demos and plugfests
 - ◆ PR and education (webcasts, etc.)

➤ Business Plan

- ◆ Deliverables
- ◆ Schedule
- ◆ Approved by Board yearly

➤ Budget

- ◆ Incoming member fees, projection
- ◆ Planned expenses
- ◆ May include an initial “investment” by SNIA general fund

- Proposal made to Board with support of 2 companies
 - ◆ Technology, Market need, other technologies impacted
- Upon Board approval, create a Kavi workspace to discuss formation
 - ◆ Interim chair appointed, conducts formation meetings
 - ◆ Prepare draft charter, name, budget/funding plan, milestones
- Need 5 member companies to reach formation
 - ◆ Take back to the Board to approve final documents

- CSI: Voting-\$10k/\$5k (<\$5M revenue), Non-Voting \$3k
- GSI: Voting-\$9k, Non-Voting \$4500
- SSSI: Voting-\$5k, Non-Voting \$3k
- SMI: Client: \$16k, 1 Provider: \$21k, Multiple: \$36k
 - ◆ Includes CTP program testing (\$15k/\$30k if not a member)

- Fees for this Initiative would depend on # of members at what level to achieve \$ amount of budget

Naming?

- Data Center Initiative (DCI)?
- **Datacenter Storage Initiative (DSI)?**
- Hyperscaler SomethingOrOther?
- Ideas?

- **Draft initiative charter**
 - ◆ Requirement: 5+ companies to form
- **Conferences**
 - ◆ SDC, LinuxCon, O'Reilly OSCON, OpenStack Summit, OCP Summit, Open Server Summit, ODCA, etc.
- **Analysts, Bloggers, etc.**
 - ◆ 451, Evaluator, Gartner, IDC
- **Webcasts**
 - ◆ Launch, Each Project Announcement, Focused Topics
- **Social Media**
 - ◆ Get multiple “personalities” involved, build the momentum

- Open Mailing List (ongoing): datacenter@snia.org
- Initiative Call – discuss scope, goals, fees
- Successive calls: ½ Technical, ½ Initiative
- Launch each when requirements are met
 - ◆ Dissolve Task Force when complete



Discuss

- Open Mailing List:
 - Send email to the list (must be subscribed): datacenter@snia.org
 - Subscribe (empty email to): datacenter-subscribe@snia.org
- Please take Doodle poll for weekly slot:
 - <http://doodle.com/poll/gdd95v2gemxdnxiz>