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
SNIA Initiatives

- 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.)
Tasks

❖ Business Plan
  ❖ Deliverables
  ❖ Schedule
  ❖ Approved by Board yearly

❖ Budget
  ❖ Incoming member fees, projection
  ❖ Planned expenses
  ❖ May include an initial “investment” by SNIA general fund
Process

- 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
Fees

- 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?
Promotion

- 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
Roadmap

- 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 pool for weekly slot:
  • http://doodle.com/poll/gdd95v2gmxdnxiz