



SCSI Trade Association Forum (STA Forum)

2023 Review and 2024 Plans

Presented by Cameron T. Brett, STA Forum Chair

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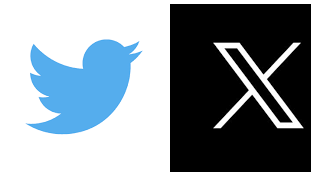
What We Do



- STA mission is to “*Promote the understanding and use of Serial Attached SCSI (SAS) technology and influence the evolution of SCSI standards to meet future industry needs.*”

- Learn more at:

<https://www.snia.org/sta-forum>

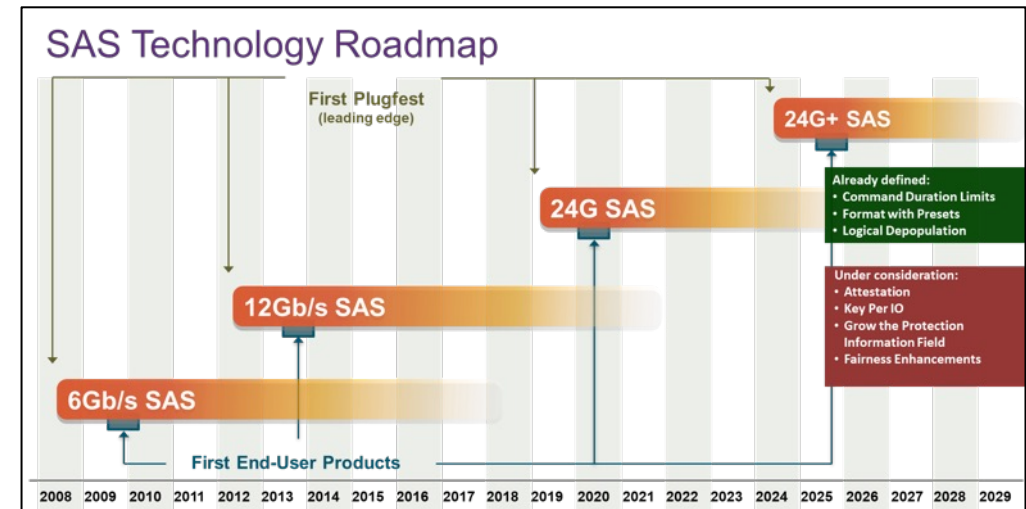
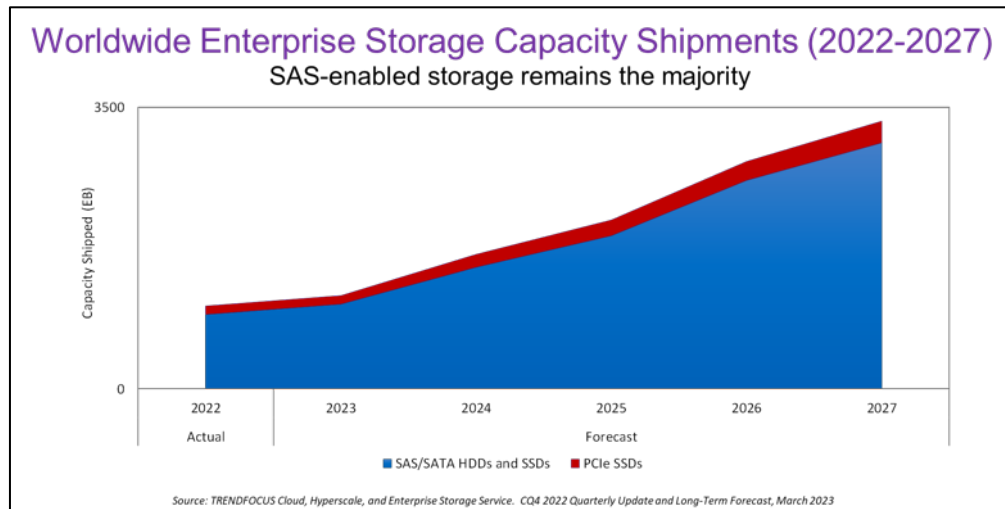


https://twitter.com/SAS_Storage



[Serial Attached SCSI Playlist](https://www.youtube.com/@SNIAVideo) on SNIAVideo
<https://www.youtube.com/@SNIAVideo>

- Originally established in 1996 as the SCSI Trade Association.
- Joined SNIA in Spring 2023 as a Forum
- Key Activities Include:
 - Strong interaction with the T10 Technical Committee of INCITS, which develops SCSI and SAS standards
 - Develop, maintain and publish the [SAS Roadmap](#)
 - Identify SAS marketing requirements
 - Organize and hold SAS Plugfests
 - Outbound marketing and communication to members, developers, press, analysts and the public



Membership



Principal Members

Amphenol®

 BROADCOM®



KIOXIA



molex



TOSHIBA

Promotional Members

BizLink

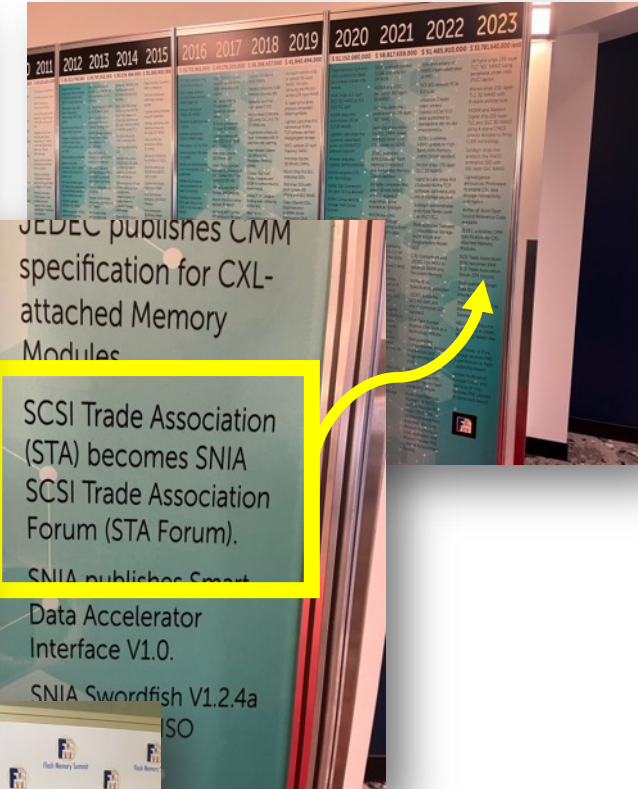
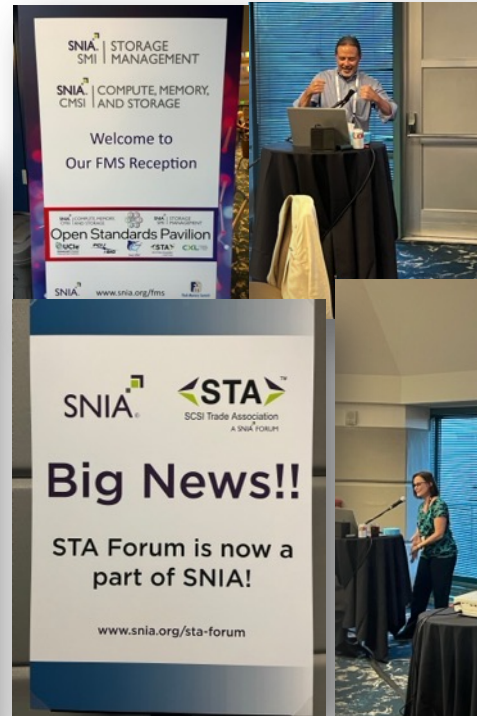


2023 Accomplishments



- Transitioned from STA to STA Forum
- Throughout transition, continued SAS education & work with T10
 - Press releases/media alerts
 - STA Forum announced in June 2023
 - STA Forum Board of Directors announced in December 2023
 - Media and analyst briefings & engagements
 - Analyst & press briefings throughout year to update on new org status, & SAS technology
 - Presented at Technology Live! In London in November 2023
 - Press briefing event with 16 European media/analysts an update on SAS technology
 - Events – Webinars - Podcasts
 - Storage Trends 2023 & Beyond Webinar
 - Cam & J Metz talk about “STA is now SNIA” on YouTube & *SNIA Experts on Data* podcast
 - FMS 23 booth: Grand Canyon platform was a big draw in booth promoting 24G SAS.
 - SDC 23 session: Why Today’s Cloud & Hyperscale Storage Topologies use SAS: A Look Into Meta’s Grand Canyon
 - OCP – in SNIA kiosk

2023 in Photos



Analyst briefings!

24G SAS!

Industry updates!



What's Next: 2024

- [20th SAS Plugfest](#) April 22-25
- Press releases & media alerts
 - 24G+ SAS press announcement & briefings
 - SAS Post-Plugfest press announcement
- Media and analyst briefings & engagements
- Events/Webinars/Podcasts
 - Webinar: Storage Predictions 2024 Roundtable
 - *Storage Unpacked* “Why Hyperscalers Use SAS” podcast with Chris Evans
 - SNIA Solutions Pavilions at Flash Memory Summit 2024 & SC’24
 - SNIA *Experts on Data* podcast
- Articles & Blogposts
 - What’s The Difference? Article series in *Electronic Design*
 - “OCP Embraces SAS” blogpost
 - SNIA Matters newsletter monthly contributed articles
- Continued awareness and education about SAS throughout the year
 - SAS Playlist short videos on *SNIAVideo* YouTube channel

