# STA Community

2024 Review and 2025 Plans

Cameron T. Brett, STA Community Chair

# What We Do

- STA's 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.*"
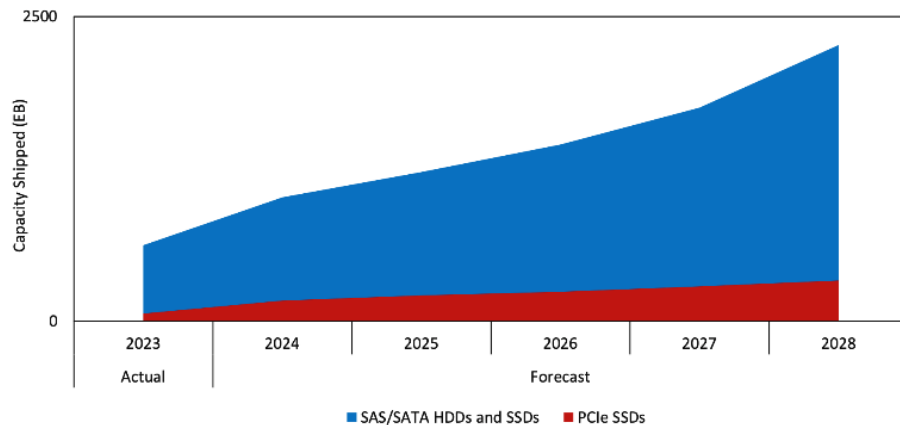
- Learn more at:
  https://www.snia.org/sta-forum

**Serial Attached SCSI Playlist** on SNIAVideo
https://www.youtube.com/@SNIAVideo
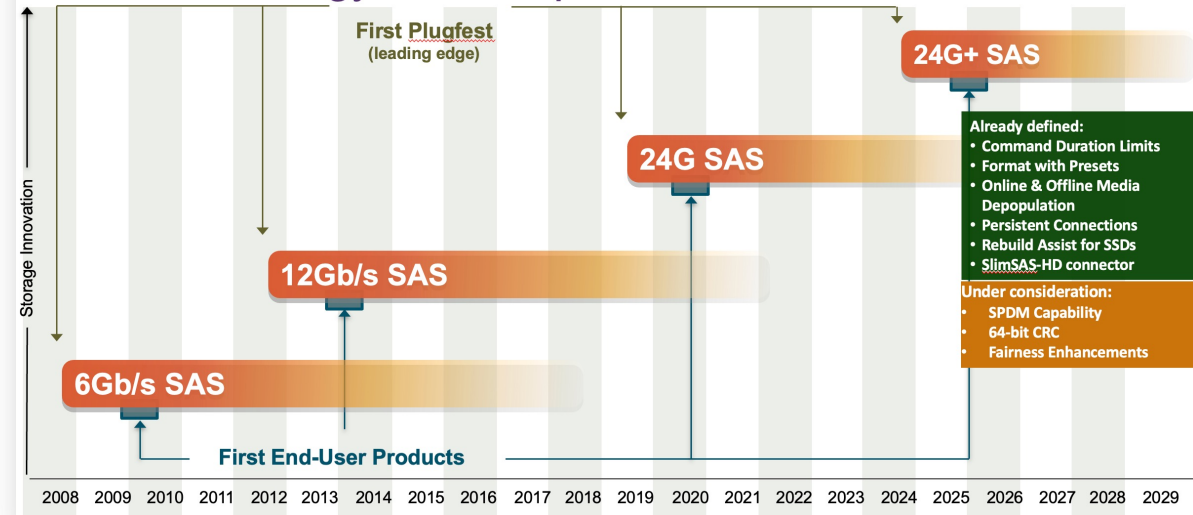
# Key Activities Include:

- Strong interaction with the INCITS/SCSI standards organization (T10), 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



Worldwide Enterprise Storage Capacity Shipments (2023-2028)

SAS-enabled storage remains the majority

Source: TRENDFOCUS Cloud, Hyperscale, and Enterprise Storage Service.  CQ2 2024 Quarterly Update and Long-Term Forecast, August 2024



SAS Technology Roadmap

# 2024 Accomplishments

- **SAS Products** featured on website: *Links directly to product pages*
- **Press releases & media alerts**
  - 24G+ SAS press announcement & briefings
  - Plugfest press announcement
- **Media and analyst briefings & engagements**
  - 7+ Press Articles & Podcasts in top tier tech outlets
  - IDC, Gartner, TRENDFOCUS, Coughlin Associates briefings
- **Events/Webinars/Podcasts**
  - Webinar: Storage Trends 2024 Roundtable
    - IDC & StorageReview.com partnered with STA resulting in 2,500+ views
  - SNIA Open Standards Pavilions at Flash Memory Summit 2024 & SC'24
  - SNIA *Experts on Data* podcast: SAS in Space
  - *Storage Unpacked* "Why Hyperscalers Use SAS" podcast with Chris Evans
  - Technology Live! in London November 2024
- **Articles & Blogposts**
  - "Unveiling the Power of 24G SAS: Enabling Storage Scalability in OCP Platforms" blogpost
  - "SNIA Fosters Industry Knowledge of Collaborative Standards Engagements" blogpost
  - SNIA Matters newsletter monthly contributed articles
- **Continued awareness and education about SAS throughout the year**
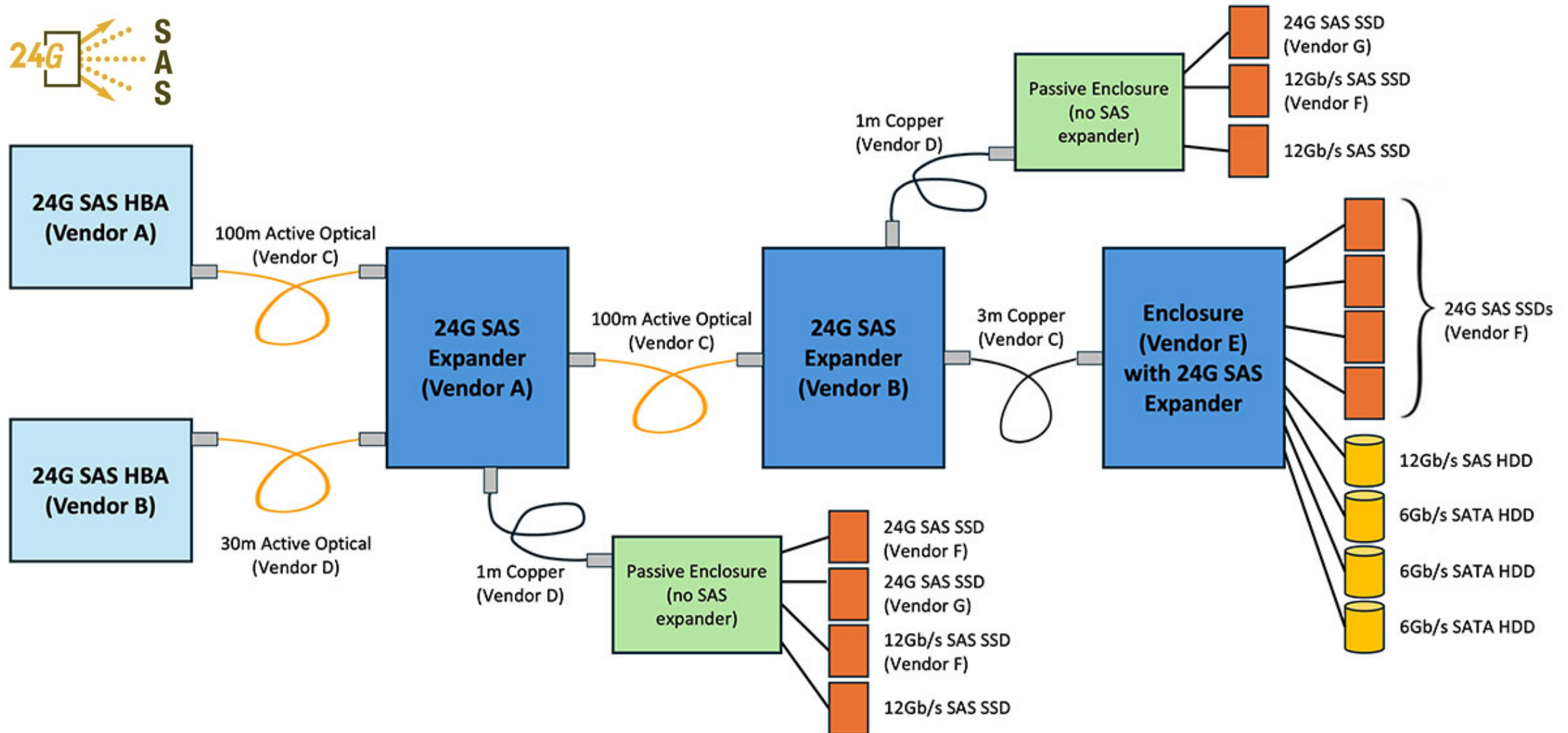  - SAS Playlist short videos on *SNIAVideo* YouTube channel

# SAS in Space

- Read the blog *Computing in Space: Pushing Boundaries with Off-the-Shelf Tech*

- Watch the **1 min. video with Dr. Mark Fernandez**

- Listen to the **podcast: *Computing in Space: What's Happening on the International Space Station***

- Watch the **discussion video** with Dr. Mark Fernandez and Cameron T. Brett

# 2024 Accomplishment: SAS Plugfest

# What's Next: 2025

- University Use-Case Project

- Media and analyst briefings

- Events, Webinars & Podcasts
  - Webinars
    - *Storage Trends in AI 2025*
    - Webinar: *Testing Robustness of Your Data Storage*
  - SNIA Open Solutions Pavilions at SC'25
  - SNIA *Experts on Data* podcast: SAS Roadmap

- Articles & Blogposts
  - SAS Case Studies: Quarterly Blogpost Series
  - SNIA Matters newsletter monthly contributed articles

- Continued awareness and education about SAS throughout the year
  - SAS Playlist short videos on *SNIAVideo* YouTube channel

**SNIA**®

# Membership: *Join the STA Community!*



**New Members in 2025:**