



STA Community

(SCSI Trade Association)

2025 Review and 2026 Plans

Presented by Cameron T. Brett, Chair

Email: sta-chair@snia.org



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.”*
- STA charter available on Causeway here:
<https://members.snia.org/wg/STA/document/57498>

- Learn more at:



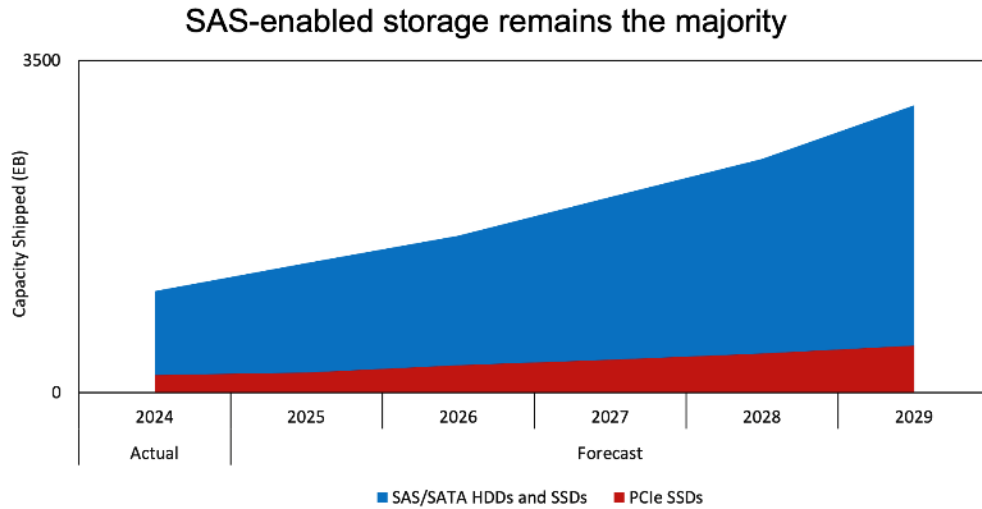
<https://www.snia.org/sta>



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

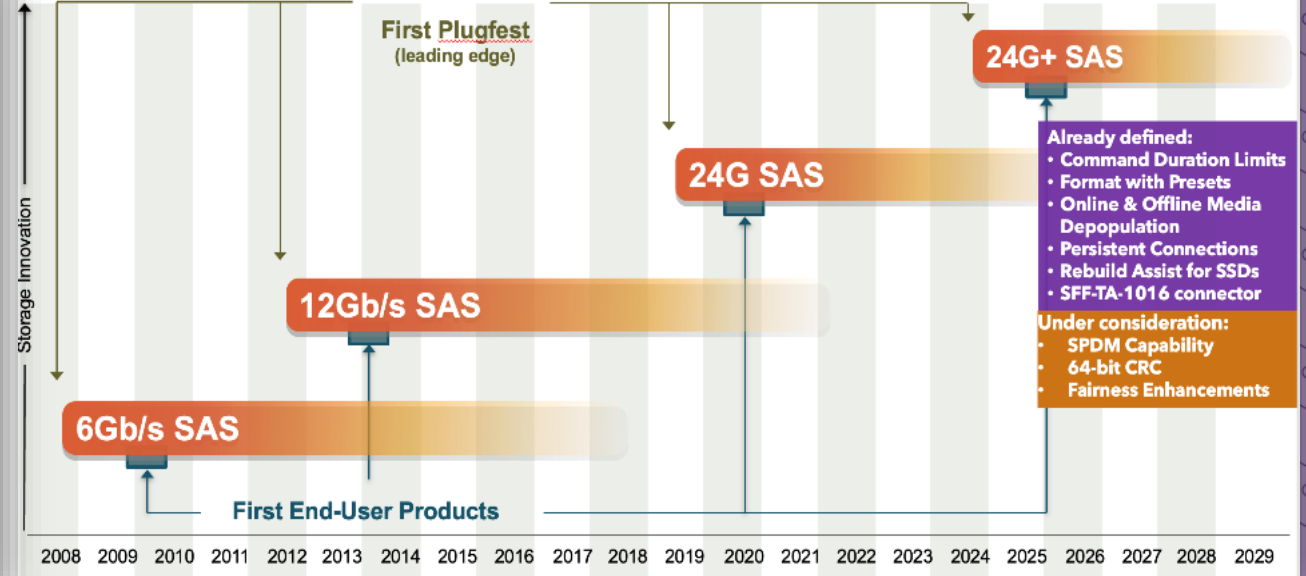
SAS Shipments & Roadmap

Worldwide Enterprise Storage Capacity Shipments (2024-2029)



Source: TRENDFOCUS Cloud, Hyperscale, and Enterprise Storage Service. CQ2 2025 Quarterly Update and Revised Long-Term Forecast, August 2025

SAS Technology Roadmap

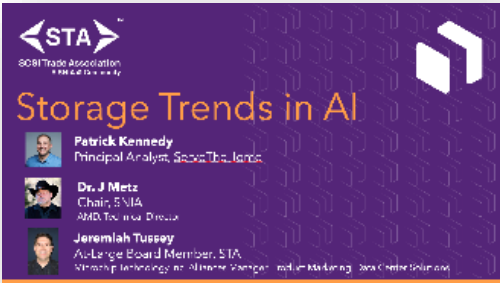


2025 Marketing Programs

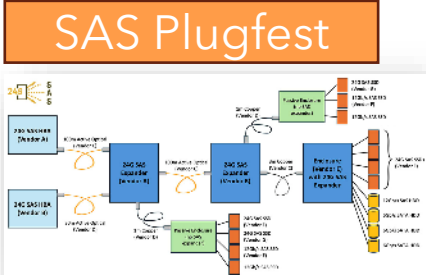
	1Q25	2Q25	3Q25	4Q25
Event	SNIA Members Preview		SDC	SC'25
Short Articles Blog posts	SNIA News Storage Trends Q&A	SNIA News <i>Tiered Storage</i>	SNIA News <i>Meet The Members</i>	SNIA News Testing webinar Q&A <i>The Long Tail of SAS</i>
Videos	Storage Trends webinar			Testing webinar
Podcasts				
Press/Analyst	New BoD P/R		YETI gift & outreach	SC'25 Opportunistic meetings
Webinars	Storage Trends in AI			Critical Testing Insights for Developers
Social Media	Support activity: Post about articles, blogs, member spotlight, articles, events, webcasts. Opportunistic/reactive postings at events & meetings			

Collaborative Marketing

2025:



2026:



2026 Planned Activities

	1Q26	2Q26	3Q26	4Q26
Event	SNIA Member Preview		FMS*	SDC SAS Plugfest* SC26
Short Articles Blog post	SNIA News Meet The Members HDD Innovations SAS at SC25	SNIA News Meet The Members	SNIA News Meet The Members 24G+ SAS features	SNIA News Meet The Members
Video	Tech in a Nutshell: What is SAS?	Tech in a Nutshell: What is SCSI?		
Podcasts	Storage in AI	Updates in SAS		
Press/Analyst	New BoD P/R SBC-5	SBC-5 briefings		SC'26 briefings SAS Plugfest
Webinars			SBC-5 / SAS Technology Update*	
Social Media	Support activity: Post about articles, blogs, member spotlight, articles, events, webcasts. Opportunistic/reactive postings at events & meetings			

STA Membership (as of 12/4/2025)

AIC **Amphenol** **BizLink**  **BROADCOM**  **Celestica**  **cerabyte**

 **CONNPRO**
INDUSTRIES INC. **DELL**
Technologies **HITACHI** **IBM** **intel** 
University of New Hampshire
InterOperability Laboratory


JPC
connectivity **KIOXIA**  **acrosan**  **MICROCHIP** **molex** 
NetApp

 **NVIDIA** **PHISON**
Knows What You Need **SAMSUNG**  **SEAGATE**  **SUPERMICR**


 **TE**
connectivity  **TELEDYNE LECROY**
Everywhereyoulook™ **TOSHIBA**  **WISCONSIN**
UNIVERSITY OF WISCONSIN-MADISON **Western Digital**  **长江存储**
YANGTZE MEMORY

More than doubled, from 14 members as of one year ago, to 29 members today.

STA Leadership for 2026




Cameron T. Brett
Chair
KIOXIA America, Inc.
Senior Director, Enterprise and
Cloud Storage Marketing




Pankaj Kalra
Vice Chair
Samsung Electronics Director,
Product Planning



Jeremiah Tussey
Treasurer
Microchip Technology Inc.
Product Marketing Manager, Data
Center Solutions



Paul Coddington
At-Large Director
Amphenol Mechanical Engineer



Egide Murisa
Secretary
Molex Industry Standards Engineer



Rick Kutcipal
At-Large Director
Broadcom Inc. Product Planner,
Data Center Solutions Group

***STA board meetings typically have 100% participation.
Board members also attend other (ad hoc, marcom, T10 plenary) committee meetings.***

STA Participation

- STA drives global awareness for Serial Attached SCSI (SAS), the trusted, high-performance storage interface used across the industry.
- If your company manufactures SAS products, joining STA helps strengthen your presence and your voice.
- Contact for more info:
 - **Cameron T. Brett**, Chair: Cameron.Brett@us.kioxia.com
 - **Alice Tate**, Staff: alice.tate@snia.org