



SSSI Mission & Goals Refresher!

Most of you know by now the mission and goals of the **SNIA Solid State Storage Initiative**. However, as members, its always important to know the key talking points when speaking with those who may not be as familiar with what it is that we do and why. Therefor, we would like to provide some simple information to relay to non-members to help promote this terrific group! Plus, let's face it – a refresher in our mission is always a good idea to help you when aligning your focus and participation with specific goals that were put in place when the SSSI was first created.

The Mission of the SSSI is to foster the growth and success of the market for solid-state storage in the marketplace. The SSSI Goals are to be the recognized authority for solid state storage, educate the vendor and user communities about solid state storage, perform market outreach that highlights the virtues of solid state storage, develop standards for solid state storage, collaborate with other industry associations, and establish a worldwide presence.

There are also many perks and benefits that come with being an SSSI member! Membership will allow you to collaborate with industry leaders to define the direction of SSS solutions and engage with other industry organizations and standards groups to stay current on technology trends. It also enables you to network with key industry media and analysts, representing SSSI positions, develop expertise by working with users to gain first-hand knowledge of their SSS requirements, and gain visibility by participating in industry conferences, authoring whitepapers, and speaking at tradeshow and on webcasts.

So please do share this knowledge with your colleagues and industry contacts to help spread the word about what the SNIA SSSI does and how it could help impact their respective roles and overall technology within their companies! After all, knowledge is power. #spreadtheword

Storage Developer Conference Materials

Produced since 1998, the **Storage Developer Conference (SDC)** 2015 was held **September 21-24, 2015** in Santa Clara, CA. It attracted more than 400 developers, technical professionals, and engineers from the worldwide storage community. Attendees had the pleasure of learning about leading storage development topics including File Systems, Software Defined Storage, SMB, Security, Performance, and more.

To review SDC activities and see on-demand webcasts of SDC keynote sessions, visit <http://www.storagedeveloper.org>. Also, please save the date for the upcoming Storage Industry Summit featuring Persistent Memory on January 20, 2016 as part of the SNIA Symposium in San Jose, California!

Upcoming Events!

Storage Visions 2016 is coming up on January 4 & 5, 2016 in Las Vegas! Learn the latest on hyperscale and cloud storage and its impact on your business. Find out how the internet of things will impact your digital storage needs and hierarchy and xplre the latest information on the rapidly evolving digital storage technology that will change your life. Early Storage Visions Registration provides you with a \$100 discount, for the SNIA SSSI is one of the sponsors. The link for this discounted registration : https://sv2016.eventbrite.com/?discount=onehundredoff_67349921



Google Analytics Results for SSSI Web Presence

We are fortunate enough to share some positive results when it comes to marketing of the group itself and web interactions for the SNIA SSSI! According to Google Analytics, we are the **Top Page** for Forums/Initiatives again and the **Average Stay** on our home page is now over 1 minute, which is double the time that was captured in August 2015. Therefor, in just three (3) months we have doubled the amount of time spent on our main home page. We hope that this trend continues are we publish more blogs, whitepapers, and collateral and we are thrilled that members are taking the time to read through what we post. We rely heavily on the feedback of our members and we want to say a great big "Thank you!" to all that participate and support this group.

All Meetings.

- **General Members** call every other Wednesday at 8:30AM PT
- **PCIe SSD Committee** meets 2nd Monday of each month at 4PM PT
- **Marketing Committee** meets the 2nd & 4th Monday of each month at 2PM PT
- **NVDIMM Special Interest Group** meets every other Friday at 9AM PT
- **Solid State Storage TWG** meets 3rd Monday of each month at 4PM PT
- **Solid State Storage System TWG** meets weekly on Tuesday 10AM PT
- **NVM Programming TWG** meets weekly on Wednesday at 12:00PM PT

For WebEx/dial-in information go to <https://snia.webex.com>



Social Media. Get Involved!



Please follow us on Twitter @SNIASolidState for the latest and greatest information about committees, events, collateral, and much more! & check out our awesome [SSSI Blog](#) too!