

## Join an SSSI Committee Today!

**Get involved, advance your career, & develop relationships!**

The SSSI is seeking members to join an SSSI committee to help advance the works of the SSSI, to advance individual career accomplishments and to help you develop a wide Industry peer group. This is the first in a series of SSSI Committee Newsflashes. Each issue will profile a specific SSSI committee and explain its charter, activities and many benefits of joining the committee as an active member.



Benefits of being an active Marketing Committee member include:

- Participating and contributing to various SSSI work activities
- Developing industry messaging, content and collaterals
- Interacting with fellow SSSI member companies and representatives
- Building Industry wide relationships with SSSI member/non-member companies
- Participating in Industry activities, seminars, webinars, trade shows and more
- Building your Industry specific resume
- Advancing your company's goals, messaging and strategy within the SSSI team works
- Developing and hone your Industry specific expertise



## How to Join



Regular Marketing conference calls are held the 2<sup>nd</sup> and 4<sup>th</sup> Monday of every month at 2pm PDT starting **Monday, March 10<sup>th</sup> 2014**. Call details are listed on the SSSI and Marketing Committee calendars.

To join, simply attend a conference call. If you like what you hear, go to the Marketing Committee page and sign up at the Roster [link](#).

## SSSI Marketing Committee Seeking Active Members!

Are you good at market messaging?

Are you interested in marketing, getting involved in projects, contributing to trade show preparation, booths and collateral?

Do you like to build surveys, conduct polls, or organize trade group activities?

Would you like to work with other industry marketing professionals and learn the ins-and-outs of SSD marketing?

Do you have a particular interest or project you want to advance?

Does your company have a new product, technology or service to market?

Then JOIN THE SSSI MARKETING COMMITTEE!

## A Message from the Marketing Chair



My name is Jim Ryan, SSSI Marketing Chair and Governing Board Member. I am asking those of you interested to join our SSSI marketing committee. In addition to the many benefits of working in the marketing committee listed elsewhere in this newsflash, I urge you to participate in this exciting emerging industry known as Solid State Storage.

As a marketing committee member, you have a front seat in a cutting edge endeavor and can make a real contribution and significant difference in this fast



paced industry. I hope you will bring your Marketing ideas to our SSSI General calls and join our group.

You can participate as much or as little as you like, for we understand the many other commitments industry professionals have. However, when you find something you really like, you are free to jump in and lead the way. You can also advance projects and programs that are of interest to you and or your company. Marketing topics will also be briefly discussed during the SSSI General Calls.

For further information, please contact the SSSI Marketing Committee Chair, Jim Ryan, at [jim.ryan@intel.com](mailto:jim.ryan@intel.com)



## SSSI Marketing Committee News

### Current and Upcoming Programs Activities

**NVDIMM SIG** – a new SSSI Special Interest Group focuses on solid state storage technologies that connect via the system memory bus.

**WIOCP** – The Workload IO Capture Program is collecting statistics on user workloads to help the SSS Technical Working Group and the TechDev committee define a SSD Client user workload.

The Workload I/O Capture Program (WIOCP) has the goal of understanding I/O characteristics of various applications, that can help to identify which SSDs perform best in particular user environments. WIOCP utilizes thoroughly tested software which runs in the background on your PC to gather the data. The software has been specifically designed to be safely downloaded and used with corporate or personal PCs.

Please visit <https://www.snia.org/forums/sssi/wiocp> and participate!

**SSSI Committees** : <http://snia.org/forums/sssi/programs/committees>

**SNIA SSSI Membership** : <https://www.snia.org/forums/sssi>



NVM Summit at St. Claire Hotel, January 2014



SNIA Award: SSSI Best Initiative 2013