



# **SNIA Strategic Plan: Executive Summary**

October, 2007



**The Storage Networking Industry Association (SNIA) annually undertakes a situation analysis and planning process to determine its strategy for the following three years.**

**Led by a “task force” represented by several members of the Association’s Board of Directors along with other member representatives and SNIA staff, the process is designed to form the basis of the SNIA’s annual operational plan by aligning its mission, vision statement objectives, and goals with the association’s resources and capabilities to execute this operational plan.**

**This process is designed to identify key SNIA opportunities and to meet appreciable and measurable expectations.**

1. **Provide a long-term strategic direction to the organization while remaining adaptable to required changes in the industry and association member (company) expectations**
2. **Create an in-depth understanding of the environment facing the SNIA in order to anticipate and proactively deal with changes that have strategic implications**
3. **Communicate clear messaging for the organization on the objectives and required actions in order to drive toward our articulated mission and vision statement objectives**
4. **Build and maintain an organizational model with resources that align with and track to the progress against the strategic plan by assigning clear/measurable metrics with expectations of accountability**
5. **Provide direction to the Board of Directors as well as the SNIA management team and staff to appropriately balance the objectives of a planning process with the ability to meet desired expectations**
6. **Define and support the role in the industry that the SNIA should play in identifying and addressing new or growth opportunities by influencing our members, affiliate groups, and potential partners to collaborate and participate in the sharing of the SNIA vision and in the execution of our strategic plan**

## Mission

**Lead the storage industry worldwide in developing and promoting standards, technologies, and educational services to empower organizations in the management of information**

## Vision Statement Objectives

- 1. Be the trusted advisor across all business segments and the recognized authority in storage technologies in support of information management
- 2. Be the catalyst for the development of information technologies and storage standards,
- 3. Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace

## **I. Be the trusted advisor across all business segments and the recognized authority in storage technologies in support of information management**

### **Definition/Background**

As a multi-vendor organization endorsing vendor neutrality, the SNIA has a unique opportunity to engage and educate end-users and IT organizations on storage technologies and standards needed to meet their business needs for information management.

### **Goals/Description/Intention**

**Establish the SNIA as a Technology Leader through branding, education, and alliance activities, across business segments**

Many target audiences for the SNIA currently do not fully comprehend the benefits that the SNIA can provide them in terms of managing their information. We will raise awareness and understanding of the value we add to the storage industry.

**Expand the outreach of the SNIA to new member markets through educational and thought leadership activities**

Consolidations are shrinking the traditional membership pool for the SNIA. As we reach out to new markets, we will maintain SNIA growth and relevance to the Storage marketplace.

**Advance visibility and value of SNIA Technology Centers to Storage Industry**

SNIA Technology centers worldwide are one of the assets of the SNIA that we will focus on for long-term value and sustained return on investment for these venues.

## **2. Be the catalyst for the development of information technologies and storage standards**

### **Definition/Background**

Technical activities are the heart of the SNIA Mission. IT business and technology trends highlight a need for data and storage (management) technologies to enable and enhance information management for all business types. It is therefore necessary for SNIA to define the key technical areas it needs to address in order to help the integration and leveraging of storage and data management standards to support information management requirements.

### **Goals/Description/Intention**

#### **Develop and enhance storage standards and information technologies to facilitate information management**

In addition to existing architecture developments (SMI-S, MF, XAM...), the SNIA must identify the technology landscape (e.g., Green Storage) to address in order fulfil its extended mission. Clear standards roadmaps will be pursued.

#### **Accelerate the adoption of storage standards and information technologies**

Standards are a necessary condition in the IT/Storage industry but are not sufficient to enable business development in a timely fashion. The SNIA will identify how it can address standard adoption issues and how it can contribute to reduce interoperability bottlenecks, also leveraging new standard development opportunities (e.g. XAM).

#### **Enhance resource and capabilities of SNIA staff and volunteers to support programs**

As the SNIA embraces new technology/solution territories, it must be well equipped with access to relevant expertise pools. As the Association expands its reach internationally, it will leverage and build international resources of expertise and volunteers.

## **3. Establish a strong international presence to address the needs and requirements of the local storage and information management marketplace**

### **Definition/Background**

Unique from most other IT-focused industry associations, the SNIA has established 7 Regional Affiliates outside of the US since its formation in 1997. As SNIA Affiliates continue to grow and expand, the organization will keep pace by developing and deploying local activities to enhance recognition and gain credibility. Working to become a truly global organization requires the active support and engagement of local SNIA members and key stakeholders among US staff and leadership.

### **Goals/Description/Intention**

#### **Establish structure, processes and business models to unite the global SNIA community**

The SNIA will establish an infrastructure to support Regional Affiliate activities. By establishing better communications and clarifying roles, SNIA US will become an enabler for the success of affiliates to meet local market conditions

#### **Enhance recognition of SNIA brand through marketing communications and partnership**

The SNIA is revamping branding with celebration of its 10 year anniversary, logo change, and tagline. With support from SNIA Marketing, Regional Affiliates should leverage new identity programs/materials to enhance the SNIA brand worldwide. Affiliates may also pursue partnerships with local agencies and institutions to achieve local recognition

#### **Increase international membership with expansion of Regional Affiliate programs**

Regional Affiliates will expand into new geographies and grow international membership by implementing attractive programs that are relevant to indigenous market segments with active involvement of vendors and volunteers

# Key Opportunities with a Successful Plan Deployment

- ◆ **Expanded Strategies and Redefined Focus**
  - ◆ Information Management, personal storage, security
- ◆ **Alliance/Relationship and Industry Influence**
  - ◆ Lobbying of government authorities and agencies on standards, regulations, R&D programs, etc.
  - ◆ Collaborate with other vertical industry associations and focus on vertical markets (e.g. financial, healthcare)
  - ◆ Relationships with academic institutions, research and consulting firms and industry publishers
- ◆ **International Presence and Expansion**
  - ◆ Strengthen existing Regional Affiliate relationships and expand into new geographies (e.g. Korea, Latin America)
  - ◆ Expand existing Technology Centers in Regional Affiliates while adding new centers - each leveraging and complementing the programs and resources of SNIA Technology Center in Colorado Springs
- ◆ **Name/Brand Recognition and Marketing Initiatives**
  - ◆ Re-branding with new and contemporary image and “known for,” trusted source expertise for information management solutions and storage technology beyond storage networking technologies
  - ◆ Educate and leverage analysts and press to recognize the SNIA as the industry sector “thought leader”
- ◆ **Technology Expansion**
  - ◆ Expand standards work and programs while supporting and adding others (XAM, Green Storage, Grid, SOA, etc.)
  - ◆ Promote similar programs with Regional Affiliates and other international opportunities
- ◆ **Produce and/or Partner With Quality Programs for Member Participation Opportunities**
  - ◆ Leverage SNW as industry “flagship” conference while producing/participating in other appropriate, [lanned events (Storage Developers Conference, Encompass, SNIA Academy Series, AIT Global Conference, Interop, etc.)
  - ◆ Leverage and selectively expand industry-recognized training/education (technical tutorials, Hands-on-Lab, etc.)
  - ◆ Expand production of SNIA publications (Buyer’s Guide, Dictionary, White Papers, Surveys, “Best Practices,” etc.)
- ◆ **Membership Value and Participation**
  - ◆ Promote membership entitlements and value of Forum/Initiatives along with other SNIA programs and events
  - ◆ Enhance programs for engagement of end-users
  - ◆ Expand membership programs for and outreach to SMB’s, ISV’s and Channel