SNIA ENGINEERING & STANDARDS VALUE

www.snia.org/membership

It Pays to Belong

SNIA membership could be the best ROI of any investment you'll make this year. If your company is involved in the development of storage-related architectures, systems, services, and technologies, your SNIA membership could be one of your most valuable assets. By having representatives actively participate in the technical work of the SNIA you can drive the direction of standards development.

Here are some projected numbers that show the value companies receive from Membership and active participation in SNIA.

ENGINEERING

The SNIA develops a wide range of standards to enhance the interoperability of various storage systems. Under the guidance of the SNIA Technical Council, the SNIA Technical Work Groups (TWGs) deliver information, standards, and software that accelerate the adoption of storage networking. They support the SNIA mission charting a course for the storage networking industry. There are several key benefits in actively participating in the technical activities of the SNIA and the value returned is proportional to your level of participation.

Doing it Right the First Time
Value: $100,000+*
SNIA can help you be more efficient in the planning and production of your product and save you time. Through participation in the SNIA you can make sure the standard meets the technical requirements of your company and products. Avoid the cost to your company of having to redesign your product to comply with a standard.

Developing Expertise
Value: $25,000 - $75,000*
Your Engineers gain in-depth technical knowledge of the details in the standard being developed and as a result become an expert on the standard. The fastest way to become an expert is through participation, not just reading the standard. Avoid the costs of hiring hard to find experts to provide training.

Engineering Development Support
Value: $50,000 - $100,000*
Your Engineers work with and get assistance from the other experts on the standard as you develop your implementation of the standard. Avoid the risks of failed interoperability.

Increased Quality
Value: $50,000 - $100,000*
Make use of peer reviewed SNIA Software reference implementations developed in support of SNIA Standards in your product implementations. This increases product quality and saves time and effort.

Early to Market
Value: $50,000+*
Advanced knowledge, discussions and pre-released drafts of standards permit early product release.

SNIA ENGINEERING & STANDARDS VALUE

STANDARDS

SNIA standards benefit our members by allowing them to gain the benefits of quicker time to market, reduced costs, interoperable solutions, and greater customer acceptance than if each company were to attempt to create its own proprietary implementation.

Standards Events
Value: $3,000-$30,000/Year*

Technical Work Groups meet regularly to develop accredited standards, with SNIA covering costs of organizing the gathering, meeting venues, A/V equipment, food & beverage, and more. In addition the SNIA organizes a developers conference that allows you to educate developers on how to use your technology.

Comprehensive and Coordinated Standards
Value: $200,000+*

SNIA's world-renowned standards documents are developed by technical committees, and SNIA works with other standards bodies to align standards for the entire storage industry.

Expand Your Market Access
Value: $50,000–$300,000*

Gain marketplace recognition and acceptance for your product or service through SNIA's international development activities and advocacy. Industry-recognized standards and marketing venues help you gain early exposure for your products.

Enjoy the benefits of SNIA membership today!

Contact:

Marty Foltyn
Business Development Representative
858.720.9780
marty.foltyn@snia.org

Erin Weiner
Membership Services Manager
719.694.1382
erin.weiner@snia.org

*These are estimated projections based on the observations of members of the 2017 SNIA Technical Council representing their experience in companies such as Amphenol, Brocade, HP Enterprise, NetApp, Samsung, Toshiba.

www.snia.org/membership