

# MEMBERSHIP



2015 Overview and Benefits

[www.snia.org/membership](http://www.snia.org/membership)



Advancing storage &  
information technology

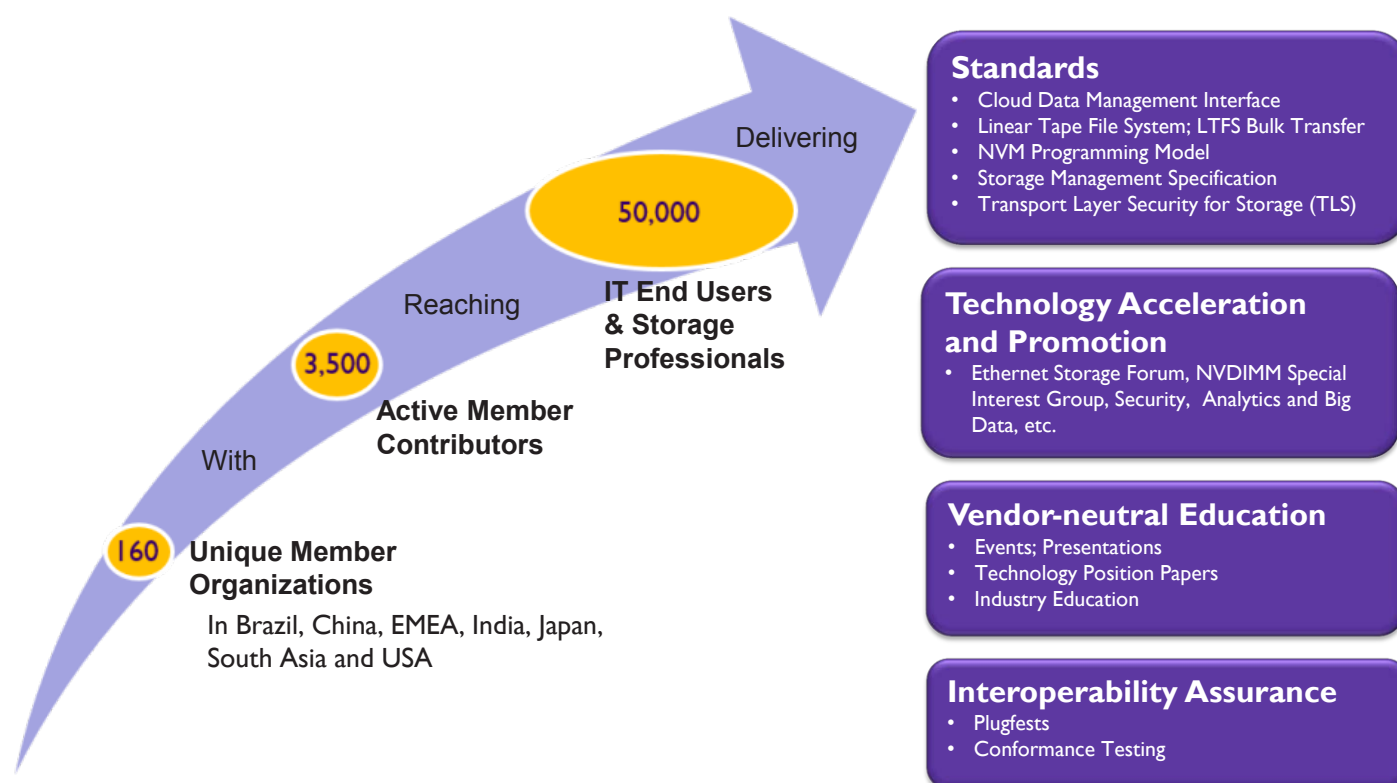
# 2015 Overview and Benefits

## What is SNIA?

As a global industry association, the Storage Networking Industry Association has been supporting the storage industry since 1997. SNIA develops and promotes key storage standards, technologies, and educational services bringing recognition of storage issues to the IT world and making storage less complicated for the end user.

With a large base of member companies spanning the global storage market, SNIA is a true industry catalyst that connects professionals within the IT industry and enables our members to develop robust solutions for storing and managing the massive volumes of information generated by today's businesses.

## SNIA At-a-Glance



*"SNIA membership is important for any company creating, servicing or using Storage Information Technology."*  
- J Metz, R&D Engineer, Cisco; and Director, SNIA

SNIA is a collaborative organization created to develop standards in the broad and complex fields of digital storage and information management. SNIA also delivers vendor-neutral education on current and future technologies.

SNIA provides the ability to network with the industry's storage technology experts. Its members bring their collective expertise to educate IT professionals on key storage technologies.

There are various ways that you can participate in the SNIA organization based on where your interests lie.

## Why Become a SNIA Member?

### Value of SNIA Membership

- SNIA is the one-stop destination to get a sense for all storage, information management and data related advancements in the industry and to participate in them
- SNIA promotes storage education and standards and enables volunteers to network with like-minded people on a regular basis

### Standards Related to Product Roadmaps and Business Development

- SNIA offers a critical mass of industry experience, making it an ideal environment in which to develop standards and pursue business development
- SNIA complements specifications and standards work with technical education and interoperability programs
- SNIA provides a place for shared engineering costs across all members instead of doing it alone

### Influence and Drive the Storage and Networking Industry

- Members influence the message that the industry receives about storage from a vendor-neutral organization
- Members influence SNIA-developed standards that impact product development
- Members drive technology education in strategic business areas, and drive new technology adoption

### Collaboration and Partnerships

- SNIA fosters industry collaboration with customers, strategic partners, peers, and end users
- SNIA provides access to the latest developments from technical working groups

### Education, Technology Training, and Industry Reference Materials

- SNIA helps educate consumers and developers enabling Member companies to pave the way for adoption of new technologies
- SNIA Education helps SNIA Members inform and train industry end users of current storage best practices and provides a vendor-neutral, peer-reviewed program of technical tutorials
- SNIA Storage Networking Certification Program provides a strong foundation of vendor-neutral and industry-accredited systems-level credentials

## Groups You Can Become Involved in as a SNIA Member:

- **Committee** - A SNIA Committee is a group of SNIA Members that focuses on specific marketing and education activities that do not fall under a specific Forum.
- **Forum** - A SNIA Forum is a group of SNIA Members that focuses on technology-specific marketing and education activities.
- **Initiative** - A SNIA Initiative is a group of SNIA Members that furthers the SNIA's purpose to develop specifications, infrastructure, and proposed standards via SNIA's normal standards development process. The primary distinction between a Forum and an Initiative is that an Initiative is chartered to do technical work via a SNIA Technical Work Group whereas a Forum is not. Initiatives also support Special Interest Groups.
- **Technical Work Group** - A SNIA Technical Work Group (TWG) is a group of SNIA Members that carries out original technical work of the organization. There are multiple Technical Work Groups working on a variety of technical topics.
- **Regional Affiliates** - SNIA has several Regional Affiliates outside of the U.S. that develop and deploy local activities in support of SNIA's global mission. Visit [www.snia.org/international](http://www.snia.org/international) for more information.

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*“SNIA is the single-stop organization to get a sense for all storage, information management, and data related advancements in the Industry. If you seek to influence in any of these areas, you should be involved with SNIA.”*

- Jim Pappas, Director of Technology Initiatives, Intel Corporation; and Director, SNIA

## SNIA Member Categories include:

### Vendors

A Vendor member is an organization that develops Information Technology (IT) products, optionally coupled with professional consulting, integration, and implementation services. Vendors may deliver their offering(s) under their brand, or may OEM them for other vendors or channel enterprises.

### Service Providers

A Service Provider member is an organization that provides managed IT and or communication services to other businesses typically on a periodic subscription business model. This includes infrastructure as a service, storage and data management as a service, platform as a service, network as a service, data insurance as a service and software as a service.

### Channel

A Channel member is an organization that offers solutions and professional services for vendors' and service providers' products. Channel members are typically identified as a distributor, value-added reseller (VAR), reseller, system integrator or consultancy.

### End Users

An End User member is an organization that is the ultimate final consumer of a product or service, and is typically represented by the IT department of an organization. End users may join as dues-paying corporate or individual members.

*“SNIA has a unique critical mass of industry experience and vendor membership in storage-related areas, and a strong and contemporary technical agenda, which makes it a great place to bring standards and business development initiatives.”*

- David Dale, Director Industry Standards, NetApp; and Chairman, SNIA

## Join Today!

### Contact:

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[www.snia.org/membership](http://www.snia.org/membership)

# 2015 SNIA Membership Categories and Fees

## SNIA Membership

As a member of SNIA, you will be part of our exciting and extensive set of activities and programs. SNIA is the industry focal point for collaboration between vendors, service providers, resellers, and consumers of data storage networking and information management products and services, making membership directly relevant to success in the storage industry.

Note: Voting Members in the following categories have additional entitlements including voting rights in SNIA elections and on SNIA Architectures, as well as being eligible for a seat on the SNIA Board of Directors or Technical Council. For additional rights and benefits visit [www.snia.org/join](http://www.snia.org/join).

Membership Category		Annual Fee
<b>Vendor Voting</b>		
Large	Vendor revenue greater than \$500M/year	\$40,000
Medium	Vendor revenue between \$10M and \$500M/year	\$14,500
Small	Vendor revenue is less than \$10M/year	\$8,500
<b>Vendor Non-voting</b>		
Large	Vendor revenue greater than \$500M/year	\$15,500
Medium	Vendor revenue between \$10M and \$500M/year	\$8,500
Small	Vendor revenue is less than \$10M/year	\$3,500
<b>Service Provider Voting</b>		
Large	Channel revenue greater than \$500M/year	\$23,000
Medium	Channel revenue between \$10M and \$500M/year	\$12,500
Small	Channel revenue is less than \$10M/year	\$7,000
<b>Service Provider Non-voting</b>		
Large	Channel revenue greater than \$500M/year	\$9,500
Medium	Channel revenue between \$10M and \$500M/year	\$7,000
Small	Channel revenue is less than \$10M/year	\$3,000
<b>Channel Voting</b>		
Large	Channel revenue greater than \$500M/year	\$11,500
Medium	Channel revenue between \$10M and \$500M/year	\$8,500
Small	Channel revenue is less than \$10M/year	\$3,500
<b>Channel Non-voting</b>		
Large	Channel revenue greater than \$500M/year	\$7,000
Medium	Channel revenue between \$10M and \$500M/year	\$3,500
Small	Channel revenue is less than \$10M/year	\$2,000
<b>End User Company and End User Individual</b>		
End User Customer	Non-voting	\$950
End User Individual	Non-voting	\$300

## Non-profit Institutions

SNIA grants complimentary access to the SNIA Member Community to organizations that qualify. Generally this applies to professors and/or students engaged in research/learning around storage and to non-profits with annual revenue/funding of under \$50M.

# 2015 SNIA Technology Communities and Fees

Note: In order to participate in a SNIA Technology Community, companies/organizations must first be a member of SNIA.

## SNIA Technology Communities Annual Fee

### Cloud Storage Initiative (CSI)

Voting Member (>\$5M in revenue)	\$10,000
Voting Member (<\$5M in revenue)	\$5,000
Associate, Non-voting Member	\$3,000
End User/Non-voting Individual/Non-profit Institutional	\$300

### Ethernet Storage Forum (ESF)

Vendor Member, Voting	\$5,000*
Vendor Member, Non-voting	\$3,000*
Channel Member, Voting	\$1,000*
Channel Member, Non-voting	\$300*
Individual Member, Voting	\$300
Individual Member, Non-voting	\$100

\* Fee per year per Special Interest Group (SIG)

### Green Storage Initiative (GSI)

Strategic Member, Voting	\$9,000
Strategic Associate Member, Non-voting	\$4,500
Individual and Non-profit Institutional Members, Non-voting	\$300
SNIA Emerald Program Fees	For information, email <a href="mailto:emerald@snia.org">emerald@snia.org</a>

### Solid State Storage Initiative (SSSI)

Strategic Member, Voting	\$5,000
Associate Member, Non-voting	\$2,500
Individual, Non-voting	\$300
Non-profit Member	\$300

### Storage Management Initiative (SMI)

SMI Membership* (Select One)	
Client Vendors	\$16,000
Single Provider Vendors	\$21,000
Multiple Provider Vendors	\$36,000
Conformance Test Program	
CTP Annual Testing	\$30,000
CTP "First Time" Annual Testing	\$15,000

\* Includes SMI-Lab access and access to interim CTP test releases for unofficial conformance testing only. All memberships are considered SMI "voting" level memberships

### Storage Security Industry Forum (SSIF)

Member, Voting	\$5,000
Member, Voting (<\$10M in revenue)	\$2,500
KMIP Conformance Test Program Fees	For information, email <a href="mailto:kmip-admin@snia.org">kmip-admin@snia.org</a>

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