

## Vote Topic descriptions:

### Vote #1: Proposal for Marketing/Community Building Meetings Frequency

- Vote for the preferred meeting option. Majority decision will be our operating model thru end of 2007. **Option 1**
  - Option 1: Monthly 1 hour Marketing/Community Building conference call
  - Option 2: Every other week 1 hour Marketing/Community Building conference call
  - Option 3: Weekly 1 hour Marketing/Community Building conference call

### Vote #2: Proposal for Marketing/Community Building Meetings Timeslot

- Prioritize the best day/times you are available. 1 (highest) -5 (lowest). The timeslot with the lowest total will be our meeting time thru end of 2007. **All Ok (no ranking)**
  1. Tuesday 2pm PT/5pm ET
  2. Tuesday 3pm PT/6pm ET
  3. Wednesday 1pm PT/4pm ET
  4. Thursday 2pm PT/5pm ET
  5. Thursday 3pm PT/6pm ET

*Note: additional suggested timeslots are welcome*

### Vote #3: Proposal for Marketing/Community Building team responsibilities

- Vote Yes or No on adopting this list as a whole. Majority decision will be our team responsibilities thru end of 2007. **Yes**
  1. Develop calendar of activities based on priorities and decisions made by community
  2. Set decision dates for go/nogo on each event and speaking opportunity
  3. Determine newsworthiness of key milestones and build plan for communication with Media and Analyst
  4. Responsible for interlock with Eclipse Marketing and Press contacts
  5. Responsible for budget of all activities
  6. Prepare FAQs, Analyst Update Materials and Community Building Materials
  7. Secure Quotes from participating companies for press and analysts activities
  8. Provide Technical 'Getting Started' material, such as tutorials and demo installations

*Note: Adjustments and additions to the list can be discussed prior to the vote*

#### **Vote #4: Proposal for events to include an Aperi booth**

- Prioritize the importance of Aperi having an Aperi booth at each of the events. 1 (highest) -10 (lowest). The events with lower totals will be given priority first.
  - A) SNW US Spring 1
  - B) SNW US Fall 1
  - C) SNW EMEA 2
  - D) SNW AP (in 2006 China ca 1200 attendees, Australia ca 600 attendees, Japan TBD)
  - E) Gartner Datacenter Conference 1
  - F) Storage Decisions Spring 1
  - G) Storage Decisions Fall 1
  - H) Storage World Spring
  - I) Storage World Fall
  - J) Storage Expos (multiple EMEA)

*Note: There are no restrictions on having Aperi Project material at vendor booths at these events or others such as EclipseWorld and LinuxWorld*

#### **Vote #5: Proposal for criteria to organize an Aperi booth at an event**

- Vote for most preferred Booth Criteria option. Majority decision will be our 2007 operating model. **Option 3**
  - Option 1: Aperi can sponsor a booth at an event if there are 3 or more project participants willing to share the work and expense
  - Option 2: Aperi can sponsor a booth at an event if there is at least one participant willing to fund the effort and at least 3 participants willing to be at the event to represent the project
  - Option 3: Aperi can sponsor a booth at an event if there is one participant willing to fund and do the work (assumes a single participant company would staff the booth with at least 2 persons)

*Note: Event participation includes activities like booth preparation and logistics, booth attendance, speaking, and preparing booth demonstrations or presentations.*

#### **Vote #6: Proposal for milestones that should trigger Press/Analysts outreach activities**

- Vote Yes or No if each of the following milestones should result in proactive press and analyst outreach. Majority decision will be our criteria thru end of 2007.
  1. New project participants (contributors, committers, consumers of code) **Yes**
  2. Aperi release of code **Yes**
  3. Exiting incubation; Release 1.0 **No**

4. Major roadmap updates No
5. CTP testing results No
6. Implementation of new SMI standards No
7. Announcement Commercial products shipping with Aperi code Yes

#### **Vote #7: Proposal for 2007 Speaking opportunities at events and symposiums**

- Prioritize the events 1(highest) -13 (lowest) in terms of importance for Aperi to submit a presentation at this event or conference. The events with lower totals will be given priority first.

- A) EclipseCon March 5-8th Santa Clara, CA 2
- B) File and Storage Technology Academic Conf Feb 2007 San Jose
- C) IEEE Mass Storage Conference, San Diego or Washington DC
- D) 2007 SNIA Dev Conference (date?) 1
- E) SNW US Spring 1
- F) SNW US Fall 1
- G) SNW EMEA
- H) SNW AP
- I) Gartner Datacenter Conference 1
- J) Storage Decisions 1
- K) Storage World Spring
- L) Storage World Fall
- M) Storage Expos (multiple EMEA)
- N) StorageNetworking.org SNUGs

*Note: There are no restrictions on talking about the Aperi Project at your vendor booths at any events.*

#### **Vote #8: Proposal for important Aperi non-event activities**

- Prioritize the importance of Aperi engaging in the following activities in 2007. 1 (highest) -10 (lowest). The activities with lower totals will be given priority first.
- A) Webcast or Podcast 2
  - B) Author technical articles on Aperi (e.g. white papers and hints & tips to post on Web) 1
  - C) Pay for syndication of articles on select technical Web aggregators 2
  - D) Author a book on how to write Aperi based storage management applications -1
  - E) Aperi Trinkets and promotional materials 3
  - F) Academic contest and/or providing support for Academic projects 2
  - G) Sponsor analyst or 3rd party whitepaper on Aperi 1
  - H) Create a demo that can be downloaded 1
  - I) Create a training module that can be downloaded 1

J) Create an area on the participant company web sites that will come up if a person Searches on Aperi 3

Retrieved from

["http://wiki.eclipse.org/index.php/Community\\_meeting\\_November\\_9th%2C\\_2006"](http://wiki.eclipse.org/index.php/Community_meeting_November_9th%2C_2006)