Nov 09, 2006 Aperi Community Conference Call - Meeting Minutes
All agendas and minutes posted on the newsgroup: web portal or newsreader

Attendees:

Company	Attendees
Brocade	Steve Wilson, Mario Blandini
CA	Absent
Cisco	Emailed input in advance (Doug Anderson)
Emulex	John Dobyns input outside of meeting
Engenio	Steve Gardner
Fujitsu	Hiroshi Yoshida
IBM	Allen Marin, Helen Bergin, Tom Guinane, Brenda Haynes
McData	Absent
NetApp	Absent
Novell	Absent

> **Yellow boxes embedded in the Agenda capture noted meeting comments and actions.**

Agenda:

- Aperi 2007 Community Building/Marketing decision meeting format overview
- Discuss suggestion to set up a Marketing Committee, which could have co-Chairs, aperi-marketing mailing list, and it's own dedicated web pages.

> - Aperi will look to form a Marketing Committee to create and manage the 2007 plans.
> - Although having co-Chairs is seen as a desirable goal, the Marketing Committee would still be formed if only a single Chair was designated.
> - Each company is asked to provide at least one nominee to participate in the Marketing Committee by Nov 20th. Each company can also indicate their nominations for Chair (or co-Chair)
> - Scheduling the next meeting for Nov 30th, should allow the team to have 2 more meetings before the end of the year, which can deal with any required decisions and actions for 2007 Q1 activities.

- Discuss Eclipse Foundation Marketing Benefits summary, including the Eclipse process for signing contracts and spending $s as well as options to do this as individual member companies supporting the project (*Additional reference material coming soon*)

Eclipse Process for Signing Contracts - Sponsorship Packages: **sample 1**, **sample 2**
Eclipse has done joint marketing with Eclipse member companies of various projects by jointly creating a Sponsorship Package that defines a set of activities and costs associated with a program. The activities could be a series of Webinars or events. The costs are recovered from the participating Eclipse member companies.
Included in the Sponsorship Package is a total cost that must be funded by the project participants in whatever ratio is appropriate. Eclipse then drafts an agreement between it and each participant that will sponsor and fund part of the package and describes the work that Eclipse will undertake for the agreement. The agreement asks for each participating vendor to sign and include a PO number, along with billing information. Once Eclipse has the funds, they will sponsor the event on behalf of the project and execute the contracts. The project participants handle all the event logistics. Eclipse would submit a contact name from one of the participants to forward to the event organizer when signing the event sponsorship contract.
The recommendation is that Aperi try this for a single event to see how this works before creating a package for several events

- Estimated costs for events and next steps for 1Q07 Events

Event participation activity	Estimated Cost	Notes
1. Funding of Booth Sponsorship	$17k	$17k avg per event (booth only), range is 8-25K. Other event options range from 5-25k.
2. Contract execution	n/a	Eclipse can execute on behalf of members, provided we create Sponsorship Packages
3. Coordination of required activities	n/a	Space selection, messaging & signage, renting equipment, logistics & deadline management
4. Aperi physical booth	$5-10k	Recommend purchase. Pop-up booths range in style and costs
5. Booth properties for purchase	$1k	Monitors, keyboards, mouse, speakers, etc.
6. Booth properties for rental	$1k	Avg per event, to include signage, electricity, labor, drayage, internet connectivity, etc.
7. Booth storage & shipping	$5k	Average per event. Booth and properties must be stored and shipped to each event
8. Collateral, such as tri-folds	6-10k	Includes creation, artwork, printing, etc.
9. Promotional items	$5-10k	Various options and costs
10. Demo laptops	n/a	Currently 1 dedicated, 2 part-time
11. Personnel to staff booths	n/a	2-3 persons throughout show hours
12. Presentation & demo updates	n/a	Community effort
13. Analyst guest speaker (optional)	2-5k	Occasional analyst to speak on behalf of Aperi to key audiences

- Vote on Community Building/Marketing priorities and activities for 2007

Proposed Voting Methodology

  o Each participant company can cast one vote
  o Majority Yes/No: Simple majority where > 50% of votes are Yes or No.
  o Majority Option: Simple majority where > 50% of votes are for one of a list of options. If there are more than two options, and a majority is not reached on any single option, then the option receiving the least votes will be dropped and another round of votes will be taken on the remaining options, to be repeated if necessary until only two options remain.
  o Priority Options: Each company provides an ordered list 1 highest importance 'n' lowest importance - scores are added to gather most important options (low score) to least important option (high score)

Vote #	Vote Topic	Vote Type
1	Marketing/Community Building: Meetings Frequency	Majority Option
2	Marketing/Community Building: Meetings day/time	Priority
3	Marketing/Community Building: Team Responsibilities	Majority Yes/No
4	Events: Important events to have an Aperi Booth present	Priority
5	Events: Criteria for organizing an Aperi Booth at an event	Majority Option
6	Press/Analysts: milestones that should trigger outreach activity	Majority Yes/No
7	Speaking: Important speaking opportunities at events and symposiums	Priority
8	Activities: Important non-event activities for Aperi	Priority

- For any voting, the team requested that a minimum of 6 member companies vote.
- We have 4 companies represented on the phone, and 1 company submitted their input prior to the meeting via email.
- Other member companies who could not make the meeting today are still working on submitting their feedback (as per comments from McDATA and NetApp). We will look to post the results we have on Monday evening, and any additional input captured after Monday, can still be posted for later consideration.
- Alan Clark of Novell, for example, is meeting with his marketing team on Nov 15th, so is unable to provide feedback by Monday. He does, however, think he should be able to submit nominations to the Marketing Committee by Nov 20th.

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.
    - o Option 1: Monthly 1 hour Marketing/Community Building conference call
    - o Option 2: Every other week 1 hour Marketing/Community Building conference call
    - o Option 3: Weekly 1 hour Marketing/Community Building conference call

- **Option 1**: 1 vote from Cisco
- **Option 2**: 4 votes from Brocade, LSI, Fujitsu, IBM
- **Option 3**: 0 votes
- Emulex feedback: No strong opinions. Comfortable with what team decides on this topic.

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.
    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
    6. Tuesday 1pm PT/4pm ET (option added Nov 7th)

Note: addtional suggested timeslots are welcome

- Get the list of nominees for the Marketing Committee and then let them decide which meeting times suit them best
- Allen Marin for IBM did note his following preferences: 3,6,4,1,2,5
- Doug Anderson for Cisco did note that all timeslots were OK and he had no preferences
- Yoshida-san for Fujitsu did note that meeting times of 4pm ET might be difficult, if they did not have a US rep. Preferences 1,2,4,5.

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.
    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. Coordinate Technical 'Getting Started' material, such as tutorials and demo installations

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

- **Yes**: 5 votes from Brocade, Cisco, LSI, Fujitsu, IBM
- **No**: 0 votes
- The team would like the Marketing Committee, once formed this month, to try to come back to the community with a Q1 plan before the end of the year.
- Input from Emulex that a key objective in 2007 should be activities necessary to grow the Aperi community.

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 - ca $17K
  B) SNW US Fall - ca $17K
  C) SNW EMEA - ca $14K
  D) SNW AP (in 2006 China ca 1200 attendees, Australia ca 600 attendees, Japan TBD) - ca $14K
  E) Gartner Datacenter Conference - ca $17K
  F) Storage Decisions Spring - ca $20K
  G) Storage Decisions Fall - ca $20K
  H) Storage World Spring - ca $8K
  I) Storage World Fall - ca $8K
  J) Storage Expos (multiple worldwide) - ca $8K

Note: There are no restrictions on having Aperi Project material at vendor booths at these events or others such as EclipseWorld and LinuxWorld. We've indicated the estimated booth cost at each event.

- Defer this discussion and decision to the Marketing Committee, when formed
- Mario Blandini noted that we should look to Customized Seminars, Webcasts, Non-Vendor speakers, and Analyst updates as a cost efficient and effective way to get news and information into the Storage Community and to broaden our audience. Mario felt Expos should not be our major way to reach our audience but we should do some. SNW has heavy vendor attendance.
- Storage Decisions is new to Las Vegas venue in 2007. Had good turnout when it was held in Chicago and New York. Attendees came as a workday not as a vacation.
- Doug Anderson for Cisco did note the following preferences: A, B, E, F, G as 1, C as 2
- Yoshida-san shared that SNW-Japan is probably not an appropriate event for Aperi.
- Allen Marin for IBM did note his following preferences: A, B, I, C, G, E, F, J.
- Allen Marin also noted that he, like Mario Blandini, has come to understand that Storage Decisions is the best for targeting qualified end users, but at the current stage of the project, we need more exposure to vendors, which relegates this conference below those that combine both end users and vendors…at least for the near future.
- Emulex concurs that the SNW events are highest priority. Feels SNW Europe might be worthwhile. Next tier of interest are the Storage Decisions events. Agree with input on Japan events not appropriate for technical booth displays.

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 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 preparting booth demonstrations or presentations.

- Defer this discussion and decision to the Marketing Committee, when formed
- Doug Anderson for Cisco did note his preference for Option 3.
- Allen Marin for IBM did note his preference for Option 1.

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)
    2. Aperi release of code
    3. Major Releases (Release 1.0 marks the exit of the incubation Development Phase)
    4. Major roadmap updates
    5. SNIA CTP testing results
    6. Implementation of new SMI standards
    7. Announcement Commercial products shipping with Aperi code

- Discuss Communication vehicles with Press and Anlaysts and when best to use which
    1. Eclipse Foundation Aperi project press release
    2. Joint SNIA and Eclipse Foundation Aperi press release
    3. Participating company press release
    4. Email updates w/o formal press release
    5. A minimum of two companies to provide a quote for any press release, with a formal rotation of who does the quote?

- Defer this discussion and decision to the Marketing Committee, when formed
- Mario Blandini noted that it would be good to do a press announce around code downloads, especially if we could include an end user quote.
- Doug Anderson for Cisco noted that he felt only options 1, 2, and 7 merited press/analyst outreach activity.

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
  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?)
  E) SNW US Spring
  F) SNW US Fall
  G) SNW EMEA
  H) SNW AP
  I) Gartner Datacenter Conference
  J) Storage Decisions
  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.

- Discuss preparing for Aperi speaking opportunities at events and symposiums
  - Submitting and presenting an Aperi presentation at a conference
  - Community review and comment on material in advance
  - Should one other Aperi participant try to either attend to demonstrate vendor neutrality or share the speaking time if possible?

- Defer this discussion and decision to the Marketing Committee, when formed
- Allen Marin offered to try to capture which events do or do not require you to be a sponsor in order to have a speaking slot.
- It was recommended that the Marketing Committee explore the costs and benefits of sponsoring speaking slots in lieu of or complementary to event booths.
- General comments showed the SNIA Development Conference, EclipseCON, and SNW Tutorials to be popular candidates, with Gartner Datacenter Conference being something considered worth learning more about (Caroline is the Gartner Storage contact).
- It was also recommended by Yoshida-san that conferences be focused in the US. SNW was a high priority. SNW China is more of a business event not technical. India might be more technical
- Doug Anderson for Cisco did note the following preferences: D, E, F, I, J as 1, A as 2

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
  B) Author technical articles on Aperi (e.g. white papers and hints & tips to post on Web)
  C) Pay for syndication of articles on select technical Web aggregators
  D) Author a book on how to write Aperi based storage management applications
  E) Aperi Trinkets and promotional materials
  F) Academic contest and/or providing support for Academic projects
  G) Sponsor analyst or 3rd party whitepaper on Aperi
  H) Create a demo that can be downloaded
  I) Create a training module that can be downloaded
  J) Create an area on the participant company web sites that will come up if a person Searches on Aperi

- Defer this discussion and decision to the Marketing Committee, when formed
- General comments showed B and G to be popular choices, with Allen Marin highlighting that J was something that was easy to go after and would provide a consistent experience in searches on different member web sites.
- Doug Anderson for Cisco did note his preferences: B, D, G, H, I as 1, A, C, F as 2, and E, J as 3.
- Allen Marin did note additional preferences: B, H, J, C, G, E, F, A, I, D
- Emulex suggestion to look at which types of activities had good results for early Linux community. Was it technical getting started material? Tend to agree with activities that make it easy to use the code and get started are very valuable.

Next Steps/Actions:
- Next meeting is 11/30 (cancellation notices sent out for 11/16 and 11/23)
- Each company to provide a nominee for the Marketing Committee by Nov 20th and also to indicate any nominations they have for Chair or co-Chair.