

## Nov 30, 2006 Aperi Community Conference Call - Meeting Minutes

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### Attendees:

Company	Attendees
Brocade	Steve Wilson
CA	Absent
Cisco	Absent
Emulex	John Dobyys
LSI	Absent
Fujitsu	Absent
IBM	Allen Marin, Helen Bergin, Tom Guinane, Brenda Haynes
McData	Absent
NetApp	Absent
Novell	Alan Clark

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

## Agenda Overview:

1. Confirm primary marketing contacts and meeting participants as listed below
2. Confirm next meetings should be Dec 14th, Jan 11th and Jan 25th
3. Discuss any new thoughts on roles and responsibilities
4. Review 2007 most important activities based on community feedback and discuss items that need decisions in next 30-45 days - Allen Marin to provide strawman
5. SNIA Alliance Status – Brenda
6. Action items

## Agenda Details

1. Confirm primary marketing contacts

### Primary Aperi Marketing contacts:

- \* Brocade: Steve Wilson, (Mario Blandini providing off-line input)
- \* CA: tbd
- \* Cisco: Doug Anderson
- \* Emulex: John Dobyys
- \* Fujitsu: Iwatani-san and Yoshida-san
- \* LSI: Steve Gardner
- \* IBM: Brenda Haynes and Allen Marin
- \* McData: to confirm Joe Pelissier or Doug Ingraham
- \* NetApp: VS Joshi
- \* Novell: Alan Clark

## 2. Confirm next meetings should be Dec 14th, Jan 11th and Jan 25th

All attendees approved these dates for the next community outreach calls.

## 3. Discuss any new thoughts on roles and responsibilities

All attendees agreed that the responsibilities discussed at the last meeting (11/9) is valid as a general list, and that the marketing committee itself will define more detailed activities as the plan coalesces.

## 4. Review 2007 most important activities based on community feedback and discuss items that need decisions in next 30-45 days

Allen Marin summarized the events and activities the community representatives voted as priorities over the last couple of weeks, and the group discussed the key decision dates and resource requirements necessary to pursue these 1<sup>st</sup>-half activities.

Prioritized events were SNW Spring (April 16), Storage Decisions (May 16), and Storage World Conference (June 12)

- SNW – All attendees agreed that of the three events, SNW was the highest priority and that we should plan on sponsoring a booth and perhaps a speaking slot, of which the deadline for submission is Dec. 13. The group agreed that Brenda will solicit suggestions from Phil Mills, IBM's contact at SNIA, on exploring a speaking slot as we finalize our decision on sponsoring a booth.
- Funding for events: **IBM** offered to fund \$10k of the \$23k estimate to fund the sponsorship, which excludes the cost of the physical booth and travel. With regard to additional funding for SNW and the other two events under consideration, **Brocade** said they would need to assess each event separately to determine how to secure any funding. **Novell** said funding would be tight in the spring and that fall events would be easier for them to help with. There would still be a chance to help in spring, but not as much as the fall. **Emulex** said that money could be an issue but that staffing resources for a booth would be easier to secure. If funding was an issue for all three of these events, Emulex opined that maybe we cut back to 1 event.

Prioritized non-event activities included:

- A downloadable training module that would teach users how to build application plug-ins on top of the Aperi framework. All attendees agreed that any tools that make it easier for interested parties to download and use Aperi is highly recommended.
- A downloadable demo package that would allow interested parties to download the Aperi code, along with the necessary prerequisites and a pre-populated database of storage information and infrastructure configuration. This would help allow users to run live code with a mock environment to get a better feel for Aperi's capabilities.
- Live Seminar or a Webinar to a qualified audience on how to develop and/or use the Aperi framework. The thought was to use these to supplement the sponsorship of a tradeshow booth by using a third party like TechTarget, who runs the Storage Decisions conferences and has an extensive database of qualified storage and open source end users. All attendees agreed the committee this was a good activity to explore, and Allen Marin is working to collect more details from both TechTarget and the IBM Developer Relations team as a secondary resource.

John at Emulex asked about potential milestones in the near future that we could create an announcement around. Brenda offered the following:

- Since the effort to sign an alliance agreement with the SNIA wasn't finalized before SNW in October, we hoped to sign an agreement in Q1.
- Vendors who were using Aperi as part of their offerings would be encouraged to create an announcement around this
- New members joining the community would merit an announcement
- Aperi exiting the incubation phase at Eclipse would also merit an announcement by Eclipse

## 5. SNIA Alliance Status

Brenda talked about the status of the strategic alliance activities between Aperi and the SNIA.

- The initial plan was to announce this in time for the October SNW show, but there were some unresolved concerns about IP in relation to the SNIA Plugfests from some SNIA members. It was noted that the goal for the alliance is joint marketing, not IP-related agreements.
- The team was trying to secure a meeting next week between Eclipse and new SNIA leaders
- We spent some time discussing the need to secure funding for such an alliance with the SNIA, given the costs associated with participating in the SMF, plugfests, SMI lab, and CTP testing. It's still unclear how this funding will be addressed.

## Next Steps/Actions:

- Next meeting is 12/14
- Brenda offered to solicit feedback from IBM's representative at SNIA on a recommendation for a SNW speaker slot
- All participants should be considering their ability to help fund a potential booth at SNW in April, so the committee can determine if there is enough interest in pursuing this. If so, the committee needs to begin preparations at the next call.
- For those participants who haven't identified a marketing lead for this committee, please consider doing so prior to the next call on 12/14
- The committee is still collecting nominations they have for Chair or co-Chair.