OFA MWG 2018 Plan - Draft

Divya Kolar, Intel, OFA MWG Chair

Joe Balich, Nereus

OFA Marketing Working Group

Charter: Promote the benefits of OFA and accelerate the adoption of existing and emerging advanced fabric technologies

Strategies:

- Recruit new members and promote existing members contributions
  - Alliance partnership program → Supported by co-marketing

- Increase awareness about OFA
  - Stay Connected: Quarterly Word from the Board, Monthly big aha's, work group updates, website update
  - Incubation process
  - Promote Open Fabric Software and its new extensions
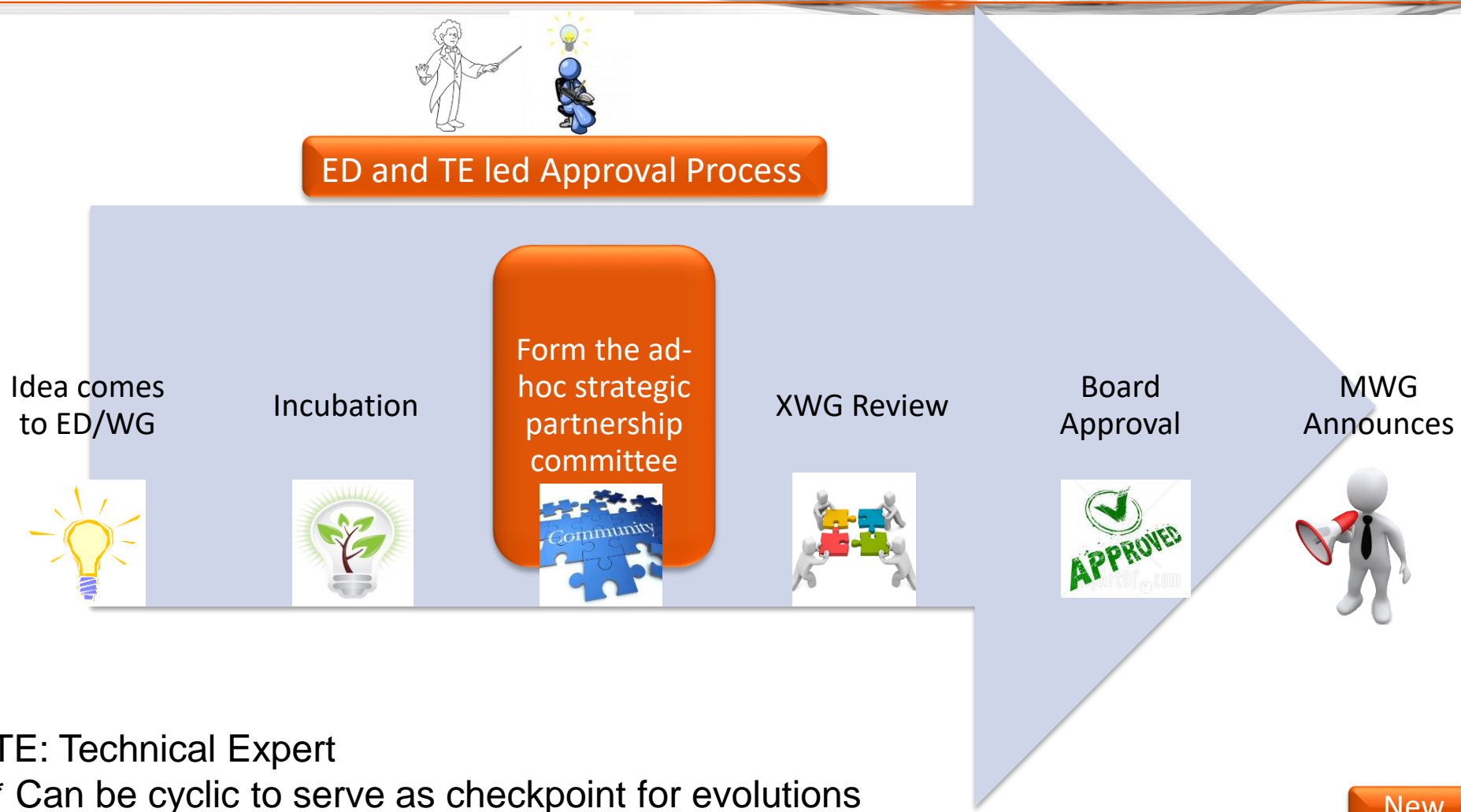 - Annual workshop

OpenFabrics Alliance Partnership Program

- Objective: Jointly advance network technologies
- Benefits:
  - Provides a platform to incubate and evolve vendor independent open source software for fabrics
  - Technical deliverables that benefits both the groups
  - Joint marketing programs to support technical deliverables
- Candidate organizations:
  - Linux foundation, IBTA, SNIA, NVM Express Inc, Gen Z, others?

OFA: Develop advanced network fabrics and create value for prospective members

Partnership Program Approval*

ED and TE led Approval Process

| Idea comes to ED/WG | Incubation | Form the ad-hoc strategic partnership committee | XWG Review | Board Approval | MWG Announces |

TE: Technical Expert
* Can be cyclic to serve as checkpoint for evolutions

New

Draft Marketing Calendar

OPENFABRICS ALLIANCE

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Key Events	OFA WS		ISC		FMS	SDC		SC18		PM Summit
Milestones	SNIA + OFA		OFA Relaunch	Linux + OFA?		Gen Z + OFA?	IBTA + OFA ?	OFA Meet and Greet		
Collateral		Blog: post event, at large dir	New leaders, Flyer, Gold deck	Linux Guest blogger		Gen Z Guest Blog	IBTA Guest blog			Advances in PMoF blog
Media Outreach	SNIA media alert		OFA Press release: relaunch	Partner Announcement	Workshop Save the date	Partners Announcement	Partners Announcement	Workshop call for papers		Media Alert: PM activity
Webcasts	OFA workshop	Sysadmin Thinktank webcast	Virtual Relaunch OFA, SNIA webcast (BrightTalk)?		PM Thinktank webcast	SDC session	Linux container thinktank webcast			PM Summit webcast
Newsletter		Post event	Launch special issue	• Word from the board, WG news • Workshop • What's new (partnerships)			• SC18 highlights, OFA Workshop • Partnership updates • Word from the board, WG news			PM Summit special issue
Social						Constant activity (Linkedin and Twitter)				