



SCSI Trade Association
A SNIA[®] FORUM

STA Liaison Report

Irvine, CA

January 2024

January 2024 STA Liaison Report - Marcom

- Press releases & press activity
 - 24G+ SAS announcement tentatively planned for 2/27/24
 - SAS Plugfest announcement planned for May 2024
 - Press clips in *Storage Newsletter*, *Blocks & Files* and *Bloor in Dec. 2023*
- Media and analyst briefings/engagements
 - Briefing with Adam Armstrong, *TechTarget*, Dec. 2023 on SAS Roadmap
 - Briefing with Tom Coughlin, Coughlin Associates & *Forbes*, 1/25/24 on SAS Roadmap
- Events/Webinars
 - Webinar – Planning annual “Storage Trends” webinar for Q1 2024.
 - *SNIA Preview* virtual event open to public 1/17/24, Cam Brett speaking about STA Forum.
- Website
 - Completed: Migrated content to STA-SNIA site.
 - SAS Plugfest current event and history added to website.
 - SAS Products and SNIA “What is?” web page about SAS, SCSI and various generations next on list.
- 2024 Marketing Planning
 - Working on projects to engage with media (i.e. boost performance with MultiLink)



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- **SAS Plugfest Program**

- April 22-25, 2024. NDA-only Planning Calls beginning next week 1/16/24.
- NDAs and Registrations are starting to come in.
- Established firm pricing for principal, promotional and non-members.

- **Publications/Blogs/Newsletter/Videos Assets**

- Video: Two new short videos scheduled for 1H24
- *Electronic Design* publication: “What’s the Difference?” series: Still finalizing last article (series of 4)
- Podcast Why Hyperscalers Choose SAS with Chris Evans, *storage unpacked*, recording on 1/18/24
- *SNIA Experts on Data* podcast – two SAS-focused podcast episodes scheduled for 1H24
- Blog/newsletter: Mapped out multiple blogs and content for SNIA blog and monthly newsletter
- Sponsored marketing asset – Reached out to SNIA university members to inquire about cooperatively engaging

- **Social Media (since July)**

- X/Twitter (SNIA SAS_storage) – New BoD & SAS plugfest tweet our most successful to date (2K+ impressions)
- LinkedIn – Posting on SNIA page, bigger audience (~7K followers)
- YouTube – SAS Playlist on *SNIAVideo* YouTube channel is rated #10/50. YouTube launched Playlist Analytics.

January 2024 STA Board Meeting

■ Membership & financials hold steady

- Membership holding steady, with 13 current dues-paying members and UNH-IOL
- Payments have come in from several members in the last two months.
- 9 principal members and 4 promotional members (7 SNIA members, 6 non-members)
- Getting more timely financial reports from SNIA accounting, but need to reconcile some items.
 - Expecting resolved reporting starting with fresh fiscal year starting 12/1/23

■ SAS Plugfest location options reviewed

- A couple of good options in the Bay Area.
- Waiting on a few hotel quotes, plus Austin, TX info from SNIA.
- Final decision to be made within the month.

■ Membership task force will reach out to individual non-SNIA members

- Discussions in December and this week about membership & our approach.