Marketing Activities

• PR Update
  – 9 Press articles resulting from May 20th release (Public Review)
  – Upcoming Articles in:
    • CTR, WMRC Business Briefings, and System Management Solutions
    • Others in process

• Web Update
  – Analysts corner to go live soon
  – Plugfest section in members area

• Plugfest promotion plan under discussion
Plugfest Update-Overview

• Plugfest is:
  – Multi-vendor event to demonstrate, improve, and promote interoperability
  – Demonstrate compatibility with legacy SCSI applications

• Plugfest is not:
  – A compliance or certification test
  – Benchmarking

• UNH selected
  – Contract in process

• First plugfest targeted Feb. 2004
  – Lock down date at Nov. STA meeting

• STA membership not required to participate
Plugfest Update - Administrative

- Draft Administrative Plan and Policies reviewed and being revised
- STA will collect fees and pay UNH per contract terms (self funding)
  - Proposed fees (may change)
    - STA Sponsor member - $1500
    - STA Principle member - $2000
    - STA Promotional member - $2500
    - Non-member (SAS) - $3500
- NDA required (final draft in review)
Plugfest Update - Technical

- Technical Coordination Committee formed (TCC) – Mike Fitzpatrick – chair
  - Member companies and UNH
  - F2F meetings during T10 and T11 weeks
  - Weekly conference calls

- Preliminary test plan
  - Objectives for each of first three plugfest identified
  - Collecting list of equipment being provided by participants
    - HP to provide systems and SW
    - UNH providing physical test, facilities, staff
    - Tester companies providing equipment and tests
    - HBA companies providing systems and components
    - Cable/connector companies
  - Detailed listing of expected tests and requirements to be provided approx 6 weeks prior to each event