

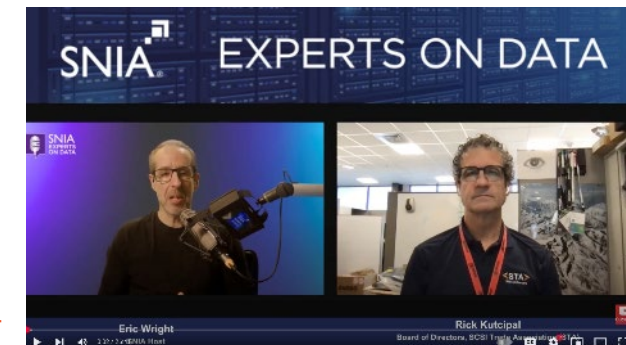


# STA Liaison Report to T10

March 2025

# March 2025 STA Liaison Report - Marcom

- Webinar: *Storage Trends in AI 2025* on 3/12/25
  - Featuring Jeremiah Tussey, J Metz & Patrick Kennedy
  - 800+ pre-registered attendees so far
- Planning 2Q25 Webinar: *Testing the Robustness of Your Data Center*
- SNIA & STA New Branding
  - SNIA new website design
    - [12Gb/s SAS & 24G SAS Products page](#): Views and active users continues to grow
  - New PPT template, logo
- SAS Roadmap
  - Rick Kutcipal discusses [Serial Attached SCSI \(SAS\) Technology Paving the Future for Modern Data Centers \(SAS Roadmap\) on SNIA Experts on Data podcast](#) – Podcast, YouTube up & being promoted now



# March 2025 STA Liaison Report - Marcom

- ▮ University Use Case Project
  - ▮ Continuing to pursue this project, without a firm institutional partner at this time.
- ▮ Publications/Blogs/Newsletter/Videos Assets
  - ▮ *SNIA Blog*: Storage Trends Q&A after webinar
  - ▮ New in 2025: Quarterly SAS Use-Case Blog Post series
    - ▮ Two blog posts for first quarter 2025: [Tiered Storage with SAS](#) and [SAS in Media & Entertainment](#)
  - ▮ *SNIA Matters* newsletter: [STA New Board announcement in January](#) issue, webinar promotion in February & March issues, and Unsung Hero Award goes to Rick Kutcipal in February issue.
- ▮ Social Media
  - ▮ LinkedIn – 7,433 subscribers
  - ▮ YouTube: [SAS playlist](#) is #12 out of 50 playlists on [SNIAMVideo](#). Top two videos are [Storage Trends 2024](#), [SAS in 60 seconds: What is Serial Attached SCSI?](#)
    - ▮ *SNIAMVideo YouTube channel is at ~9,800 subscribers*

# March 2025 STA Board Meeting

- Membership growing with the new SNIA membership model
  - Seven new member reps on STA workgroup roster from:

 Dell Technologies



 cerabyte



- Financials continue to hold steady
  - Ended FY 2024 with \$12K in the black (audit ongoing, exact amount to be confirmed)
  - New SNIA budget process for FY25 going smoothly
- Planning for 2025
  - Positive look ahead for active membership and messaging