



## THE STORAGE NETWORKING INDUSTRY ASSOCIATION. YOUR CONNECTION IS HERE

Welcome to the Storage Networking Industry Association (SNIA), bringing a vendor-neutral and technology-agnostic environment to the storage and information management industry for the advancement of IT technologies, standards, and education programs for all IT professionals. Made up of some 400 member companies and nearly 7000 individuals spanning the global storage market, the SNIA connects the IT industry with end-to-end storage and information management solutions.

From vendors, to channel partners, to end-users, SNIA members are dedicated to providing the industry with a high level of knowledge exchange and thought-leadership. Our mission: To lead the storage industry worldwide in developing and promoting standards, technologies, and educational services to empower organizations in the management of information.

## Advancing Storage & Information Technology

SNIA members share a common goal: To promote acceptance, deployment, and confidence in storage-related architectures, systems, services, and technologies, across IT and business communities. The SNIA works toward these goals in a variety of ways.

Key among these are:

- Enabling formation of Technical Work Groups to drive development of new specifications and standards
- Co-ownership and support of the industry's leading conference series, Storage Networking World
- Launching or working with state-of-the-art technology centers, like those in Colorado Springs, Beijing, Bangalore, and Tokyo
- Bringing vendor-neutral educational programs and publications to the wider storage marketplace
- Developing and maintaining strategic industry alliances
- Supporting a global storage and information ecosystem by working closely with our regional affiliates in Europe, Canada, Japan, China, South Asia, Australia/New Zealand, and India

SNIA members have real-time, hands-on input into the development and marketing of the technology and standards that drive the future of the storage industry. This in turn gives SNIA members an influential role in setting the pace of the global storage and information management industry.

The SNIA's key goal is to enable our members to develop robust solutions for storing and managing the massive volumes of information generated by today's businesses. For more than a decade we have worked to bring recognition of storage issues to the IT world, making storage less complicated for the end user. As a result, the SNIA has taken on the role of industry catalyst for the development of storage solution specifications and technologies, global standards, and storage networking education. Globalization has increased the demand to provide worldwide solutions in the storage of information. The SNIA has established a strong international presence to serve our rapidly growing membership in addressing the needs and requirements of the marketplace.

### INTERNATIONAL MEMBERSHIP

The SNIA has established seven regional operations outside of the US since its formation in 1997. As the SNIA International program continues to grow and expand, the organization strives to develop and deploy local activities to enhance each region's success, so our mission can be achieved around the world. SNIA's International Committee, comprised of members from various regions, works to ensure that the association's vision, mission, and strategy are developed and implemented on a consistent basis worldwide.

### THE SNIA EVOLUTION: SAME STRONG FOUNDATION— ENHANCED STRATEGY AND FRESH NEW IMAGE

The SNIA is celebrating a decade of storage networking excellence. The storage industry is evolving toward new technology and business boundaries to position storage solutions in support of information management. In honor of our many accomplishments and to mark this market evolution, we have a fresh new look, a new logo and a new tagline. Members around the globe will enjoy the added recognition of a new and forward-looking image, the additional focus areas that broaden our scope, and the recognition that comes from affiliation with an association that continues to evolve and keep pace with the industry and the needs of its membership.

### CELEBRATING OUR INDUSTRY ACCOMPLISHMENTS

Founded in 1997, the SNIA has emerged as the industry's leading voice for storage-related solution seekers. From the International Organization for Standardization (ISO) accreditation for the Storage Management Initiative (SMI-S) to a continued focus on international expansion, the SNIA's accomplishments have created a foundation for exciting new directions in the future.

## Key Achievements

Key achievements since our inception include:

- Formation, adoption, and expansion of vendor-neutral tutorial and certification programs
- Deployment of SMI-S and ISO/IEC adoption of the standard
- Launching of Storage Networking World conferences with Computerworld
- SNIA International organizations thriving around the globe
- State-of-the-art Technology Centers developed in the US, India, China, and Japan
- Strategic alliances created with leading industry associations
- Enablement of a best-in-class industry ecosystem for vendors, channel members, and end users
- Publication of widely disseminated industry references, like the SNIA Dictionary
- Continual development of technical standards and architectures that shape the storage and information management industry

The SNIA is the recognized authority on data storage. From our inception, we have endeavored to be a catalyst in the industry accelerating the development of storage technologies and solutions. Quite simply, a core goal of SNIA has been, and continues to be to make storage networking:

- Easier to understand
- Simpler to implement
- Easier to manage
- Recognized as a valued asset to businesses

Members of the SNIA work closely with a broad spectrum of technology organizations and other industry associations to develop vendor-neutral solutions and best practices that meet the challenges facing the industry today, and in the future. Among these are providing intelligent management tools, such as applications and equipment, and looking at ways to better integrate tools with other intelligence layers. Our goal is to enable industry-wide solutions that supply cost-effective solutions for end users to easily store, access, and protect generations of information.

## INFORMATION MANAGEMENT

As a leader in the management and storage of information, it is only natural that the SNIA also would spearhead ways in which to create more effective IT infrastructure tools and services as well as management best practices in support of information strategies. In today's information-centric world, information is not only the largest asset of an organization, it also has the potential to become the biggest liability. Therefore, SNIA members collaborate on strategies to manage, protect, and preserve information and, at the same time, reduce business, legal, and compliance risks. The SNIA is where IT professionals, including records, information, and risk managers connect to find the solutions needed to transform their companies into information-centric enterprises.

## Standards, Specifications, & Technology

The SNIA advances the storage industry through the standardization process. Seven specifications currently on the SNIA architectural track include:

- Storage Management Initiative-Specification (SMI-S)
- Management Frameworks (MF)
- I/O Trace Common Format & Semantics
- Disk Data Format (DDF)
- iSCSI Management API (iMA)
- Multipath Management API (MMA)
- eXtensible Access Method (XAM)

All of our technical work is the direct result of over 30 SNIA Technical Work Groups, the SNIA Technical Council, the SNIA Technology Center in Colorado Springs, and countless SNIA volunteers. For example: SMI-S achieved international standard status by the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC). This designation is expected to further accelerate the widespread adoption of the standard by storage vendors and IT users in all markets worldwide.

New work at the SNIA includes various topics related to energy-efficient (“green”) storage, File Area Networks (FAN), software development tools, and grid. Under the direction of our Technical Council, our Technical Work Groups are diligently moving these initiatives forward so the SNIA’s pipeline of new and emerging standards and technologies continues to grow.

## Education Programs

Advancing a career means staying current regarding new technologies, standards, products, and solutions. Consequently, storage professionals looking to further their skills increasingly rely upon SNIA education offerings like the Storage Networking Certification Program. As the industry's first vendor-neutral certification program for storage networking, the SNIA Certification Program is garnering further recognition through certification partnerships with major storage vendors, including: Cisco, EMC, Hewlett-Packard, Hitachi Ltd Japan & Hitachi Data Systems, and Network Appliance.

To date, more than 2,400 certification exams have been administered worldwide for one or more of the following five SNIA credentials:

- SNIA Qualified Sales Professional (SQSP)
- SNIA Certified Professional (SCSP)
- SNIA Certified Systems Engineer (SCSE)
- SNIA Certified Architect (SCSA)
- SNIA Certified Storage Networking Expert (SCSN-E)

In addition, the SNIA produces SNIA Tutorials and Hands-on-Lab programs at the industry's foremost storage conference: Storage Networking World. In the US alone, more than 100 SNIA Tutorial sessions are delivered annually, where end users participate in vendor-neutral educational sessions focusing on many of the most pressing issues facing today's storage professionals.

Become  
a Member

Get ahead and stay ahead of the curve. Membership in the SNIA offers unique opportunities for vendors, Valued-Added Re-sellers (VARs), Systems Integrators (SIs), and end users to connect and collaborate. In addition, each category of SNIA member will find unique benefits relevant to their needs and requirements.

## VENDORS

The SNIA brings together technology innovators in a neutral setting to advance and influence the storage and information management industry. We provide a voice for our 400 vendor members worldwide by creating an opportunity to initiate and drive technological innovation through leadership or collaboration in standards activities; by participating in thought leadership activities; and by joining our Forums or Initiatives—which focus on bringing key SNIA solutions and technologies to market.

## CHANNEL (VARs, SIs)

The SNIA's channel members have the opportunity to closely network with and learn from SNIA's vendor and end user members—in an environment that is collaborative and based on the trust inherent in being part of the same association. The information sharing that therefore can occur enhances business and educational opportunities for all involved. Moreover, the SNIA's Channel Committee gives channel members a voice in the Association, and fosters their ability to develop and maintain strong business alliances.

## END USERS

As part of the SNIA ecosystem, end users have the opportunity to interact directly with SNIA's network of storage and information vendors and engineering experts. The collaborative nature of the association allows end users and vendors to work jointly so that vendors can understand the needs and requirements of the end user community, and end users can, in turn, influence the storage industry. End users may also join SNIA's End User Council, where a senior body of leaders actively participates in research and other influential programs that focus on challenges unique to storage end users.

## Member Benefits

Additional benefits of SNIA membership for all in the association include the following:

- Lead or contribute to key storage industry developments
- Expand your organization's influence by participating in Technical Work Groups
- Network at SNIA-sponsored or endorsed events
- Access proprietary research, publications, presentations, tutorials, and technical papers
- Receive visibility for your company with storage industry market experts, end users, media, and analysts
- Obtain members-only discounts for conferences, training, and special events

As a member of the SNIA, you will have the ability to leverage activities that position you and your company for success. Joining the SNIA offers you higher visibility, unsurpassed technical opportunities, valuable networking, vendor-neutral education, and a host of SNIA resources across the industry and around the globe.

To learn more and become a member, visit [www.snia.org](http://www.snia.org). You'll find all the information you need to become part of the storage industry's leading global community.



500 Sansome Street, Suite #504  
San Francisco, CA 94111  
Phone: (415)-402-0006 Ext. 103  
Fax: (415)-402-0009  
[www.snia.org](http://www.snia.org)