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- Linux Foundation Antitrust Policy: https://www.linuxfoundation.org/antitrust-policy
Agenda

› January Board Meeting Readout
› MAC Chair Election
› 2019 Events
› TelecomTV Opportunity
› 5G World Opportunity
› LFN Marketing Plan Review
January Board Readout
January Board Meeting Readout

› Plugfest/DDF readout
› TAC Update
   › Chair Elections coming up
› MAC Update
   › GB would like reasoning behind events plan
   › Gave overview of proposed Goals
› OVP Update
   › Finalizing technical details and tool integration for VNF launch
   › Discussion of OVP evolution and priorities and roadmap
MAC Chair Election
MAC Chair Election

› Election Schedule
  › Nomination period extended until February 6, 2019 -- Today
  › Voting period opens Feb 6, 2019
  › Voting period ends Feb 13, 2019
  › LFN Chair Announced Feb 13, 2019
2019 LFN Events Calendar*

› MWC, Barcelona, Feb 25-28 (LFN, CNCF, Hyperledger booth + 3 speaking opps + combined press briefings with CNCF)
› OCP Summit, San Jose, March 15-15, (LFN Booth)
› ONS, San Jose, April 3-5 (LFN Booth, Sessions, Unconference)
› KubeCon + CloudNativeCon Europe, Barcelona, May 20-23 (LFN Booth, LFN / FD.io Mini-Summits)
› ONAP DDF & OPNFV Plugfest, Location/Date in June TBD
› KubeCon + CloudNativeCon + Open Source Summit China, Shanghai, June 25-26 (TBD)
› ONS Europe, Antwerp, Sept 23-25 (LFN Booth, Sessions, Unconference)
› OCP Regional Summit, Amsterdam, Sept 26-27 (TBD)
› KubeCon + CloudNativeCon North America, San Diego, Nov 18-21 (LFN Booth, LFN / FD.io Mini-Summits)
› GNTC, Shanghai, November TBD (Keynote + Workshop)
› ONAP DDF & OPNFV Plugfest, Location/Date in December TBD

*Subject to change, does not include speaking-only opportunities or OSN Days Tours
ONS North America

- [https://events.linuxfoundation.org/events/open-networking-summit-north-america-2019/](https://events.linuxfoundation.org/events/open-networking-summit-north-america-2019/)
- April 3 - 5, San Jose, CA
- Opportunities for LFN participation:
  - CFP (now closed)
  - **LFN Booth Demos: Submissions Due: Feb 13**
    - Email: [bwick@linuxfoundation.org](mailto:bwick@linuxfoundation.org)
  - LFN Unconference Track
- Encourage all members to attend and register early!
- LFN Member Code: LFMEM20 (20% discount)
KubeCon Europe

› https://events.linuxfoundation.org/events/kubecon-cloudnativecon-europe-2019/
› May 20 - 23, Barcelona
› Opportunities for LFN participation:
  › CFP (now closed)
  › LFN Booth: **Members needed for booth presence**
    › Sign up sheet will be sent
› LFN Min-Summit Workshop
  › Goal: Represent the best of the LFN project portfolio related to cloud native and foster integration efforts and opportunities between communities
  › **Need to determine best way to program, timelines, etc. (March Call)**
OSN Days

- Q4 OSN Days Tours Completed (Oct 12-Nov 6)
  - China: Shanghai, Nanjing, Beijing
  - APAC: Singapore, Taiwan, Tokyo
  - NorAm: Ottawa, Bay Area, Dallas

- Q4 OSN Days Tours Attendee Survey Summary:
  - NPS Question: 57 respondents (37 promoters, 1 detractor): NPS = 64 (Excellent)

- 2019 OSN Days:
  - There is budget for 2 OSN Days Tours in 2019
  - **Seeking 2019 OSN Days site hosts/regions/cities/dates recommendations**
  - Initial Proposal: Europe Tour (1H2019) & APAC/China/India Tour (2H2019)
  - Questions? Ideas? Suggestions?
LFN Marketing Plan Review
2019 LFN Marketing Plan

Jan, 2019

LF Networking
The Linux Foundation
2019 Goals

› Drive deployment of LFN technologies by developing and telling compelling stories about users and successes

› Increase developer engagement by collaborating with the technical community through community events, major trade shows, and DDFs/Plugfests

› Position LFN as a thought leader and integration point in the evolution of the ecosystem, including VNF compliance, DevOps and automation processes, cloud native NFV, and 5G/Edge/IoT
Strategy + Tactics: Goal #1
Drive deployment of LFN technologies by developing and telling compelling stories about users and successes as well as awareness of training offerings

- Communicate the value of the LFN ecosystem through user-centric case studies, white papers, solution briefs, and other content – leveraging existing assets as well as developing new ones.
  - Prioritize harmonization efforts across projects.
  - Emphasize opportunities that appeal to cross-industry audiences (e.g., 5G, containers, edge)
- Maintain consistent press/analyst engagement to secure a regular drumbeat of earned coverage among industry influencers (including news releases and briefings where relevant)
- Secure speaking engagements at strategic mix of industry events across geos that target a breadth of relevant audiences (including exec keynotes, technical community sessions, and panels)
- Refresh web presence to create a consistent message and highlight user and thought leadership stories
- Raise awareness of availability and value of LFN-related training by infusing into campaigns and content
Strategy + Tactics: Goal #2
Increase developer engagement by collaborating with the technical community through industry events, meetups, OSN Days, and DDFs/Plugfests

- Organize and execute global OSN Days events and OSN user group meetups, in conjunction with member hosts, to localize knowledge-share, deepen engagement, and grow developer base across geos
- Continue to differentiate ONS by positioning it as a technical conference; providing developers with a useful forum for advancing the technical work (e.g., co-located events, developer unconference); and providing discounted pricing structure for key developers
- Organize and execute co-located DDFs and Plugfests/Hackfests cross-LFN and cross-industry
- Highlight the most compelling and innovative community-led developer work as demos in the LFN booth at ONS and other events
Strategy + Tactics: Goal #3
Position LFN as the leader and integration point in the evolution of the ecosystem, including VNF compliance, DevOps and automation processes, cloud native NFV, and 5G/Edge/IoT

› Launch OVP VNF verification through an integrated campaign that combines a mix of digital marketing and PR
  › Highlight compliant products and testing areas
  › Continue drumbeat throughout the year to highlight updates as program evolves into other areas - breadth and depth
› Create positioning for LFN wrt CNCF projects and drive collaborative partnerships with the cloud native community
  › Continued presence at CNCF events and MWC
  › Evangelize integrated efforts that demonstrate progress with CNFs (speaking sessions, education/awareness of cloud native NFV use case, demo or compelling success story by Q3)
  › Position FD.io VPP as high-perf dataplane of choice for cloud native application
› Create and evangelize content that highlights integrated activity across cloud, edge, containers and IoT
  › White papers, case studies, solution briefs, press releases, contributed (member-driven) blogs, webinars/podcasts, etc.
  › Leverage OPNFV’s position as a key upstream integration point: XCI, and CD-release process
› Complete VCO 3.0 demo (with cloud native) and showcase at major event(s) to demonstrate LFN 5G leadership
› Analyst Research: leverage co-sponsor opportunities (with members) to drive research that positions LFN and its ecosystem as innovative leader
› Thought leadership storytelling on how LFN is driving innovation in DevOps and Automation across networking industry
  › Package data from HR survey that demonstrates importance of DevOps and Automation to CSPs
  › LFN and community-generated content on specific projects, solutions, best practices, etc. that address DevOps/Automation (E.g., Orange OpenLab)
Key Metrics

› 1 case study, white paper, and solution brief per quarter
› 5-10 third party event/meetup speaking opportunities secured for LFN members and staff per quarter
› Key message pull-through in 80% of coverage
› Thought-leading coverage in 2-4 non-traditional media outlets (e.g. outside of networking verticals) on integration with cloud native, Edge/IoT, DevOps/Automation
  › Leverage evolution of VCO and FD.io/VPP integrations in 2H19
› Achieve at least a 50 Net Promoter Score (NPS) on post-event surveys for OSN Days events & DDF/Plugfests
› 2 analyst research reports/case studies (sponsor required)
TelecomTV Opportunity
TelecomTV Opportunity

› We have an option to hire TelecomTV for ONS NA & ONS Europe
  › approx $40K for both events
  › Not currently in ONS Budget or LFN Marketing Budget
› Option 1: 3-6 LFN members to divide costs (LF managed, LF content)
› Option 2: 1-2 members to divide costs (member managed, member content)
5G World Opportunity
5G World Opportunity

› We have two speaking opportunities for 5G World London (June 12-13)
  › Panel in the Virtualization & 5G Cloud tack. Specific topic TBC, possibly:
    › Timing and synchronization in high performance 5G networks
    › Edge computing & integrated IoT in a 5G world
    › Developing an end-to-end 5G automation strategy
    › Strategies to simplify your mobile network transformation
    › Simplifying, accelerating and assuring 5G networks
  › Speaking Slot: 20-minute speaking engagement on LFN-related topic, also part of “Virtualization & 5G Cloud” track
  › Needs to be a telco/SP member, speaking on behalf of LFN
MAC Meeting Calendar
MAC Meeting Calendar

› Propose to maintain monthly meeting cadence in 2019 subject to input and workload.
› Suggest keeping this date/time (first Wednesday of each month)
Backup