

# LFN MAC Meeting

August 24, 2022

 **LF** NETWORKING

 **THE LINUX** FOUNDATION

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# MAC Meeting Agenda - August 24

- ONE Summit
- Content Funnel and Performance

# ONE Summit

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# ONE Summit

## November 15-16, Seattle, WA

- Session accept notices going out this week (~70 total)
- Schedule announcement next week:
  - Press release
  - Email blast
  - Social media
- Promotions shifting from “Submit CFP” to “Register to attend”
  - Keynote speaker cards & updated social graphics in progress
  - Top reasons to attend
  - Track teasers
- *Sponsorship sales are open! Sponsors needed to keep this event going forward*
- Registration is open! Use code **ONE22LFNMEM**



# ONE Summit Sponsors

## Confirmed Sponsors

- › Diamond: Dell Technologies
- › Gold: kyndryl
- › Silver: Futurewei
- › Bronze: DataBank, Netris.ai

## Pending Sponsors/ Co-located Events

- 1 Gold
- 1 Silver
- 1 Bronze
- 4 co-los

# ONE Summit Program Committee

- Rabi Abdel, Amazon Web Services
- Lisa Caywood, RedHat
- Wenjing Chu, Futurewei Technologies
- Roy Chua, AvidThink
- Beth Cohen, Verizon
- Marc Fiedler, Deutsche Telekom
- Daniel Havey, Microsoft
- Kandan Kathirvel, Google Cloud
- Trishan de Lanerolle, Equinix
- Catherine Lefevre, AT&T
- Tom Nadeau, Fellow, Spirent Communications
- Joe Pearson, IBM
- Jim St. Leger, Intel
- Tracy Van Brakle, AT&T
- Olivier Smith, Matrixx Software
- Cedric Thienot, Firecell
- Qihui Zhao, CMCC
- Amy Zwarico, AT&T

# Content Funnel & Performance



# Ed Cal

July 22	(Blog Post) Top 5 Reasons to Speak at ONE Summit
July 27	(Email) Top 5 Reasons to Speak at ONE Summit
Aug 10	(Blog post) Netgate / FD.io user story summary
Aug 23	(User Story PDF) Equinix/EMCO User Story
Week of Aug 29	(User Story + Blog post) Aarna/CapGemini
Week of Aug 29	(Press Release + Email) ONE Summit schedule announcement
Sept. TBD	(Press Release) New Premier Member
Sept. TBD	(User Story + Blog Post) Orange/EMCO
Sept. TBD	Blog Post) Pantheon/ODL/FD.io User Story

# Content Pipeline

## Developer (1/5)

Jan. DTF: Videos & blog post

June DTF & Promos for Fall DTF: (Capture 4+ assets)

Top reasons to participate in OSS/DTF letter for employers

Fall DTF (videos & interviews)

## Proof Point (4/10)

Spark - published

Equinix/EMCO - published

Netgate/FD.io - published

Orange / EMCO - LoS - *in motion*

PANTHEON/FD.io/ODL - *in progress*

ATT/ONAP & Anuket - LoS

ONAP/Aarna/TIGO - LoS

## Enterprise (0/2)

Walmart - re-explore case study on why they joined

Microsoft (to explore)

DOD (to explore)

## Super Blueprint (1/1)

CapGem + Aarna testing with equip vendors - *near final*

O-RAN or Magma case studies - need to explore

## Other

LFN Pitch Deck Refresh - *in progress*

# Published Content: Help Promote

Please help promote our new User Stories and other content:

- Re-tweet from [LFN handle](#)
- Re-post (and tag LF Networking) [LFN LinkedIn](#) posts

**EMCO**   
**LFN NETWORKING**

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Module to EMCO to Simplify  
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Customers

Digital infrastructure company applies DevOps model to computing  
and orchestrating physical infrastructure across multiple domains

 

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**netgate**

**intel.**

“Netgate solves challenges of deploying, managing and future-proofing campus-wide networks, edge devices for Arkansas State University Three Rivers with FD.io Vector Packet Processing (VPP)”

**Download this user story today!**

**Case Study**  
High Performance Software Defined Network Computing Through Open and  
Ecosystem for 10 Gbps - 100 Gbps Network and Enhanced Traffic Flows of Arkansas  
State University Three Rivers

 **intel.**

 **netgate**

# Marketing Programs Roadmap

Jan - Mar	Apr - Jun	<u>2H 2022 Focus</u> Jul - Dec
<p data-bbox="523 369 749 401" style="text-align: center;"><u>1H 2022 Focus</u></p> <p data-bbox="256 448 1016 517"><b>Event execution:</b> Dev &amp; Test Forum, MWC, ONEEF, Interop Tokyo's Open Networking &amp; Edge Days</p> <p data-bbox="243 564 1029 633"><b>Content:</b> Security paper, Analysys Mason report, proof points (Spark, building pipeline)</p> <p data-bbox="218 680 1054 749"><b>Website refresh:</b> new messaging, streamlined navigation, consistent branding, persona focused pages</p> <p data-bbox="218 796 1054 828"><b>Messaging:</b> Integrate into website, content, press material</p>		<p data-bbox="1184 369 1789 401"><b>Event impact &amp; execution:</b> ONE Summit</p> <p data-bbox="1174 448 1798 517"><b>Content:</b> Proof point generation, developer content, enterprise spotlights</p> <p data-bbox="1190 564 1783 597"><b>Website:</b> Refine messaging and usability</p> <p data-bbox="1193 643 1779 785"><b>Messaging:</b> Continue to weave into all marketing assets, including ONE Summit (promotional materials + onsite assets). Refine as needed.</p>

# LFN MAC Scorecard

Marketing content pieces	Developer assets (1/ 5) Proof points (5/10) Enterprise spotlights (0/2) Super Blueprint (1/1)
Content engagement	Need promo plans per asset, and build dashboard for viewership & engagement
Contribution to developer engagement	January DTF, June DTF & Fall DTF promos (in motion)
Contribution to membership	Aircover marketing and PR supporting recruitment efforts

## Key Impacts

- Pipeline took longer to build than expected
- Loss of marketing resource created ~4 month “hole”
- ONE Summit ownership was not factored into ‘22 plan commits
- Priority shifted to ONE Summit & proof point (ase study/user story) content

## Next Steps

- Recalibrate H2 plans to factor in new staffing, ONE Summit commitment
- Revisit marketing plan commits to comprehend ONE Summit resourcing
- Shore up content:

*Next Meeting: September 28, 8:00 am PT*

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A network diagram background consisting of numerous blue lines connecting yellow circular nodes, set against a dark blue background.

Thank  
You!

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