

2021-04-21 MAC Minutes

Attendees & Representation:

Member	Representing
Lindsey Sech	Intel (MAC Chair)
Seshu Kumar	Huawei (XGVela Rep)
Stefan Kindt	Nokia
Yves Bellego	Orange
Bob Monkman	Intel (Anuket Rep)
Adam Grochowski	Juniper (Tungsten Fabric Rep)
Filip Cuzy	PANTHEON.tech (ODL Rep)
Sandeep Panesar	Turnium
Geoff Hultin	Turnium
Domingo Calpotura	SCTS

LF Staff: Brandon Wick, Jill Lovato, Heather Kirksey, Kenny Paul

Presentation

[Available here](#)

Agenda

- LFN Messaging
- Anuket Assured Badging
- 5G Super Blueprint
- Q1 Metrics Review
- Content/Events/PR Update
- MAC Action List

House Keeping

- Start the Recording
- We will start by mentioning the project's Antitrust Policy, which you can find linked from the LF and project websites. The policy is important where multiple companies, including potential industry competitors, are participating in meetings. Please review and if you have any questions, please contact your company legal counsel. Members of the LF may contact Andrew Updegrove at the firm Gesmer Updegrove LLP, which provides legal counsel to the LF.
 - [Antitrust Policy](#)
- Roll Call
- Agenda Bashing

Minutes

LFN Messaging

A new LFN messaging frame work is being developed. The goal is to complete the messaging ahead of the July Board Meeting. An LFN Messaging working group is meeting on Fridays at 7:00 AM PT, interested parties should email bwick@linuxfoundation.org.

Anuket Assured Badging

The Anuket Marketing Working Group developed a recommendation based on a request from the CVC. The major badge categories will be Infrastructure & Workload. Other characteristics will be communicated with topic icons and on the web portal / landscape where the badges are hosted (e.g. VNF vs CNF, date, SUT, etc.) The first round of draft badge concepts is now kicking off. Along with the badges, it was recommended to develop pass-through messaging.

5G Super Blueprint

There is significant interest and momentum behind the 5G Super Blueprint with over 30 attendees on yesterday's call. A question was asked if project specs were coming from the US government. Heather clarified that the use case we develop is up to the community, the US government is one amongst many end users. We've done an end-to-end voice call before, it would be interesting to show something we haven't done before (e.g. retail, warehouse, private LTE). The Super Blueprint will have an impact on the overall messaging (vertical stories). The Super Blueprint working group meets bi-weekly on Tuesday. Interested parties can find more information here: <https://www.lfnetworking.org/5g-super-blueprint/>.

Q1 Metrics Review

The Q1 marketing metrics were shared. The full set can be seen here: [MAC: Digital Marketing KPIs 2021](#).

Content/Events/PR Update

Upcoming events include an LFN Developer & Testing Forum in June and the Open Networking & Edge Summit in October. 2 new whitepapers from the EUAG have now been published. PR results from Q1 were presented. Members are encouraged to bring us your ideas for blogs, content, videos, demos, etc.

MAC Action List

- **Help Cross Promote:**

- LFN Webinars Series: <https://www.lfnetworking.org/resources/lfn-webinar-series/>
- LFN Publications: <https://www.lfnetworking.org/category/publications/>
- LFN LinkedIn Channel: <https://www.linkedin.com/company/lfnetworking/>
- Open Networking & Edge Summit: <https://events.linuxfoundation.org/open-networking-edge-summit-north-america/>

- **Consider:**

- Join the LFN Messaging and/or LFN Landscape Working Groups: bwick@linuxfoundation.org
- Joining the 5G Super Blueprint Demo/Whitepaper: <https://www.lfnetworking.org/5g-super-blueprint/>
- Submitting a Webinar Proposal https://docs.google.com/forms/d/e/1FAIpQLSfH5iJV9vXJ_RRuMMUQd171YH1T2RGjAmmFf2Gp4E3WR19jFw/viewform
- Submitting ideas for LFN Demos or Surveys to bwick@linuxfoundation.org
- Inviting others in your company to join MAC (membership required / up to 3): <https://lists.lfnetworking.org/g/lfn-mac>
- Submitting blog topic, SME, cross-post in key areas (5G, cloud native, edge): jlovato@linuxfoundation.org
- Participating in a member spotlight blog: jlovato@linuxfoundation.org