2019 Marketing WG Goal Brainstorming

2019 TSC Priorities

2019 TF Priorities and Objectives (submitted to LFN)

Tungsten Fabric 2019 Project Priorities

Audience focus
› Enterprise (legacy) application developers – Content pivot in progress
› Public cloud

Market adjacencies
› Cloud-native + legacy VM in hybrid environments

Top 3 barriers to project growth
› Awareness
› Developer # and diversity
›   Share of voice in cloud-native space

Top dev priorities
› Call-home features
› Performance (wire-speed) & security
› More focus on hardware equipment mgmt (top 4 equipment vendors, L2-7)

Community health
› Grow dev & marketing groups: total # + committer diversity
›   Size of commercial ecosystem (currently 3 distros + 4 NIC vendors)
› # of deployments via Carbide launches (via phone-home capabilities)

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The Linux Foundation Internal Use Only   1/24/19   34

Tungsten Fabric – Project Objectives for 2019

› Expand user audience beyond carriers network engineers to Enterprise (legacy) application developers and public cloud providers

› Community diversity

› Baseline + growth plan for # of deployments via Carbide launches (via phone-home capabilities in 2019)

› Drive awareness & engagement in cloud-native community (K8s developer interest + relevance for cloud-native deployments)

› Develop message and penetration for legacy VM environments

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2019 Budget (approved by LFN)

Website: $7,500
DDF/Plugfests $30,000
Other Community Events / Developer Outreach - $10,000

This is just brainstorming for now. The TFMWG will figure out actual goals after this.

RRC: I've reorganized and consolidated and tightened up a bit.

By the end of 2019...

- Increase Carbide launches by X% (what is the baseline?)
    - DAH: Get more "eyeballs"
    - DAH: Number of individual launches for underlying tools
    - DAH: Number of companies launching underlying tool

- Improve diversity of contributors
    - Carriers/enterprises that are using the code but not currently contributing
    - Support internship outreach

- Increase number of corporate contributors by X% (is the baseline approximately 5?)
- Increase number of individual contributors by X% (what is the baseline?)
    - Increase number of companies attending events
    - Meetups
    - ONS sessions
    - Demo views at conferences
    - Get more contributors overall
    - developer events
- Increase engagement of existing community
- Increase corporate representation on TFMWG by X% (baseline is ~4-5)
    - Currently (March 2019): CloudOps, Juniper, Redapt, CodiLime
- Establish a calendar for regular blog publishing
- Establish social networking plan
- Reduce community use of "Open Contrail" to zero
- Build speaker list/bureau
- Improve website content & usability
    - Add a "Why use TF?" page (see this mailing list thread for more info)
    - Reduce the alphabet soup (maybe add a glossary)
    - Make the site more accessible to people who are not network engineers
- …what else?

Compare to goals of TSC:

https://wiki.tungsten.io/display/TUN/2019+TSC+Priorities

- What is our goal with respect to metrics/events/meetups?
    - Should be informed by overall goals for 2019 (or select your preferred time period)

Backlogged

- Increase number of users
    - In the 2019-04-19 Marketing Meeting notes the team agreed that while this can be a general intention of all marketing outreach, until we can get some sort of metrics there's no way to tell whether we're being successful.
    - So this will still be something the team hopes to do through its outreach, but as a goal it's now backlogged until the TF Phone Home feature is live, when we can get more concrete metrics.