

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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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.