# Ceph Market Development Working Group Kick Off

April 20th 2021

# Why

- Ceph, like any open source project, can only be successful if it creates and maintains a critical mass and "virtuous circle" between its communities
  - of engineers from multiple places pushing it forward
  - of users in many segments deploying it at scale
  - of vendors with "skin in the game" supporting both of these objectives
- Software Defined Storage has become the standard now in 95% of new Enterprise deployments
  - Ceph needs to be on the list of options in every evaluation in order to maintain and grow its share of the broader market.
- We need to collaborate to drive awareness and consideration of Ceph in the (primarily Enterprise) user community
  - To "float all Ceph boats" and secure prosperous future.

# Floating All Ceph Boats: Ceph Market Dev Group

## What?

- Formation of a "Ceph Market Development Group" - a cross-vendor working group to raise awareness, understanding and consideration of Ceph within the broad SDS market.

## Why?

- Grow Ceph's mainstream adoption and market share.
- For us all to be successful, Ceph has to be successful.

## How?

- Vendor neutral education, content, community, advocacy & marketing outreach

# Examples:

- Combined Ceph Case Studies and Enterprise Customer logos
- "How to" content for the basics
- Training content and comparative content to other technologies
- Strategy and business lead content to inform the non-technical
- Blog/content reposts
- Community outreach and engagement
  - foster Ceph "advocates" in key verticals
- Digital marketing/ remarketing driving visitors back to education and relevant content
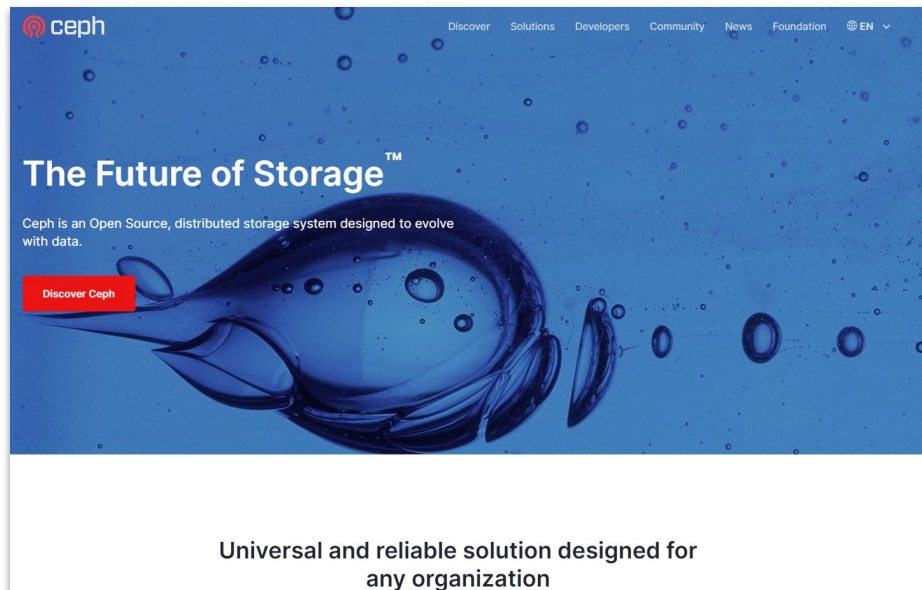
# How do we organise?

- Leadership
- Meeting frequency & Interim comms
- Planning and delivery
- Budget and funding sources

# Possible Initial Projects

- Resources Audit
  - What do we all have already that could be repurposed?
  - Training materials, blog posts, case studies, application notes, solution briefs etc.
- Ceph.IO Completion
  - Core content
- Common Ceph "User Roadmap"
  - Abstracted "up" from the engineering roadmap to be features/ use cases based
- Basic Digital Marketing Plan?
  - Adwords, remarketing?

# Next Steps

- Agree initial leadership, core objectives and priorities, working practices (comms, deliverables, funding).
  - Report back to the board
  - "Ask" for funding?
- Identify and begin first projects
  - Getting ceph.io "over the line" obvious low hanging fruit.

# Summary

- Massive market opportunity as storage demands continue to soar
- Ceph feature set mature enough to compete head to head with proprietary enterprise storage solutions where innovation has slowed
- Subsequent growth in demand for enterprise-class open source solutions
- Fragmented, crowded and rapidly evolving market makes it difficult for end users to evaluate solutions
- Plenty of strong enterprise case studies available that challenge the outdated notion that Ceph is only for research environments and that reinforce
- Newer open source storage models (Longhorn, MinIO) vying for attention in the OSS community