Sparkplug Steering Committee Call

November 18, 2021

Agenda

Agenda Topics	Moderator	Minutes
Approve Minutes of the November 4, 2021 call	Frédéric	5
Sparkplug and Fledge (LF Edge)	Frédéric	5
2022 budget — new format	Frédéric	10
Sparkplug Compatibility Program — personas	Hassan	15
Membership pipeline	Arlen	5

Attendees:

Jackie Eldridge (Inductive Automation)
Hassan Jaber (Eclipse Foundation)
Kristine Zukose (Inductive Automation)
Frederic Desbiens (Eclipse Foundation)
Benson Houghland (Opto22)
Arlen Nipper (Cirrus Link)

Absent:
Vani Desai (Intel)
Ian Skerrett (HiveMQ)
Don Pearson (Inductive Automation)
Jeff Knepper (Canary Labs)
Todd Anslinger (Chevron)

Minutes:
Objection to approving the last meeting minutes: None

Resolved, the Minutes of the November 4th, 2021 Steering Committee Minutes were unanimously approved.

Microsoft

Arlen Nipper brought up the announcement that Microsoft will be joining the Eclipse Foundation as a strategic member. Would like to meet with them sometime next year as well as think it would be good to get Microsoft and Amazon in a meeting together as well.

Sparkplug & Fledge (LF Edge)

Frederic shared what he knows about the Eclipse Foundation and LF Edge exchanging memberships. He learned about the Fledge project, which is part of LF Edge and focuses on a bit of industrial automation, is looking at or, has already implemented sparkplug support. Frederic wanted to bring it up to the committee to see if anyone else has heard about this. None of the members on the call have heard about this, but it is excellent development.

The chair of the board Jason Shepard with Zededa introduced Frederic to the gentlemen running the Fledge project so he could get more information about this and their support of sparkplug. Once he has more information he will share it with the committee members. Benson vaguely remembers that Jason Shepard was previously leading a project with Dell. Inductive Automation also has a very general relationship with Zededa and Jason Shepard was the contact for them there. Frederic will keep the group updated once he has more information.

2022 Budget

There is a new format that the Eclipse Foundation is doing for the budgets and for the financial reporting that they deliver to the steering committees, so Frederic went over the new format with the members on the call.

There were some changes to the line items but the amounts are still in line with what was previously adopted a few weeks ago. Nothing has been changed, it is just represented in a slightly different way and there was some additional information about the state of the working group that he also wanted to share.

Frederic will send out an email ballot to all the steering committee members to vote for approval of the budget for 2022.

Sparkplug Compatibility Program Personas

Hassan has been looking into how we want to communicate this from a marketing perspective, and he noticed part of our go to market strategy is to really list down the products or create a product list on the website and also communicate the value prop of the products. From a target segment perspective the group really needs to nail down who they are trying to talk to, and then accordingly create the messaging around the target segment or the personas that they define.

Arlen and Benson mentioned a few they could think of, for example: End Users/operational personnel in factories on pipelines; in distribution warehouses, wherever there's equipment, then there is the IIoT development community, and the Executive level of digital transformation.

Hassan's second question was what would be the best way to present the product? Arlen mentioned that it would be great to have an ecosystem drawing of everything that was discussed, basically a diagram showing the ecosystem and how they all work together. Benson and Arlen will share resources and diagrams they have on hand that could help Frederic and Hassan when they're putting this together. It was mentioned that we may need to redesign the whole website.

<u>Membership Pipeline</u>

Members discussed active leads and where they stand and some possible new prospects. Members also discussed University Engagement and some leads regarding schools and programs.

Meeting Adjourned!