

Sparkplug Steering Committee Call

April 06, 2023

Agenda

Agenda Topics	Moderator	Minutes
Approve Minutes of the March 23, 2023, call	Frédéric	5
Business value of Sparkplug white paper	Frédéric	5
OPC UA vs Sparkplug brief	Frédéric	5
Sparkplug specification project status	Frédéric	15
Membership pipeline	All	15

Attendees:

Frederic Desbiens
Jeff Knepper
Arlen Nipper
Todd Anslinger
Ken Wyant
Don Pearson

Approve Minutes of the March 23, 2023, call (9:33)

Minutes approved unanimously, no additional points to be added

Note: Clark Roundy on vacation, two deliverables below will be briefly discussed.

Business value of Sparkplug white paper (9:34)

Please upload materials into designated folder in order for them to be considered:

<https://docs.google.com/document/d/1jT9H4q1FQFqphStBp87Nlry8-dTadbf8c7bea2klCLQ/edit#heading=h.k0ujudxt10bu>

Recap - Clark and Frederic will comb over these materials before executing the white paper project

No additional questions or comments from the group

OPC UA vs Sparkplug brief (9:37)

If there are any inputs, thoughts - please share them over shared email or slack channel. An additional folder within the folder shared in the first point during this meeting with materials.
Note: Todd uploaded presentation from 2022 ARC Forum

No additional questions or comments from the group

Sparkplug specification project status (9:39)

Timeline from Wes - need 2 or 3 other meetings to discuss in detail
Frederic expectations - mid may - organize public meeting to go over scope of Sparkplug version 4
first week of June - spec committee can meet to vote
Deadline is tentative and subject to change
Will be frequently communicating regarding the spec
Any technical issues - please go directly to Wes

Membership pipeline (9:44)

<https://docs.google.com/document/d/1jT9H4q1FQFqphStBp87Nlry8-dTadbf8c7bea2kICLQ/edit#heading=h.k0ujudxt10bu>

Frederic has entered information into CRM, shares screen
28 names so far, some contact information is lacking
Notes from spreadsheet have been transported into CRM, and missing from spreadsheet
Don shares thoughts on pipeline:
IA has a list of potential alliance partners (approx. 75-80), a large number are hardware partners, and should be a part of this group. IA wants to go through the list, and choose any companies that would be prospects for the committee pipeline. Would need to meet with Arlen to review companies. Looking for a "Todd" in the organizations. Would work with Clark Roundy to discuss Marketing (webinar, calls, outreach). Goal is to get more motion into the pipeline.
Feedback from Arlen - points out the other audience that is interested in Sparkplug is IT
Ravi's feedback - believes there is an improvement in the knowledge of sparkplug
Group collectively discusses Sparkplug and its importance, focusing on the right target and message. Snowflake is mentioned as a great candidate with potential interest
Fredric mentions a click through program

Benson suggests adding sign up process to a future agenda, confusing on site. Frederic confirms web team is working on this

Meeting closes (10:27)