Sparkplug Steering Committee Call

June 15, 2023

Agenda

Agenda Topics	Moderator	Minutes
Approve Minutes of the June 2, 2023, call	Frédéric	5
Status of the Sparkplug specification project	Frédéric	5
Marketing update	Clark	10
ICC / Innovation Lab	All	30
Membership pipeline	All	10

Attendee List:
Frédéric Desbiens
Travis Cox
Arlen Nipper
Benson Hougland
David Grussenmeyer
Clark Roundy
Jeff Knepper
Todd Anslinger
Justin Brzozoski
Paul Buck
Ravi Subramanyan
Thabang Mashologu

Approve Minutes of the June 1, 2023, call (9:35AM PST)

Minutes were not provided on time from the previous meeting on June 2nd. Approval cannot be completed this time.

Status of the Sparkplug specification project (9:35AM PST)

Group met on June 9th as planned, adopted release plan for Sparkplug version 4. Still need to coordinate with Wes on public webinar for announcement.

Update: Working group at plenary subcommittee 41 at JTC focused on maritime IOT in general. Frederic mentioned this group is keen on integrating ISO/IEC. The group uses telemetry on boats, from Norway. Arlen points to IA case study on similar topic.

Wes to create a release record in Eclipse PMI, will be shared with group once updated.

Marketing update (9:39AM PST)
Clark meeting with agency right after current call, to meet with the value of the sparkplug white paper. Group that volunteered should be getting intros in the next day or so.

Jeff walked through Survey Sparrow with Clark and Frederic. Took about 30-40 minutes into something usable, shared with Marketing team. Will share feedback as it comes.

ICC / Innovation Lab (9:42AM PST)
Travis put in a complete definition and proposal plan on IA's side, everything approved and good to go for the conference. Travis shares the document with the group via screen share.

Purpose is to show the power of MQTT Sparkplug, showing off Ignition. Three components for execution: MQTT broker in cloud (all Sparkplug data), Ignition Cloud Edition, and Architecture/Dashboard. Compares to set up from Entelec.

Social blasts, promoting lab in keynotes during ICC. Google form with interest in collaborating will be shared.

[Membership pipeline](#) (10:22AM PST)
Currently stand at 39 prospects. Looking for implementation success stories in regard to agriculture machinery, call with Travis will be in the books soon. Group discusses the evolution of customers needing a model, not point to point data.

Meeting Close (10:33AM PST)