



LF Edge Outreach Committee Meeting

September 9, 2021

 THE **LINUX** FOUNDATION

 **LF** EDGE

Agenda

- › Upcoming & recent activity
- › Update on ONE Summit
- › LF Edge white paper
- › LF Edge Pitch Deck
- › *Appendix: Role of Outreach Committee*

Upcoming Activity

LF Edge PR/Marketing Pipeline by Month

September

- EdgeX Adopter Series: Advantech
- Planning: ONE Summit & K8s on Edge day
- Akraino Fall Technical Meetings (9/22-9/24, virtual)
- Continue narrative updates
- Begin update work on Pitch Deck
- Open Horizon mentorship
- Akraino R5 webinar

October

- ONE Summit & Kubernetes on Edge Day
 - New projects, new members
- Edge Computing World (Edge Woman of the Year announced)
- Pitch deck updates
- Home Edge release
- Revisit white paper

November

- Finalize pitch deck updates
- Webinars (TBD)
- Project blogs (TBD)
- Begin work to update white paper

Recent LF Edge News + Blog Posts

Not much new since last meeting -- need blog and webinar content (e.g. Akraino R5, SDO release, eKuiper)

- › July 27: [Edge Primer: Distributed Cloud – The power of public cloud at the edge](#)
- › August 3: [It's Here! Announcing EdgeX 2.0 -- the Ireland Release](#)
- › August 3 (Press Release): [EdgeX Foundry Releases the Most Modern, Secure, and Production-Ready Open Source IoT Framework](#)
- › August 11: [Akraino Project Holds Inaugural Akraino Community Awards](#)
- › August 18 (Press Release): [Expanded Keynote Line-Up for Open Networking and Edge Summit + Kubernetes on Edge Day Includes Industry Luminaries](#)
- › **Sept. 1:** [State of the Edge and Edge Computing World Announce Top Finalists For The Edge Woman of the Year Award 2021](#)
- ›

Upcoming Industry Events

- › [Open Source Summit / Embedded Linux Conference](#): 27-30 September, 2021 - Seattle, WA (and Virtual)
 - › *LF Edge Mini-Summit Cancelled*
- › [Open Networking & Edge Summit North America](#): 11-12 October, 2021 - ALL VIRTUAL
- › [KubeCon + CloudNativeCon North America](#): 12-15 October, 2021 - Los Angeles, CA + Virtual
- › *IoT Solutions World Congress -- **MOVED TO SPRING 2022***
- › [Mobile World Congress NA](#) - LA + Hybrid (October 26-28, LA)
 - › Large IBM presence
- › [Open Source Summit + KubeCon China](#) (December 9-10) - ALL VIRTUAL

UPDATE: ONE Summit LF Pavilion

Linux Foundation Booth: Initial Booth Allocations

Note: All Booth Demo Content must tie in some way with the 5G Super Blueprint

- › **Kiosk 1:** *LF Networking Branded:* Showcase the latest version of the 5G Cloud Native Network Demo (also to be in a show keynote). How was this built, how to use, what did we learn, how can we replicate. Note: This is the fifth iteration of the long-running demo we've shown over several years.
- › **Kiosk 2:** *LF Networking + ORAN SC Branded:* 5G Super Blueprint Overview. Showcase 5G Super Blueprint Diagrams, Roadmaps, progress to date, and future plans (Phase 3 ORAN Integration)
- › **Kiosk 3:** *LF Edge Branded.* Highlight all Edge Integration Points (IoT, EdgeX, other Akraino Blueprints or LF Edge projects).
 - › 1. Integrated Cloud Native (ICN) Private Wireless (see proposed title/abstract pasted below.)
 - › 2. Public Cloud Edge Infrastructure (PCEI)
- › **Kiosk 4:** *LF Edge Branded.* Group to determine best/most diverse / cross-project use case, Poc, etc to demonstrate. DOES NOT NEED TO MAP TO 5G SBP
 - › ORRA?
- › **Kiosk 5:** Magma Branded. Highlight Magma that includes the 5G SBP integrations with the 5G Super Blueprint (Magma + ONAP Integration).
- › **Kiosk 6:** *L3AF Branded.* Highlight this NEW LF project L3AF that includes an initial proposed integration with the 5G Super Blueprint, e.g., connecting Retail into SBP in some way. (e.g. Private LTE + Private Mobile).

Linux Foundation Booth: Updates for Virtual function

- › Booth function in the event platform, accessible to attendees during expo hours
 - › Booth staff to be available during “booth hours” to answer Qs
- › Demos should be short, pre-recorded videos (no more than 5 per kiosk), with a voiceover slides and/or GUIs and diagrams
- › Recorded demos will be available post-event
- › Option to re-purpose demo content into a co-branded LFN / LF Edge webinar in Q4
- › LF Edge submitted demo:
 - › *“Integrated Cloud Native (ICN) Private Wireless”*

Other options:

- › ORRA
- › Public Cloud Edge Infrastructure (PCEI) or Network Cloud and TF Integration Blueprint
- › **NEED TO SUBMIT BY MONDAY 9/13**

LF Edge White Paper

LF Edge White Paper - needs a Refresh

- › The LF Edge White Paper (“Sharpening the Edge: Overview of the LF Edge Taxonomy and Framework”) from 2020 needs a refresh for H1 of 2022:

This original and collaborative community-driven white paper details the new LF Edge taxonomy with the goal of clarifying market confusion by breaking the continuum down based on inherent technical and logistical tradeoffs rather than using ambiguous terms. The taxonomy also comprehends a balance of interests spanning the cloud, telco, IT, OT, IoT, mobile and consumer markets.

- › ACTION: Need Tiger Team to help facilitate solicitation of updates from across the TAC
- › Was originally written by a contract writer/industry analyst
- › Paper is available here for download: <https://www.lfedge.org/resources/publications/>

LF Edge Pitch Deck

LF Edge Pitch Deck

- › Need to update the existing LF Edge Pitch deck
 - › Used to solicit new member orgs, introduce the project umbrella to industry players
- › ACTION: Need Tiger Team to help scrub / update / polish the project-specific slides (Arpit and Board maintain the overarching umbrella story section)
- › Existing [slides are here](#) (our focus will be starting with slide 48)

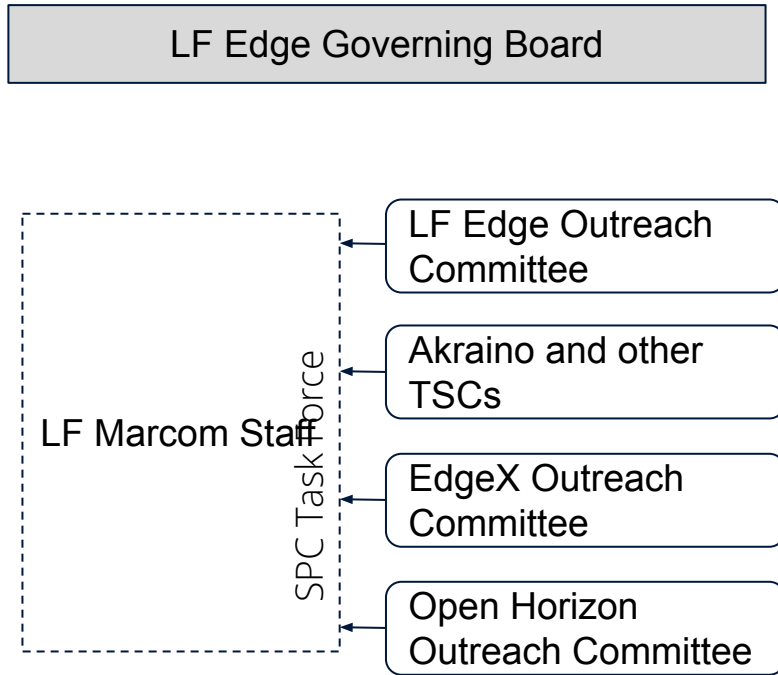


Appendix

LF Edge Outreach Committee: 2021 Top Objectives and Deliverables

- 1. Governing Board Support (Key Board objective: Operations alignment)**
 - › Provide Marketing and Communications strategy/plan to support the LF Edge Governing Board Objectives & Priorities
 - › Budget approvals and allocations for marketing activities
 - › Monthly PR/marketing updates for the GB
 - › Help in obtaining related member news
 - › With LF Staff and within the outreach committee, establish KPIs across LF Edge to track and monitor Marcom
- 2. Thought Leadership / Messaging / Storyline (Key Board Objective: Amplify Value of LF Edge)**
 - › includes Message hierarchy, Cross Project Narrative, Campaigns, pitch deck etc
 - › Ensure support, alignment and motivation for Marketing Working Groups within LF Edge Projects (Eg EdgeX, Open Horizon)
- 3. Marketing Events, Digital and Social (Key Board Objective: Grow Ecosystem)**
 - › Events strategy and coordination (including LF Edge + Project Demos coordination)
 - › Representing projects at industry events/speaking engagements
 - › Create and Support a Digital and Social Media Strategy as a platform for LF Edge & Projects
- 4. Content / Collateral Strategy (Key Board Objective: Grow Ecosystem)**
 - › Working with LF Staff, Community Members, TAC and project to help drive creating case studies, testimonials, white papers
 - › Support Launch of Major Project Releases as required

Current Ways of Working - Discussion



- › Stage 3 projects are focus of LF Edge Marketing and Communications (Events, PR, Funding etc.)
- › Akraino and others do not have a WG and works directly with LF staff vs. engaging with larger Outreach Committee. Outreach chair provides support as needed
- › EdgeX and Open Horizon have an independent WG
- › LF Staff, outreach and TAC have created a support matrix by stage of project

Deliverables and Objectives

LF Marketing/PR Services :

- Media & analyst relations for LF Edge and projects
- Strategic counsel for news, thought leadership
- Writing press releases, blogs, updating datasheets
- Securing speaking engagements and media partnerships, creating speakers bureau
- LF Edge website updates
- Managing LF Edge Twitter, Youtube and LinkedIn (both launching in 2020)
- Managing EdgeX Twitter, Youtube and LinkedIn (grandfathered in)
- Promoting all project events, news and content
- Monthly update emails
- Event support
- Webinars

Outreach Committee: (led by LF Edge Marketing Outreach Chair)

- Creating cross-project messaging/narrative
- Events strategy and coordination
- Budget approvals and allocations for marketing activities
- Creating case studies, testimonials, white papers
- Monthly PR/marketing updates for the GB
- Help in obtaining related member news
- Monthly spotlight member blogs
- Representing projects at industry events/speaking engagements
- Identifying cross-project synergies
- Provide supporting executive comments for LF Edge/project news releases

Projects:

- Management of content and updates for solo websites (such as EdgeX Foundry and Baetyl)
- Blog writing and curating technical content
- Attending events, volunteer for the booth, and speaking engagements
- Managing Slack
- Attend / liaise with TSC , report updates back to the marketing group and LF marketing services team
- Demo creation/presentation for display at events, on video, etc.
- Raise any needed funds for activities outside of LF Edge umbrella marketing scope

MarComm Resources by Project Tier

Marketing and Communications	Stage 1: At Large	Stage 2: Growth	Stage 3: Impact	Priority
Website & Messaging	Listed third	Listed second	First listing / Top billing	
Events - Demo Space in LF Edge booth		Secondary demo space; second choice for booth times	Premium demo space; priority booth times	
Project Lifecycle Announcements	Tweet, Blog/Press Release inclusion	Tweet, Press Release	Tweet, Press Release, Proactive Pre-Briefs	
LF Edge Entry Exposure	Included	not applicable	not applicable	
Technical Release Amplification	Tweet, Press Release (combined with other news)	Tweet, Press Release (combined with other news), Webinar, Blog, Pitch	Tweet, Stand-alone Press Release, Webinar, Blog, Pitch	
Project Overview Webinars	Third	Second	First	
Blogs	2x/year	Quarterly	Monthly	
Marketing amplification at LF Board, LF Events		Secondary Consideration	Quarterly	
DDF/Plugfest/Hackfest/TSC F2F		Up to \$1k/event	Up to \$1k/event	
Meetups	Up to \$250/meetup	Up to \$250/meetup	Up to \$250/meetup	
Stage 3 Project Discretionary Budgets			\$10,000 discretionary spend	

Survey Responses

	1 - NOT IMPORTANT	2- NICE TO HAVE	3- MUST HAVE	TOTAL	WEIGHTED AVERAGE
Website & Messaging (project level)	0.00% 0	0.00% 0	100.00% 7	7	3.00
Website & Messaging (umbrella level)	0.00% 0	42.86% 3	57.14% 4	7	2.57
Events - demo space in LF Edge booths	0.00% 0	57.14% 4	42.86% 3	7	2.43
Project Lifecycle announcements	14.29% 1	28.57% 2	57.14% 4	7	2.43
Technical Release amplification	0.00% 0	71.43% 5	28.57% 2	7	2.29
Project-level webinars	14.29% 1	28.57% 2	57.14% 4	7	2.43
Blogs	0.00% 0	57.14% 4	42.86% 3	7	2.43
Marketing amplification at LF Board, LF events	14.29% 1	71.43% 5	14.29% 1	7	2.00
DDF/Plugfest/Hackfest/Dev F2F	0.00% 0	57.14% 4	42.86% 3	7	2.43
Meetups	14.29% 1	71.43% 5	14.29% 1	7	2.00
Stage 3 project discretionary marketing budget	14.29% 1	14.29% 1	71.43% 5	7	2.57

Key Takeaways:

- Desire for project-level messaging/websites, with umbrella-level messaging secondary
- Stage 3 Projects request separate project-specific marketing budgets
- Continue project-level webinars
- Continue project-level news announcements
- “Nice to haves” include
 - Blog posts
 - Technical release amplification
 - Amplification across Board/LF
 - Meetups

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