

## Edge Native Steering Committee Call

2021-April-14

Agenda Topics	Moderator	Minutes
Approval of the minutes for the March 31, 2021 call	Frédéric	5
Marketing updates	Hassan	10
Program plan progress update	Frédéric	15
<a href="#">Membership pipeline</a>	Kilton	15

### Attendees

Frederic Desbiens, Eclipse Foundation  
Adrian O'Sullivan, Huawei  
Hassan Jaber, Eclipse Foundation  
Clark Roundy, Eclipse Foundation  
Kilton Hopkins, Edgeworx (Chair)  
Robert Andres, Eurotech  
Angelo Corsaro, ADLINK  
Ivan Paez, ADLINK (Secretary)

### Absent

Nicola La Gloria, Kynetics LLC  
Paul Buck, Eclipse Foundation  
Sharon Corbett, Eclipse Foundation

### Minutes

Resolved, the Steering Committee unanimously approves the Meeting Minutes of March 31th, 2021.

### Marketing Updates

Hassan Jaber presented marketing updates including :

- The Eclipse Foundation White Paper has been released internally to the SC members and it will be publicly published on 21/04.

- Regarding the survey webinar feedback, Angelo suggested to have a wider perspective of the results based on historical data, perhaps yearly comparison. To see how the trends changed over the years. (i.e. multi-years trend graphs)
- Action point: improve the page on the website where the results are shown to include multi-years trend graphs.
- Action point: improve the set of questions quality in the IoT and Edge commercial adoption survey, to really reflect the trends and variations in the industry.

Upcoming marketing events:

- 2nd Crowdcast: Crowdcast: The Edge of Things: IoT and Edge Device Security on April 27, 2021 (pre-recorded with live Q&A)
- Embedded IoT World April 29, 2021
- Virtual IoT and Edge Days May 26-27th, 2021, the SC members have a presentation.
- Manufacturing Data Summit Europe June 1-2, 2021

Social Media activity trend has improved recently, within twitter, linkedin, official website, etc.

### **Program plan progress update**

Frederic initiated the conversation w.r.t. how we can identify specific initiatives to meet the strategic objectives described in the program plan.

Kilton supports the idea to have a more formal definition of the metrics to meet the strategic objectives. Additionally, he suggested:

- To have a clear identification of open research challenges i.e. having a bullet list.
- What is our perspective on these open challenges?
- Define target metrics, i.e. number of white papers per year
- Foster ecosystem growth i.e. how many new companies we would like to involve.

Roberts supports this idea as well.

Angelo suggested having monthly technical presentations of incubating technologies, this will increase the visibility and it can be recorded and replayed later. i.e. the Lecture Series of Eclipse Edge WG.

Frederic suggested that the process should be:

- Identify the open challenges from the strategic objectives,
- Figure out how can we address them and exploited them in videos, webinars, papers, etc
- Prioritize them, as there is limited resources (time, personnel)

### **Membership pipeline**

No specific updates on this subject.

### **Next Meeting**

Resolved, the next meeting will be held on Wednesday, April 28th, 2021