Edge Native Steering Committee Call

2022-February-02

Agenda Topics	Moderator	Minutes
Approval of the minutes of the January 5, 2022 call	Frédéric	5
Marketing update	Hassan	15
Collaborative white paper	Kilton	10
Membership pipeline	Kilton	10

Attendees

Frederic Desbiens (Eclipse Foundation)
Hassan Jaber (Eclipse Foundation)
Robert Andres (Eurotech)
Diego Rondini (Kynetics)
Angelo Corsaro (ADLINK)
Adrian O'Sullivan (Huawei)
Kilton Hopkins (Edgeworx)
Ivan Paez (Secretary)

Absents

Clark Roundy (Eclipse Foundation)

Minutes

Resolved, the Steering Committee unanimously approves the Minutes of January 5, 2022 call.

Marketing update

Hassan Jaber presented a quick marketing recapitulative of the marketing activities from last year, and the planned activities of this year, first quarter, including:

- Eclipse IoT celebrated its 10 years anniversary last Nov, 2021. The celebration of this milestone will continue this year at least until Q4-2022.
- The DevOps-to-EdgeOps white paper has been a success. 1.36K+ downloads, 16.8K+ page views, 1.1K+ new contacts.
- Last year, Eclipse launched two surveys:
    - The IoT & Edge Commercial adoption survey. 34K page views, 3K+ downloads
    - The Developer survey. 10.5K+ page views, 1.2K+ downloads.

- MArketing assets, case studies were launched, and contributed to increase the visibility of the working group.
    - Aloxy case study, 5.9K+ views
    - Itemis case study, 13.7K+ views
    - Volttron case study, 20K+ views
- Past Events:
    - VIrtual IoT & Edge Days 2021 event was successful. 283 registrations. 167 live attendees. Largest IoT & Edge event.
- The Edge of Things webinar had five episodes last year, with 350+ registered attendees, and 800+ youtube views.
- Entrepreneurial Open Source Podcast was well received

Coming marketing events:

- IoT&Edge/Spark plug event planned for May 24-25, 2022. The CFP will be sendout in the coming days.
- The Edge of Things webinar will be rebranded, new logo, refreshed brand, enhanced program, communication campaign starting on Jan 26, 2022..
- For this year, the Entrepreneurial Open Source Podcast will continue.
- Refreshed IoT membership prospectus
- Planning to combine the Developer and Commercial survey 2022 in one-survey-two-profiles. Timeline from Mach 15 to June 15, 2022. Reports launch Sept 30 (for developer) January 2023 for commercial adoption.

Hassan Jaber also presented the web analytics for the eclipse ENWG in different social networks.

Collaborative Whitepaper

Kilton Hopkins presented the updates on the ongoing collaborative white paper. The goal of the white paper is to identify the places where edge computing is needing investigation, hidden challenges. As a result we created a mind map with the identified gaps. The first part of the paper will deal with device attestation, the second part deals with what you can do if you trust the device.

Robert Andres explained what device attestation is.

Frederic Desbiens: we will create a new channel using Medium including different topics and contents coming from the ENWG members.

Membership pipeline

Frederic Desbien presented the updates in the membership pipeline. The École de Technologie Supérieure (ETS) is a new candidate in the membership list.

Kilton Hopkins has no updates on the current list, but got in contact with someone from the CNCF and a small company tied to it.

LF Edge will be added to the membership list as they have manifested their intention in joining the ENWG.

Systematic and Embedded-France are potential candidates to join the ENWG.

Next Meeting

Resolved, the next meeting will be held on Wednesday March 2nd, 2022