



## **Marketing & Membership Committee 2009 Q1 Roadmap and Update December 2008**

Report covering the completed and planned activities of the Marketing & Membership Committee over the next 3 months for TesLA. We've begun by setting up; conducting regularly scheduled weekly meetings and we welcome additional TesLA member participation and/or contributions to our planned activities.

Please contact Jitin Dhanani ([jdhanani@teslaalliance.org](mailto:jdhanani@teslaalliance.org)) to be added to the TesLA marketing email list and receive advance notification to participate in regularly scheduled TesLA Marketing & Membership committee meetings.

### **TesLA Messaging**

Establish TesLA as the customer-driven, neutral, vendor agnostic gold standard for operator and vendor test automation requirements in application, network and device-specific environments. Ensure TesLA customer advisory board member participants (e.g. HP, Vodafone, Verizon and BT) lend their name, ghost authored content and publicly discuss their automation needs in a neutral, industry-wide effort.

*All members are strongly encouraged to contribute in whichever way possible to establish TesLA's position as above. This contribution would be via TesLA content as detailed below, by branding (TesLA member) at events they participate in and focusing on TesLA as the forum for any/all of their Automation standardization initiatives.*

### **TesLA Content:**

[TesLA Blog](#), frequency 3x-4x monthly using RSS and opt-in email based on partner contributions. Working publish dates are 1.9, 1.16, 1.23, 1.30, 2.6 and 2.13. Topic suggestions welcome, working content titles include:

- Design Lab Automation Best Practices
- 3 Steps towards Testing Automation: Sharable Templates/XML reusability, 3rd party scripting support and on-board documentation
- Automating the Software Development Lifecycle (SDLC)
- Automating the Product/Service Deployment Lifecycle
- Building Reliability, Availability and Security in NGN Service Rollout
- VoIP Robustness Starts with Interoperability and System Testing

Each member should sign up for one of these dates to publish a blog onto the TesLA alliance website. The first blog is live at <http://www.teslaalliance.org/blog/>.

*TesLA Whitepapers*, frequency 1-2x quarterly based on partner contributions including Blog topics above. First review slated for 1.30 by TesLA marketing committee, first publish 2.10. Three-step process for contributing:

- 1.) TesLA member contacts Marketing & Membership Committee with proposed abstract and timing commitment
- 2.) Marketing & Membership committee reviews proposal, suggests any modifications and returns abstract back to proposed author with go-ahead or decline
- 3.) Once Marketing & Membership committee receives draft paper, reviewed by group with final sign off by chairman then published to TesLA website with alert out to all members.

Members are encouraged to send in entries for Whitepapers to the Marketing committee to enable us to publish them on the TesLA alliance website.

*TesLA Seminar/Webinars*, frequency 1-2x quarterly. First webinar proposed by Marketing & Membership committee, awaiting feedback from advisory board member. Webinar invites promoted to all members encouraged to share with their customer/prospect base.

### **Membership Outreach**

Committee considering several outreach efforts including speaking/exhibiting at Software Test & Performance '09, exhibiting TesLA members at Cisco Toolapalooza '09 should have TesLA branding on their booths (banner with membership, TesLA symbol, TesLA URL). To get the TesLA marketing material to exhibit, please email [Mktg\\_Committee@teslaalliance.org](mailto:Mktg_Committee@teslaalliance.org).

### **Social Networking, Online Video Content:**

Creating [Linked In TesLA Group](#), promotion to all TesLA and partner ecosystem. The Linked In group has been created and you should all be receiving invitations for the same.

Committee is investigating creation of Private Members-only section of TesLA website and Public condensed TesLA videos on newly created YouTube channel. The TesLA alliance website is already hosting some of the Quarterly meeting highlight videos at <http://www.teslaalliance.org/Video/>.

You can also sign-up to [receive TesLA newsletter electronically](#). [RSS feed](#) or opt-in email subscription list are available on the website now.

Any other suggestions/ideas are welcome. Please email [Mktg\\_Committee@teslaalliance.org](mailto:Mktg_Committee@teslaalliance.org)

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