



**Marketing & Membership Committee
2009 Q1 Roadmap and Update
February 2009**

This newsletter covers the next round of completed and planned activities of the Marketing & Membership Committee over the first 3 months of 2009 TesLA activities. We've now regularly conducted weekly meetings and continue to welcome additional TesLA member participation and/or contributions to our planned activities.

Last week, you have received the updated member agreements and bylaws for your review and signature. The marketing and standards committee have also been making progress. The next TesLA member meeting is now planned for Weds, Feb 25 so please save this date and we look forward to seeing you at the next meeting in iSimcity, Santa Clara on Wednesday, Feb 25. We will provide further updates as the date draws nearer

Please send an email to Mktg_Committee@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 Value Proposition

TesLA is the customer-driven, neutral, vendor agnostic gold standard for operator and vendor test automation requirements in application, network and device-specific environments. TesLA customer advisory board member participants (e.g. HP, F5, Verizon and BT) lend their name, ghost authored content and publicly discuss their automation needs in a neutral, industry-wide effort.

Online Resources:

[TesLA Linked In Group](#)

[TesLA Online Presentation](#)

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 TesLA RSS feed and opt-in email based on partner contributions. Working publish dates coming up are 1.29, 2.6 and 2.20. Topic suggestions welcome and we've had input from Ixia, Mu Dynamics, Gale, Qualisystems and Shunra, 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 is encouraged to sign up as an author for one of these dates to publish a blog onto the TesLA alliance website. Initial blogs are 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 2.15 by TesLA marketing committee, first publish 2.28. 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 1x quarterly. First webinar on Tuesday, Feb 24 @ 10 a.m. PST <https://ixmeeting.webex.com/ixmeeting/j.php?ED=112721097&RG=1&UID=0> features HP ProCurve's **Vince Mendoza**, Solutions Test Center, TC- Automation & Embedded Core Products:

[Open Testing Standards Emerge: Enabling Seamless, Shareable and Platform-Independent Automation](#)

To ensure reuse of existing testing scripts and maintaining testing investments, complex test automation frameworks increasingly need to be highly interactive. How can this occur across multiple systems from many different vendors? Whether it's the software developer, quality test engineer or operations team, product and application testing needs to ensure there are no field fire drills during product operations.

HP's Vincent Mendoza, Edge Fabric Testing Solution Test Center leader will lead the first in a series of TesLA 30-minute webinars. TesLA is the customer-driven, gold standard for operator and vendor test automation requirements in application, network and device-specific environments. HP, a TesLA customer advisory board leader, kicks off 2009 with a Webinar discussing HP and TesLA's efforts around creating solution-oriented testing for real time network services including VoIP, IPTV and IMS-build out test automation. Vincent's presentation will cover:

- Industry Requirements for a common Test Automation Interface
- Vendor and Operator Leverage of Both New and Existing Test Harnesses Using XML
- Sharable and Customizable XML-based Documentation

Webinar invites promoted to all members encouraged to share with their customer/prospect base.

Tesla Members Marketing Kit 101

We'd like all Members to help with the marketing of the TesLa Alliance. Here are a few ways each member can help (which won't cost you cash J). To obtain the TesLA press kit and marketing material to exhibit, please visit <http://www.teslaalliance.org/news> or email Mktg_Committee@teslaalliance.org.

- Promote attendance at TesLA Webinars –First one on Feb 24th
 - Email your companies contact list
 - Add to your customer Newsletter
 - Post to your Web Site
 - Post the invitation to your Forums and technical communities
 - Ask your PR and Media contacts to post a notice on the event
- Blog about TesLa and/or link to the Tesla Blog <http://www.teslaalliance.org/blog/>
- Put TesLA Logo on your Web Site and link to www.TesLAalliance.org or request the logo from Marketing@teslaalliance.org
- [Display “TesLA Alliance” signage](#) at your events, trade shows, Seminars this year using the TesLA Presentation or using the [new 1 page handout](#)
- [Download TesLA Slideware](#) here or via [TesLA's Linked In site](#) and post to your web
- Internal Communications: Do all your staff know what Tesla is? Brief your Sales & Marketing folks on how to message TesLA. The TesLA marketing committee will be happy to arrange a briefing call on demand – just let us know.

SDK Working Group Update

The TesLA standards authoring efforts are under way. There are 2 subcommittees currently active and meeting on a weekly basis. You will soon be able to view their meeting schedules on the upcoming TesLA activities calendar.

TesLA Plug-in Standards committee: Working on defining standards for ‘Authoring of’ and ‘reporting by’ Traffic generators and Layer1 switches. Draft 1.0 in progress. Please contact sdk_plugin_committee@teslaalliance.org to receive an invite for these meetings.

TesLA Lab Standards committee: Working on defining standards for ‘Lab Resource Management’ for devices in a Network Test Lab. Draft 1.0 in progress. Please contact sdk_lab_committee@teslaalliance.org to receive an invite for these meetings.

Social Networking, Online Video Content:

New [Linked In TesLA Group](#) is now live and should be actively subscribed to by all TesLA members and their partner ecosystem. 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

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