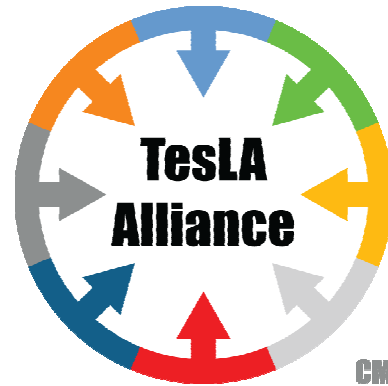


TesLA Alliance



Marketing & Membership Committee Update Q2 2009

Adam Stein, Committee Chair
astein@teslaalliance.org



■ Team

- Mu, Ixia, Gale, FanFare, Qualisystems, OnPATH, Packetstorm and Shenick
- Meeting weekly Thursday's 10 am PST

■ Goals, Objectives

- Publicly validate TesLA as gold standard in Lab automation testing
- Expand membership, Build brand for members
- Help members build and leverage TesLA's position as neutral open industry body concerned with Automation

■ Quarterly Roadmap approach

- Create Quarterly roadmap plan – content, messaging
- Share with membership at large
- Execute and track plan per plan





AWARENESS

>xx website hits in xx weeks

xx Page views on website in xx weeks

xx min xx sec avg time on website

Non members in top xx website visitors: deutsche telecom, comcast, att, cisco, japan network info center

xx+ subscribers (Website, Webinar, Linked)

INTEREST

xx Slide Share views in last xx weeks

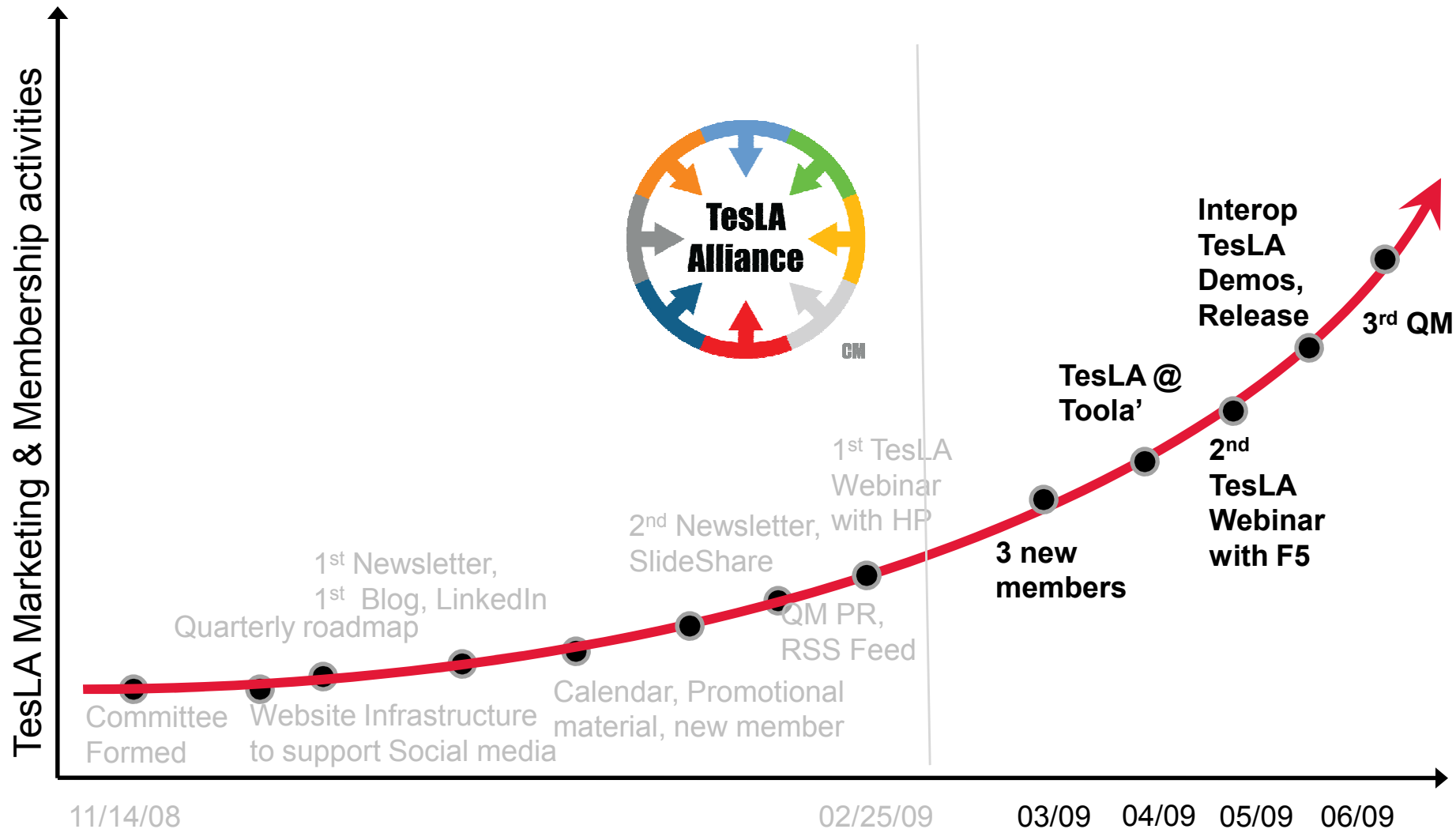
Sample set of non-members list: Wipro, Orange, Iskatrel, Broadcom, France Telecom, Thomson Reuters, BreakingPoint

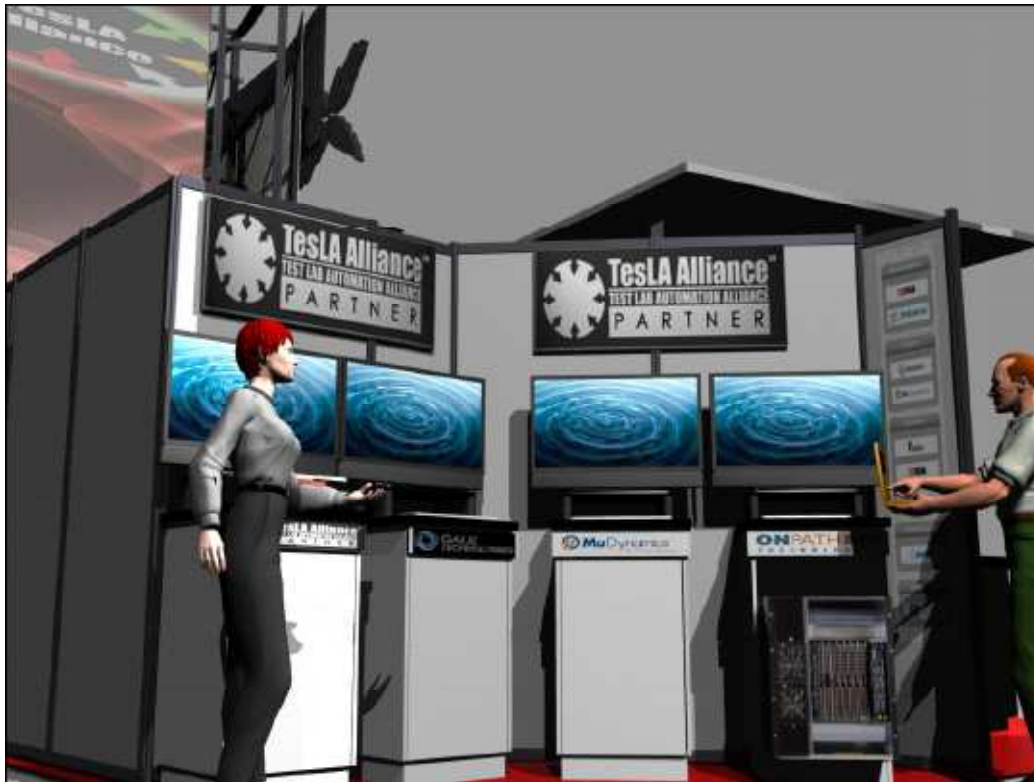


VISIBILITY

'TesLA alliance' google search : first link tesla website, first xx links bonafide







Videos Online

<http://www.teslaalliance.org/video.html>

http://www.teslaalliance.org/tesla_events/events/Interop09.html

http://www.teslaalliance.org/tesla_events.html

- TesLA Alliance Pavilion, Public Interoperability @ Interop 2009, **Booth #1813**
- 7 TesLA Interop Participants:
 - **APCON, #975**
 - **Gale, #1813**
 - **Ixia, #1813**
 - **Mu Dynamics, #1813**
 - **OnPATH, #1813**
 - **QualiSystems, # 1956**
 - **Shunra, # 2235**
- TesLA Press release with InfoWorld Brian Chee validation, discussions on the show floor



■ TesLA Blogs

- <http://www.teslaalliance.org/blog/>
- April 22 Gale blog most recent, FanFare and Packetstorm pending
- Steve Mitchell, F5 TesLA Webinar blog amplified traffic

■ TesLA Whitepapers Delivered at Interop


- Gale, Mu and OnPath contributed TesLA papers with Interop, posted on TesLA site, wiki

■ TesLA Seminar/Webinar

- 1 Quarterly, Second held May 14 Steve Mitchell, F5
- 20+ attendees registered, many post-event Preso views, HTML mailer supplied for others

■ TesLA Wiki - www.teslaalliance.org

■ TesLA Website - www.teslaalliance.org

TesLA Alliance 

Webinar
Tuesday, Feb 24 @ 10 a.m. PST
Features: HP ProCurve's **Vincent Mendoza**, Solutions Test Center,
TC - Automation & Embedded Core Products

[\[Register here \]](#)

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, Solution Test Center Automation Lead and TesLA Marketing & Membership Chair Adam Stein will kick off the first in a quarterly 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 2008 with a Webinar discussing HP and TesLA's efforts around creating solution-oriented testing for real time embedded systems solutions. VoIP, IDTV and BIC build out test automation.

Automation





■ Membership outreach

- 4 new members:
 - Onpath Technologies, PacketStorm communications, Jsystms, MRV
- Each member displaying TesLA membership at relevant conferences
- Promotional material available online, Backgrounder supplied for hand out

■ TesLA Activities Calendar

- All TesLA activities are published at <http://www.teslaalliance.org/calendar/>
- Committee meetings
- Webinars
- Quarterly meetings





■ Linked In Social Network amplification

- <http://www.linkedin.com/e/gis/1526817>
- Visit the Group to Request Membership, post relevant TesLA member company automation information

■ SlideShare

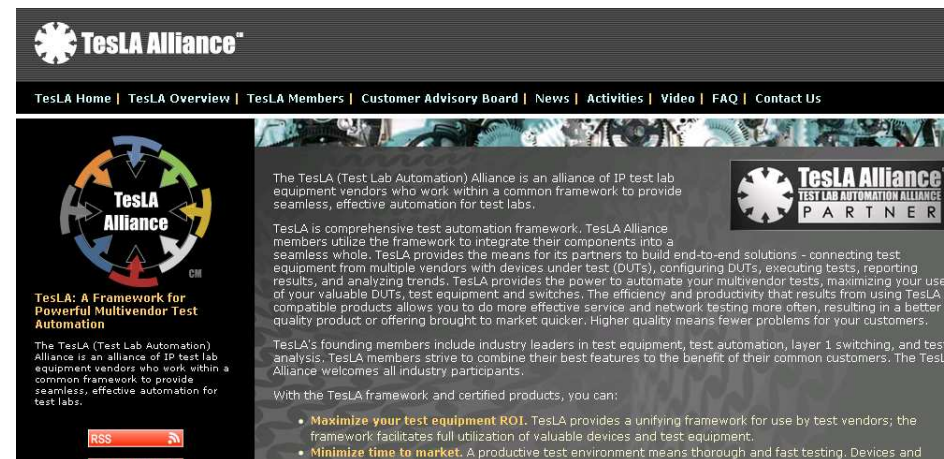
- TesLA introductory presentation
- http://www.slideshare.net/tesla_alliance/tesla-alliance-introduction-presentation?type=presentation

■ RSS feed

■ Subscribe list

■ Video

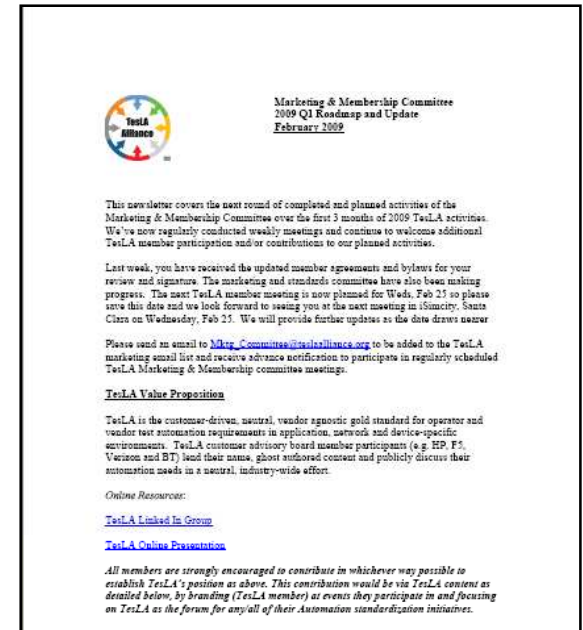
- Testimonials
- Quarterly meeting highlights



The screenshot shows the TesLA Alliance website. At the top is the TesLA Alliance logo and a navigation menu with links: TesLA Home, TesLA Overview, TesLA Members, Customer Advisory Board, News, Activities, Video, FAQ, and Contact Us. Below the navigation is a large banner with the TesLA logo and the text: "TesLA: A Framework for Powerful Multivendor Test Automation". To the right of the banner is a "TesLA Alliance TEST LAB AUTOMATION ALLIANCE PARTNER" logo. Below the banner is a section titled "The TesLA (Test Lab Automation) Alliance is an alliance of IP test lab equipment vendors who work within a common framework to provide seamless, effective automation for test labs." This section includes a list of benefits: "Maximize your test equipment ROI" and "Minimize time to market".



- **Membership**
 - 3-5 new members
- **Social Media**
 - YouTube channel
 - Online forum
- **Promotions**
 - Members display TesLA membership at trade shows
 - Maximum exposure in tech seminars
- **Whitepapers – Call for entry in Quarterly Newsletters**
- **Publication Outreach**
 - Trade magazines
 - Online tech portals
- **More Webinars**





■ Marketing & Membership Committee

- TesLA Alliance Committee, marketing_committee@teslaalliance.org

■ Chair

- Adam Stein, Mu Dynamics, astein@teslaalliance.org

■ Members

- Jitin Dhanani, IXIA, jdhanani@teslaalliance.org
- Scott Powers, Gale, spowers@galetechnologies.com
- Mark Lambe, Shenick, mark.lambe@shenick.com
- Brian McCann, OnPATH, Brian.McCann@OnPathTech.com
- David Gehringer, FanFare, dgehringer@fanfaresoftware.com
- Zohar Karni, QualiSystems, zohar.k@qualisystems.com
- Bill Luthy, PacketStorm, bill@packetstorm.com





THANK YOU!

Other Ideas?

