



# **Xen Project:**

## **Advisory Board Meeting**

### **September 2013**

Lars Kurth

# Agenda

Working Groups : Status Updates

Proposals for approval

- Next Press Release : Mirage OS 1.0
- Travel fund

Strategy

- Background
- PR Proposal
- Measuring Success

# Test Framework Working Group Status

- AMD: TBD
- AWS: TBD
- CA: TBD
- Calxeda: TBD
- Citrix: TBD (but Alex Brett actively engaging)
- Intel: Will Auld
- Oracle: Konrad Wilk

Kick-off at Xen Dev Summit (October at risk)

# PR and Messaging Working Group Status

- Calxeda: TBD
- Citrix: Mark Hinkle
- Oracle: TBD

# Mirage OS Press Release

Mirage OS plans their first release Oct 22<sup>nd</sup>

We have one more press release in 2013 – need to use this year

Mirage OS: uVMs on top of Xen PV APIs

Press Release Goals:

- Enable Mirage OS to build developer community
- Show continued momentum and innovation in Xen Community

Contributes to all Xen Project Goals

# How?

#1: Mirage OS VMs valuable for stress testing  
(but not needed for phase 2)

#2: Contributes to

- Messaging Focus Area 1: Security
- Messaging Focus Area 2: Performance / Workloads (uServers)
- Messaging Focus Area 3: Xen Project Releases
- Shows Xen is “cool and innovates” (in the cloud)

#3: Nurture the Xen Project development community  
and grow the Xen talent pool

# Ask:

Approve the proposal

2 organizations to provide quotes

Last press quote: Calxeda, Linux Foundation, me (community hat)

# Travel Fund : Request Approval

**For:** Luwei Cheng, 2nd-year PhD student, in Department of Computer Science, the University of Hong Kong.

**To:** Present his work at Xen Project Developer Summit

**Topic:** On paravirtualizing TCP  
(<http://i.cs.hku.hk/~lwcheng/files/2013-icnp-lwcheng.pdf>)

Aligns with goal to “grow the Xen talent pool”

**Estimated Cost:** \$1500





# Strategy

Follow Industry News

Follow Project News

Trial Software

Adopt Software

Engage with Users

Engage with Industry

Evangelize

Customize

Contribute

Lead

#2 PR & Messaging

(Maintain and increase momentum around the Xen Project in the industry)

← Security, Performance/Workload, ...

Citrix paid full-time Evangelist working for me, whose mission is to increase user momentum and Xen adoption

#1 Common Test Framework

#3 Supporting the Xen Project Developer Community

# PR Proposal

Meeting Jennifer Cloer & Mike Woster, Wed 12:00 – 13:00 (slipped)

**Goal:** demonstrate increasing momentum; work out proposal

**My view:**

- Min of 4 Press releases per year
- Proactive and responsive media and influencer relations
- Element of measuring success
- Cost < \$75K per annum

**ASK:** PR WG members to join meeting to discuss details



# Measuring Success

