Sparkplug Steering Committee Call
Minutes

2020-May-07

Agenda Topics	Moderator	Minutes
Approve Minutes of the April 23, 2020 Call	Frédéric	5
Specification project proposal	Arlen	20
Working Group Messaging	Jeff & Ian	20

Attendees

Jeff Knepper, Canary Labs
Arlen Nipper, Cirrus Link Solutions, Chair
Don Pearson, Inductive Automation
Mao Huang, ORing Industrial
Jackie Eldridge, Inductive Automation
Paul Buck, Eclipse Foundation
Sharon Corbett, Eclipse Foundation
Frédéric Desbiens, Eclipse Foundation
Todd Anslinger, Chevron
Ian Skerrett, HiveMQ
Ioana Maftei, Eclipse Foundation

Minutes

Approved Minutes:

The Minutes of the April 23, 2020 Steering Committee were unanimously approved.

Welcome New Member:

Welcome to Chevron as a Strategic Member to the Working Group.
Welcome Todd Anslinger representing Chevron at the Steering Committee level.

Training Sessions:

Frederic will arrange training sessions for the Specification Committee and also arrange a Committer Education training session when the project has been created and has committers.

Specification Project Proposal:

Arlen identified the proposal has not changed greatly since last update. IIoT and MQTT information as per discussion at last meeting.

Todd and Jeff will provide names for project committers.

Discussed options for project mentor possibilities. Frederic to discuss with Wayne Beaton. This is part of the Eclipse Onboarding Process which is arranged via a public bug.

Arlen walked the Committee through the State Management Section. Committee agreed it made sense to include it.

The Committee agreed the Proposal is ready for submission. Arlen to submit via https://www.eclipse.org/projects/tools/proposals.php

Working Group Messaging:

Jeff walked the Committee through the Wireframes (suggestions) that he and Ian collaborated on. The following were points highlighted by Jeff and/or feedback from the Committee:

- Messaging with Design Included
- Brand off Sparkplug colors (steel blue)
- Clear and concise messaging
- Sparkplug + MQTT - Plug and Play IIoT

- Ensure open and interoperable IIoT (emphasize it just works)
- Benefits
- Join us/Learn More
- Include Quote from Arlen Nipper
- Message of freedom (Open and Flexible)
- Vendor Agnostic!
- Include table to show difference of "with" Sparkplug vs "without" Sparkplug (architecture comparisons a great idea)
- Integration Speed (work from Todd's presentation)
- Decoupling your data!
- State Awareness (Critical)
- Talking head to reinforce these points (Arlen Nipper will create the Video)
- Enabling TCK and Compatibility Branding/Certify your Eclipse Sparkplug Compliant Product
- Simplification and enablement of interoperable systems
- Collateral - A guide to best IIoT communication platform in a whitepaper (Download)
- Provide an education component (videos already in existence on Inductive's website). Don agreed the videos are a great message and are vendor neutral and built on successful deployments:
  - What it is
  - Why it's important
  - What it does (top five)
- Meet the Community (sub page, blog style, filtering, webinars, events, etc.
- Become a member (benefits, why should I join, etc)
  - Create three personas for sense of community and value
    - End User - Todd
    - Vendor Side - Don
    - Integrator End User - Arlen to introduce Jeff to someone in this area

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Meeting Adjourned.