

FOR IMMEDIATE RELEASE

DMTF Unveils Details of Breakthrough Server Management Standards

*Systems Management Architecture for Server Hardware Delivers Unprecedented Simplicity for Server Management
Across Diverse IT Environments*

San Francisco – September 7, 2004 – The Distributed Management Task Force, Inc. (DMTF®) today announced details of its upcoming Systems Management Architecture for Server Hardware (SMASH), including the SMASH Command Line Protocol (CLP) specification, which enables simple and intuitive management of heterogeneous servers in the data center independent of machine state, operating system state, server system topology or access method. SMASH specifics will be presented in a session at the Intel Developers Forum on Thursday, September 9, 2004, and a prototype of the SMASH CLP will be demonstrated in an interactive exhibit at the Enterprise Management World conference, being held September 12-15, 2004, in Philadelphia.

The DMTF's SMASH is a suite of specifications that deliver architectural semantics, industry standard protocols and profiles to unify the management of the data center. The SMASH CLP provides a command line syntax that builds on the DMTF's Common Information Model (CIM) Schema, leveraging the richness of this information model so that systems offered by different vendors will be represented in similar ways. The SMASH CLP enables local and remote management of server hardware in both Out-of-Service and Out-of-Band management environments. SMASH also includes the DMTF's new SMASH Managed Element Addressing Specification, SMASH CLP-to-CIM Mapping Specification, SMASH CLP Discovery Specification, SMASH Profiles, as well as a SMASH Architecture White Paper.

“With important initiatives like grid and utility computing underway at many end user organizations, server management continues to be central to controlling costs in the data center – it is the building block upon which successful management is built,” said Winston Bumpus, president, DMTF. “Since the DMTF's Server Management Working Group (SMWG) was announced, the group has attracted 194 members from 44 companies, showing the industry's remarkable unity behind this effort to deliver vendor-independent, platform neutral server management. This groundswell of support has resulted in an expanded scope for the DMTF's server management standards, and the outcome is SMASH – a suite of specifications that will enable unprecedented simplicity for server management across diverse IT environments in the data center and beyond. We invite the industry to attend Enterprise Management World next week, and view the SMASH CLP prototype in a ‘hands on’ demonstration.”

Industry Support for SMASH

“AMD is committed to participating in the development of industry standards and to enabling the AMD64 ecosystem to support these standards,” said Ben Williams, vice president, Enterprise and Server/Workstation, Microprocessor Business Unit, AMD. “DMTF's SMASH provides a rich model that helps AMD64 partners define a

broad portfolio of interoperable solutions. Together with our ecosystem partners we are committed to delivering industry-leading enterprise data management capabilities in servers that feature the AMD Opteron™ processor with Direct Connect Architecture.”

“Dell is committed to reducing the number of tools needed to manage standards-based servers for customers,” said Neil Hand, director of worldwide enterprise product marketing at Dell. “By integrating the DMTF’s management architecture into upcoming Dell PowerEdge servers, we are leading the transition to a more standardized systems management framework.”

“As a founding member and co-chair of the DMTF SMWG, HP strongly supports the emerging SMASH CLP standard and believes it will significantly reduce data center management complexity,” said James Mouton, vice president of platforms, HP Industry Standard Servers. “HP plans to broadly implement the SMASH CLP standard for HP ProLiant and Integrity servers, and combined with HP Systems Insight Manager and HP OpenView, customers will be able to better manage their data centers.”

“As an initiator and major contributor to SMASH within the DMTF, IBM remains committed to developing the platform-independent, industry-standard server hardware management that our customers require,” said Dr. Tom Bradicich, CTO, IBM eServer xSeries.

“SMASH from the DMTF is a potent example of listening to Enterprise IT needs and delivering cross platform solutions based on the standards that address these needs,” said Bill Sayles, general manager, Manageability Architecture Product Division, Intel. “Intel has worked actively with the industry to develop standards such as IPMI, PXE, EFI, and the work we are doing with the SMWG continues those leadership efforts. Intel continues its successful commitment to deliver leading-edge management solutions to meet critical Enterprise IT needs.”

“The DMTF’s SMASH provides a great opportunity for developers to take advantage of the common management technology delivered in a heterogeneous environment,” said Larry Wikelius, vice president, software development, Newisys. “Newisys supports the close cooperation between hardware and software manufacturers and has invested significant resources to help define the SMWG standards.”

“As a DMTF board member, Oracle has actively supported the formation and evolution of the DMTF’s SMASH,” said Jay Rossiter, vice president of Systems Management Products, Oracle Corp. “The Server Management Working Group is committed to providing essential building blocks for enterprise grid management that will enable vendors to automate critical administrative functions of virtualized and blade server environments such as system control, configuration and monitoring.”

“OSA Technologies, an Avocent company, is excited to demonstrate its leadership by prototyping the latest DMTF SMASH command line syntax, delivering unprecedented systems management based on open standards,” said Mark Lee, CEO, OSA Technologies. “Our company is committed to delivering these capabilities within OSA IPMI Firmware and OSA CLI / SOL Manager software products to provide a consistent CLI. Server vendors including AdvancedTCA/Telco vendors and users alike will find this critical to reducing their future TCO.”

“The DMTF’s SMASH is critical to providing our customers with the benefits of dynamic provisioning, server virtualization, and aggregated management without fear of vendor lock-in,” said Mike Schroepfer, N1 Grid Systems CTO, Sun Microsystems. “The N1 Grid System product suite allows our customers to tame the complexity of the data center and manage thousands of systems as easily as a single system. Sun is committed to using SMASH to provide the benefits of N1 Grid System to the widest array of hardware environments possible.”

About the DMTF

With more than 2,800 active participants, the Distributed Management Task Force, Inc. (DMTF) is the industry organization leading the development of management standards and integration technology for enterprise and Internet environments. DMTF standards provide common management infrastructure components for instrumentation, control and communication in a platform-independent and technology neutral way. DMTF technologies include information models (CIM), communication/control protocols (WBEM), and core management services/utilities. Information about DMTF’s standards and activities can be found at www.dmtf.org.

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