Management Matters

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Management Matters is a monthly publication covering the Distributed Management Task Force and its member organizations.

FEATURES

Message from the President: Making Your Voice Heard – The Benefits of Being a DMTF Member

By: *Winston Bumpus, DMTF president*

Sixteen years ago, I became a DMTF member. Since then, the organization has really grown and matured. Today more than 4,000 individuals from over 40 countries around the world participate in DMTF. As membership continues to increase, DMTF continues to extend its impact and areas of focus for the organization. For instance, DMTF recently entered the Cloud Computing space. Expanding to these new activities attracts new members and boosts participation levels within DMTF as well.

There are many ways that members can benefit from participating in DMTF. DMTF is very active within the industry, participating in and sponsoring multiple industry events each year. As a sponsor of events, DMTF can offer members discounted registration fees, thereby increasing attendance and support at events. Members can display their support of DMTF's

pivotal role in developing industry standards by placing a 'Member of the DMTF' sign in their booths.

Additionally, DMTF is happy to support its members' activity within the industry by providing supporting quotes for your company's press release. When DMTF members announce a product or service that implements DMTF standards, or if a company decides to join DMTF, we are more than happy to show our support of what your company is doing. For more information about receiving a DMTF supporting quote, contact our public relations team at press@dmtf.org.

Online training and education are also available to members. Several presentations were created by our members to help others better understand the standards created by the DMTF. You can learn more about these educational benefits.

Another key benefit of being a DMTF member is having a better ability to impact the entire industry. Our organization as a whole is working to improve management interoperability and as members you have the opportunity to work with the visionaries of our industry.

DMTF is always looking for new ideas on how we can improve the organizations activities, materials and processes. Members have an opportunity to weigh in on the direction of the DMTF through participation in the annual DMTF member survey. This year's survey will be sent to members this month. Be sure to participate to help us better understand what is important to our members and what areas we should focus on in the coming year. Please take time to participate and help the DMTF Board and Executive Committees find ways to improve the organization.

Since 1992, DMTF has continued to play a crucial role in the management systems technology industry. The hard work of DMTF's 200+ member companies over the years has made the organization a key influencer and leader in this space. We are excited with the direction the organization is taking and its increasingly important role in our ever changing industry.

We appreciate all the work our members have dedicated to DMTF. It is your participation – whether in creating standards, making them interoperable or promoting them to our customers and your partners – that is the greatest benefit of all.

Send us your comments and contributions regarding *Management Matters*

New DMTF Documents Available to Members

Specifications:

- [DSP8043](#) – CMDBf WSDL Specification for the CMDBf Query Service: WSDL specification for CMDBf (Configuration Management Database Federation) query service, as described in DSP0252 – Configuration Management Database (CMDB) Federation specification.

- [DSP8042](#) – CMDBf WSDL Specification for the CMDBf Registration Service: WSDL specification for CMDBf (Configuration Management Database Federation) registration service, as described in DSP0252 – Configuration Management Database (CMDB) Federation specification.

- [DSP8041](#) – CMDBf XML Schema Specification for Service Metadata: XML schema specification for CMDBf (Configuration Management Database Federation) service metadata. The semantics of the data is described in DSP0252 – Configuration Management Database (CMDB) Federation Specification.

- [DSP8040](#) – CMDBf XML Schema Specification for Service Data: XML schema specification for CMDBf (Configuration Management Database Federation) service data. This data is exchanged via the CMDBf query and registration services, in DSP0252 – Configuration Management Database (CMDB) Federation specification.

- [DSP8019](#) – WS-Management CIM Binding XML Schema: The XML schema is for defining the WS-Management CIM binding.

- [DSP0217](#) – SMASH Implementation Requirements: This document specifies the requirements for implementing the System Management Architecture for Server Hardware (SMASH) version 1.0. This document specifies those requirements by defining which other DMTF Specifications are required, conditional, and optional. In clause 4, the mandatory specifications to be implemented are defined. In clause 5, the optional and conditional specifications are defined.

- [DSP0232](#) – DASH Implementation Requirements: This document describes the requirements for implementing the Desktop and Mobile Architecture for System Hardware version 1.0.1. This document does not define the implementation requirements directly. In clause 5, the mandatory specifications to be implemented are defined. In clauses 6, 7, 8, 9, and 10 the optional and conditional specifications are defined.

Profiles:

- [DSP1002](#) – Diagnostics Profile: The information in this specification should be sufficient for a provider or consumer of this data to identify unambiguously the classes, properties, methods, and values that shall be instantiated and manipulated to represent and manage the diagnostic service components of systems and subsystems that are modeled using the DMTF CIM core and extended model definitions.

- [DSP1070](#) – Opaque Management Data Profile: The Opaque Management Data Profile extends the management capability of referencing profiles by adding the capability to create, manage, use and delete opaque management data objects.

CIM Releases:

- [CIMV2.22.1](#) – New documents available for the CIMV2.22.1

- [CIMV2.23.0](#) – New documents available for the CIMV2.23.0

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Event Recaps: SVM, BrightTALK Cloud Security Summit

SVM '09

Last month DMTF sponsored the third annual Systems and Virtualization Management Academic Workshop. This year's event was held in Wuhan, China, at the Huazhong University of Science and Technology. The event was well received by attendees from China, Japan, Korea, USA and Europe.

The workshop was dedicated to academic research on standards for new technologies in systems and virtualization management, with a focus on "Standards and the Cloud." DMTF President Winston Bumpus presented the opening keynote on DMTF's Cloud work and DMTF VP of Alliances Mark Carlson presented a talk on SNIA's CDMI standard. This workshop offered numerous opportunities for attendees to learn from some of the industry's best minds.

As virtualization and cloud computing continue to be popular topics in the industry, this event will remain valuable for DMTF members. DMTF is currently soliciting universities to host SVM'10 next year.

BrightTALK Cloud Security Summit

On September 30, 2009, BrightTALK hosted an online Cloud Security Summit. Cloud computing, with its myriad architectures and public and private options, has raised a number of security and compliance issues, often considered barriers for implementation. At this summit, industry leaders discussed the different security options available across multiple cloud architectures, and offered case studies and association presentations further illustrating the security issues facing the cloud today.

Abolfazl Sirjani, DMTF board member and Virtualization Management Initiative workgroup chair, gave a presentation titled Accelerating Cloud Adoption Using Virtualization Management Standards. The presentation discussed how virtualization technology enables IT personnel to respond to business needs more rapidly with lower cost and improved operational efficiencies.

Abolfazl's presentation was one of 12 others focusing on Cloud Security. Some of the other presenters included:

- Lee Newcombe, Capgemini

- Jim Reavis, Cloud Security Alliance

- Miranda Mowbray, HP

- Ibrahim Hassan, IBA

- Tanya Forseit, InfoSec Compliance LLC

- Jason Hoffman, Joyent

- Markus Krauss, Novell

- Tim Matthews, PGP

- Glenn Brunette, Sun

- Jim Hietala, The Open Group

- Raimund Genes, Trend Micro Enterprise

Call for Contributors

DMTF invites you to contribute to *Management Matters*. DMTF welcomes letters to the editor, topic suggestions and other contributions. If you would like to participate, email us at press@dmtf.org.

- Rob Randell, VMware

If you missed [Abolfazl's presentation](#), you can download and view it on-demand.

Alliance Partner Feature: Storage Networking Industry Alliance (SNIA)

The [Storage Networking Industry Association](#) and DMTF have collaborated since 1999 to advance the adoption of storage networks as complete and trusted solutions. DMTF's alliance partnership with SNIA has provided a channel for DMTF to exchange information on requirements, design input and standards review feedback.

SNIA is a non-profit organization committed to delivering standards, education and services that will propel open storage networking solutions into the broader market. Comprised of some 400 member companies and nearly 7,000 individuals spanning the global storage market, SNIA connects the IT industry with end-to-end storage and information management solutions. Learn more about the [DMTF and SNIA alliance partner work register](#).

SNIA has been working on DMTF's [Common Information Model](#) and the [Web-Based Enterprise Management](#) standards and has been contributing work to DMTF via the Storage Management Initiative Specification (SMI-S), an ANSI INCITS ratified SNIA storage technology based upon the aforementioned DMTF standards. DMTF is also relying on SNIA to supply storage management models for the continued development of CIM. This includes, but is not limited to, the management of Storage Arrays and File Systems, including Network Attached Storage (NAS), iSCSI, Fibre Channel Fabrics, Host based storage and Information Lifecycle Management (ILM).

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EVENTS

Meet DMTF Industry Experts at the Fifth Annual MDC!

The fifth annual Management Developers Conference (MDC) is just around the corner, but there is still time to register for this important event.

MDC, the industry's only developers conference dedicated to standards-based systems and network management technologies, is less than a month away. This year's show will be held at the Santa Clara Marriott in Santa Clara, Calif., on November 16-19, 2009.

MDC is the premier educational event for DMTF members. Attendees have an opportunity to interact with other members, and to be trained on developing standards by industry and technical experts. This is a great way to learn about the latest developments while meeting and networking with fellow DMTF members.

At the show, be sure to check out the showcases. MDC showcases allow members to learn about standards-based management technologies, while interacting with industry experts. There will be several showcases available for members to attend, including:

- Common Diagnostic Model (CDM) Forum
    - Demos of CDM implementations

- Storage Management Initiative-S (SMI-S)
    - Demos showing SMI client and implementations

- Virtualization Management Forum (VMF)
    - OVF and VM demonstrations

- Interoperability demos

- Vendor demos

MDC offers something for everyone. Check out the conference schedule and begin building your agenda to take full advantage of this opportunity. Conference highlights will include presentations on CIM, Cloud Computing, DASH & SMASH, VMAN and more DMTF-based initiatives and standards.

Additionally, MDC University, an intense one-day training session for engineers and program/product managers, is a great learning opportunity for attendees. Both Introductory and Advanced sessions are available, depending on your level of expertise.

Don't miss this opportunity to accelerate your learning curve and get the inside track on developing and deploying standards-based enterprise management solutions. This is one of the premier industry events of the year, so be sure to register now!

Register for the 28th Annual Gartner Data Center Conference

Join DMTF at the 28th annual Gartner Data Center Conference on December 1-4, 2009 at Caesars Palace in Las Vegas, Nev. Gartner is the premier source for forward-looking insight and analysis across the broad spectrum of disciplines within the data center.

For more than 27 years, Gartner Data Center Conference has helped data center professionals stay ahead of the curve with real-world perspectives, tactics and strategies to keep their operations running at peak performance.

The Gartner conference is an excellent opportunity for DMTF members to learn about current developments in the data center industry. With informative keynote sessions and a seven-track agenda that drills down to the level you need when it comes to servers and storage, this is a must-attend event. Start building your agenda now to ensure you make the most of this experience.

Register now to be a part of this industry event. We hope to see you there!

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REGULARS

2009 Survey Results: How long have you been involved with DMTF?

In this series, DMTF continues to report findings from its annual member survey conducted in January 2009. One hundred fifty-two members responded at length to our survey.

We asked members to tell us how long they have been involved with DMTF. Here's what they said:

Answer Options	Response Frequency	Response Count
Less than one year	17.1%	26
1–2 years	20.4%	31
2–3 years	18.4%	28
3–4 years	9.2%	14
4–5 years	7.2%	11
5–6 years	5.3%	8
6+ years	19.1%	29
I don't know	3.3%	5

Call for Contributors: DMTF invites you to contribute to this members' newsletter. DMTF welcomes letters to the editor, topic suggestions and other contributions. If you would like to participate, e-mail us at press@dmtf.org.

Member Feedback Welcomed: We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to [press@dmtf.org.](mailto:press@dmtf.org)

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