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5 **DMTF Policy for Supporting Third-Party**  
6 **Marketing and PR Efforts**

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## Introduction

46 This document outlines the process for securing and approving supporting quotes from DMTF for press  
47 releases and marketing efforts by third parties such as members, alliance partners and partner  
48 organizations.

49 Press releases typically require a quick turn-around and are publicly visible for a limited period of time.

50 Other third-party marketing requests are typically requests for support for items that will be publicly visible  
51 for a significant period of time. Examples of this type of request include:

- 52 • Quote from DMTF in marketing materials (Web sites, product collateral, etc.)
- 53 • Book foreword

54 All requests must adhere to the requirements outlined below.

# 55 1 DMTF Policy for Supporting Third-Party Marketing and PR Efforts

## 56 1.1 General Requirements for Marketing Requests

57 The following requirements apply to marketing requests:

- 58 • Each request must outline a specific press release or public relations/marketing activity.
- 59 • Each request must be directed to DMTF's public relations firm at [press@dmf.org](mailto:press@dmf.org)
- 60 • All requests must contain a draft of the press release or other materials, the suggested quote (if  
61 applicable) and the expected announcement or completion date.

62 All requests will be considered DMTF confidential. Parties interested in working with DMTF to issue a joint  
63 press release and/or to obtain a supporting quote for a press release or other marketing materials should  
64 contact DMTF's public relations firm at [press@dmf.org](mailto:press@dmf.org).

65 Please note that due to DMTF's member and member product/services neutrality policies, DMTF is  
66 unable to:

- 67 • provide supporting quotes that endorse specific companies
- 68 • provide supporting quotes that specifically endorse products or services
- 69 • be part of a release or materials that compare member companies

70 See ANNEX A for examples of acceptable DMTF supporting quotes.

## 71 1.2 DMTF Approval Process for Third-Party Press Releases

72 Supporting DMTF quotes for third-party press releases normally require approval by DMTF PR, a  
73 qualified DMTF "Approver" and the DMTF Spokesperson being quoted. The process for obtaining DMTF  
74 approval for supporting press release quotes is as follows:

- 75 1) Member submits quote and draft press release to DMTF PR.
- 76 2) DMTF PR confirms appropriate DMTF "Approver" with the requesting member company to  
77 ensure confidentiality. The approving officer(s) selected cannot be from the requesting  
78 company, nor can both DMTF "Approvers" from the same company. Otherwise, all DMTF  
79 executive officers are considered qualified approvers:

- 80 • DMTF President
- 81 • DMTF Chair
- 82 • DMTF Vice-Chair
- 83 • DMTF VP of Marketing
- 84 • DMTF VP of Finance
- 85 • DMTF VP of Technology
- 86 • DMTF VP of Membership
- 87 • DMTF VP of Interoperability
- 88 • DMTF VP of Alliances

89 Please click [here](#) for a list of current DMTF officers.

- 90 3) DMTF PR reviews and revises quote as appropriate and submits to Approver for review and  
91 approval. Full release will be provided for context.
- 92 4) DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for  
93 approval. If the spokesperson is from the requesting company, then a second approver should  
94 be selected from the executive officer list. Full release will be provided for context.
- 95 5) DMTF PR incorporates any feedback from Spokesperson and returns approved quote to  
96 member company.
- 97 6) Once release has been publicly distributed, DMTF PR sends to Executive Committee and  
98 Board as an FYI.

### 99 **1.3 Handling Confidentially Issues between DMTF Spokesperson and** 100 **Requesting Member Company**

101 The member company requesting a quote can indicate when there are confidentiality issues between the  
102 DMTF spokesperson's company and the requesting company. In this case, the process would be  
103 modified as follows:

- 104 1) Member submits quote and draft press release to DMTF PR.
- 105 2) DMTF PR confirms two appropriate DMTF "Approvers" with the requesting member company to  
106 ensure confidentiality. The approving officer(s) selected cannot be from the requesting  
107 company, nor can both DMTF "Approvers" from the same company. Otherwise, all DMTF  
108 executive officers are considered qualified approvers:
- 109 • DMTF President
  - 110 • DMTF Chair
  - 111 • DMTF Vice-Chair
  - 112 • DMTF VP of Marketing
  - 113 • DMTF VP of Finance
  - 114 • DMTF VP of Technology
  - 115 • DMTF VP of Membership
  - 116 • DMTF VP of Interoperability
  - 117 • DMTF VP of Alliances

118 Please click [here](#) for a list of current DMTF officers.

- 119 3) DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review  
120 and approval. Full release will be provided for context.
- 121 4) DMTF PR incorporates any feedback from the Approvers.
- 122 5) DMTF PR returns approved quote to member company.
- 123 6) 24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.
- 124 7) Once release has been publicly distributed, DMTF PR sends to Executive Committee and  
125 Board as an FYI.

#### 126 **1.4 DMTF Approval Process for Third-Party Marketing Materials**

127 Supporting DMTF quotes for third party marketing materials require approval by the DMTF Marketing  
128 Committee and the Board of Directors. The process for obtaining DMTF approval for marketing materials  
129 is as follows:

- 130 1) Member submits request and proposed materials to DMTF PR.
- 131 2) Marketing Committee reviews requests and determines if it is acceptable according to DMTF's  
132 neutrality policies.
- 133 3) Marketing Committee notifies Board of request.
- 134 4) DMTF PR works with VP of Marketing and Spokesperson to review and revise materials as  
135 appropriate.
- 136 5) Marketing Committee reviews and approves revised materials.
- 137 6) Board reviews and approves final materials.
- 138 7) DMTF PR returns approved materials to the member company.
- 139 8) Once materials have been completed and released, DMTF PR receives a copy of the final  
140 materials from the requesting company. These materials are forwarded to the Executive  
141 Committee and Board as an FYI.  
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## ANNEX A (informative)

### Examples of Acceptable DMTF Supporting Quotes

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147 *“As companies become increasingly distributed across geographies, the need for remote management*  
148 *capabilities increases,” said Winston Bumpus, DMTF president. “Products implementing DASH enable*  
149 *interoperable management solutions that allow for low-cost management across networks, offering*  
150 *increased efficiency while maximizing availability. We’re very pleased to have Realtek join us to*  
151 *demonstrate their DASH products at MMS.”*

- 152 • From Realtek Announcement, “Realtek to Demonstrate DASH Implementation at Microsoft  
153 Management Summit 2009”

154 *“For ISVs who want to enable customers to quickly and easily deploy solutions in a heterogeneous*  
155 *environment, the DMTF OVF standard provides an open, secure, portable, efficient and extensible format*  
156 *for the packaging and distribution of virtual appliances,” said Winston Bumpus, DMTF president. “To help*  
157 *facilitate this, we rely on contributions from member companies like Citrix during the standard*  
158 *development process – and we welcome the Citrix open source implementation to help speed adoption of*  
159 *the newest DMTF standard.”*

- 160 • From Citrix Announcement, “Citrix Drives Adoption of Virtual Appliance Portability Standard for  
161 Enterprises and Clouds”

162 *“The explosive growth of enterprise virtual machine environments has fueled the need for effective*  
163 *virtualization management tools,” said Winston Bumpus, DMTF president. “While many vendors are*  
164 *rushing to address these management concerns, enterprise customers require open integration*  
165 *standards to best architect a solution that meets their needs. As virtual machine management providers*  
166 *like Fortisphere embrace DMTF interoperability standards, organizations will be able to better harness the*  
167 *great benefits of virtualization.”*

- 168 • From Fortisphere announcement, “Fortisphere Joins the Distributed Management Task Force”

169 *“Although ManageIQ is a relatively new company, its team’s historical involvement with the DMTF from*  
170 *our early days, and their renewed participation demonstrate their continuing long-term commitment to our*  
171 *goals,” said Winston Bumpus, DMTF President. “We’re pleased ManageIQ has chosen to join with us,*  
172 *and we look forward to their contributions as we continue our work to simplify and provide interoperable*  
173 *management standards and initiatives,” Bumpus added.*

- 174 • From ManageIQ announcement, “ManageIQ Joins DMTF”

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**ANNEX B  
(informative)**

**Change Log**

Version	Date	Description
1.0.0	04/15/2010	Released as DMTF Informational

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