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44 such patent may relate to or impact implementations of DMTF standards, visit  
45 <http://www.dmtf.org/about/policies/disclosures.php>.

46 This document's normative language is English. Translation into other languages is permitted.

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## Introduction

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

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

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

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

72 All requests must adhere to the requirements outlined below.

73 This document was prepared by the Executive Committee.

74 DMTF is a not-for-profit association of industry members dedicated to promoting enterprise and systems  
75 management and interoperability. For information about the DMTF, see <http://www.dmtf.org>.

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77 **DMTF Policy for Developing DMTF Press Releases and**  
78 **Supporting Marketing and PR Efforts**

79 **1 Roles and responsibilities**

80 This clause of the document defines the roles and responsibilities for the Policy for Developing DMTF Press  
81 Releases and Supporting Marketing and PR Efforts.

82 In the event that the VP of Marketing is unavailable, the vice chair of the Marketing Task Force may  
83 temporarily act in their stead with respect to the processes defined in this document provided at least three  
84 other DMTF Executives have given their approval.

85 In the event that the person selected to fulfill the role of either Spokesperson or Approver is unavailable for a  
86 significant period of time, another may be selected according to the selection process defined in this  
87 document.

88 This document is also subject to the rules and responsibilities specified in DSP4014.

89 **2 DMTF policy for developing DMTF press releases**

90 DMTF press releases are developed by DMTF PR and approved by the VP of Marketing, Executive  
91 Committee and the Board before distribution.

92 **2.1 General process for DMTF press releases**

93 All requests will be considered DMTF confidential. Potential topics for DMTF press releases will be discussed  
94 and determined within DMTF's weekly Marketing Task Force meetings, based on DMTF's current goals.

95 Once a subject and desired distribution date is determined, the press release approval process is as follows:

- 96 1) DMTF PR drafts press release and sends to VP of Marketing.
- 97 2) VP of Marketing reviews press release.
- 98 3) DMTF PR incorporates any feedback from VP of Marketing.
- 99 4) Marketing Task Force reviews press release.
- 100 5) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive  
101 Committee for review and approval..
- 102 6) Executive Committee reviews and approves revised press release.
- 103 7) The Board approves the press release by either (a) board meeting vote (if timing allows) or (b)  
104 electronic ballot. All board members must approve the press release before distribution.
- 105 8) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if  
106 applicable.\*
- 107 9) Once materials are completed and distributed, DMTF PR will send final press release to Executive  
108 Committee and Board as an FYI and post the news to the DMTF website.

109 \*The DMTF Marketing Task Force regularly reviews its PR calendar with the Regional Task Force and  
110 Chapters to determine which announcements should be translated and/or distributed in regions other than the  
111 U.S.

## 112 **3 DMTF policy for supporting third-party marketing and PR efforts**

### 113 **3.1 General requirements for marketing requests**

114 The following requirements apply to marketing requests from third parties, including alliance partners,  
115 consortia partners, and DMTF members:

- 116 • Each request must outline a specific press release or public relations/marketing activity for which a  
117 DMTF quotation is desired to support the release.
- 118 • Each request must be directed to DMTF's public relations firm at [press@dmtf.org](mailto:press@dmtf.org)
- 119 • All requests must contain a draft of the press release or other materials, the suggested quote (if  
120 applicable) and the expected announcement or completion date.

121 All requests will be considered confidential by DMTF and its PR agency. Parties interested in working with  
122 DMTF to issue a joint press release and/or to obtain a supporting quote for a press release or other marketing  
123 materials should contact DMTF's public relations firm at [press@dmtf.org](mailto:press@dmtf.org).

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

- 125 • provide supporting quotes that endorse specific companies
- 126 • provide supporting quotes that specifically endorse products or services
- 127 • be part of a release or materials that compare member companies

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

### 129 **3.2 Approval process for member company press releases**

130 The process for obtaining DMTF approval for supporting press release quotes is as follows:

- 131 1) Member submits suggested quote and draft press release to DMTF PR and may recommend a  
132 DMTF officer to serve as Spokesperson to whom the quote will be attributed. If the member does  
133 not suggest a quote or recommend a Spokesperson, DMTF PR will do so.
- 134 2) DMTF PR confirms selection of an appropriate DMTF 'Spokesperson' to whom the quote will be  
135 attributed and, one person to act as 'Approver', with the requesting member company. To ensure  
136 confidentiality, DMTF PR will attempt to select a Spokesperson and an Approver who is acceptable  
137 to the member company. The Spokesperson and Approver selected cannot be from the requesting  
138 company, nor can they both be from the same company. Otherwise, all DMTF executive officers are  
139 considered qualified Spokespeople:
  - 140 • DMTF President
  - 141 • DMTF Chair
  - 142 • DMTF Vice-Chair
  - 143 • DMTF VP of Marketing
  - 144 • DMTF VP of Finance
  - 145 • DMTF VP of Technology
  - 146 • DMTF VP of Membership
  - 147 • DMTF VP of Alliances

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

- 149 3) DMTF PR reviews and revises quote as appropriate and submits to the Approver for review and  
150 approval. Full release will be provided for context.
- 151 4) DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for  
152 approval. Full release will be provided for context.
- 153 5) DMTF PR incorporates any feedback from Spokesperson and returns approved quote to member  
154 company.
- 155 6) Once release has been publicly distributed, DMTF PR sends the release with the DMTF quote to  
156 Executive Committee and Board as an FYI and post the news to the DMTF website.

157 NOTE: Approval of third party requests from members of Regional Marketing Subcommittees  
158 will be handled by the subcommittee. The Subcommittee will notify the DMTF Marketing Task  
159 Force of the request upon receipt so that the Board and Executive Committee may be informed.

160 \*If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from  
161 the list of DMTF executive officers.

### 162 **3.2.1 Handling confidentiality issues between DMTF spokesperson and requesting** 163 **member company**

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

- 167 1) Member submits quote and draft press release to DMTF PR.
- 168 2) DMTF PR will select an appropriate DMTF 'Spokesperson' to whom the quote will be attributed and  
169 confirm two appropriate DMTF 'Approvers' with the requesting member company to ensure  
170 confidentiality. The approving officer(s) selected cannot be from the requesting company, nor can  
171 both DMTF "Approvers" be from the same company. All DMTF executive officers are considered  
172 qualified approvers:
- 173 • DMTF President
  - 174 • DMTF Chair
  - 175 • DMTF Vice-Chair
  - 176 • DMTF VP of Marketing
  - 177 • DMTF VP of Finance
  - 178 • DMTF VP of Technology
  - 179 • DMTF VP of Membership
  - 180 • DMTF VP of Alliances

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

- 182 3) DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review and  
183 approval. Full release will be provided for context.
- 184 4) DMTF PR incorporates any feedback from the Approvers.
- 185 5) DMTF PR returns approved quote to member company.



- 186 6) 24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.  
187 7) Once release has been publicly distributed, DMTF PR sends to Executive Committee and Board as  
188 an FYI and post the news to the DMTF website.

189 \*If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the  
190 list of DMTF executive officers.

### 191 **3.3 Approval process for alliance partner press releases**

192 All alliance partner press release requests, including requests for joint press releases (on behalf of DMTF and  
193 an alliance partner) or for supporting quotes, require Board approval. If an alliance partner requests a DMTF  
194 quote for their press release, the process is as follows:

- 195 1) Alliance partner submits suggested quote and draft press release to DMTF PR, who edits  
196 messaging as appropriate and assigns a Spokesperson.  
197 2) DMTF PR reviews press release and sends to VP of Marketing for review.  
198 3) VP of Marketing reviews press release.  
199 4) DMTF PR incorporates any feedback from VP of Marketing and sends quote to Spokesperson for  
200 review.  
201 5) DMTF PR incorporates any feedback from Spokesperson.  
202 6) Executive Committee reviews press release.  
203 7) DMTF PR incorporates any feedback from Executive Committee.  
204 8) Executive Committee reviews and approves revised press release.  
205 9) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if  
206 applicable  
207 10) Once materials are completed and distributed, DMTF PR will send final press release to Executive  
208 Committee and Board as an FYI, and post the news to the DMTF website.

209 \*If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the  
210 list of DMTF executive officers.

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## ANNEX A (informative)

### Examples of acceptable DMTF supporting quotes

215

216 *Jeff Hilland, President of the Distributed Management Task Force (DMTF), the organization behind the*  
217 *Redfish standard, commented that, "The Redfish standard continues to gain adoption and interest, and is*  
218 *equally suited for managing large, scale-out environments and single stand-alone platform management.*  
219 *Demonstrations from DMTF member companies are a testament to the public availability and true*  
220 *interoperability of the standard, and we applaud AMI for showcasing its demonstration at this year's Intel*  
221 *Developer Forum."*

- 222 • From American Megatrends, Inc., "American Megatrends to Demo MegaRAC Composer Pod  
223 Management Software at Intel Developer Forum 2016 in San Francisco"

224 *"We are happy to have Insyde Software support the Redfish standard," said Jeff Hilland, president of*  
225 *the DMTF. "As demonstrations from DMTF member companies are a testament to the public availability*  
226 *and true interoperability of the standard, we applaud Insyde Software for showcasing its demonstration*  
227 *at this year's Intel Developer Forum."*

- 228 • From Insyde Software Announcement, "Insyde Software Demonstrates Its DMTF Redfish Product  
229 Advancements"

230 *"DMTF is pleased to be collaborating with the ODCA to accelerate industry adoption of interoperable*  
231 *cloud standards," said Winston Bumpus, DMTF President. "We believe this collaboration will help define*  
232 *customer requirements in the cloud space and ensure that our key standards, such as OVF, are widely*  
233 *accepted throughout the IT industry. By combining DMTF's knowledge in systems management*  
234 *standards with ODCA's expertise in customer-driven usage models, we have a unique opportunity to*  
235 *ensure that the standards we develop, like our work-in-progress cloud infrastructure management*  
236 *interface (CIMI) specifications, will meet customer needs."*

- 237 • From ODCA Announcement, "Open Data Center Alliance and Distributed Management Task Force  
238 to Collaborate on Interoperable Cloud Management."

239 *"We're thrilled to welcome Flexera Software to DMTF," said Winston Bumpus, DMTF president.*  
240 *"Having an industry leader with Flexera Software's depth and breadth of understanding around software*  
241 *licensing and usage management – across producers and consumers – will help us establish practical*  
242 *standards that take into account the needs of both groups. These standards will have an impact on*  
243 *cloud computing for years to come."*

- 244 • From Flexera Software Announcement, "Flexera Software Joins Distributed Management Task  
245 Force to Help Develop Cloud Licensing Standards."

246 *“DMTF is committed to enabling interoperable management of IT systems worldwide by bringing the IT*  
247 *industry together to collaborate on the development, validation and promotion of systems management*  
248 *standards,” said Mike Baskey, DMTF Chairman. “As the use of cloud environments accelerates, the*  
249 *industry needs to consolidate on a set of accepted standards. Contributions like the Oracle Cloud*  
250 *Elemental Model subset of the API will help speed development and adoption of cloud-related*  
251 *standards.”*

- 252 • From Oracle Announcement, “Oracle Announces Oracle Cloud Resource Model Application  
253 Programming Interface”

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

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

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

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

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## **ANNEX B (informative)**

### **Change log**

<b>Version</b>	<b>Date</b>	<b>Description</b>
1.0.0	2010-04-15	
2.0.0	2012-01-12	Updated Press Release Process
3.0.0	2016-08-09	Updated Press Release Process and Marketing Committee to Marketing Task Force
3.1.0	2016-11-21	Updated roles and responsibilities. Cleaned up introduction for consistency.

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## Bibliography

275 DMTF DSP4014, *DMTF Process for Working Bodies 2.6*,  
276 [http://www.dmtf.org/sites/default/files/DSP4014\\_2.6.pdf](http://www.dmtf.org/sites/default/files/DSP4014_2.6.pdf)

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