

Marketing Task Force

Dated 2022-05-26

The information provided below is subject to change and reflects the current knowledge of the Marketing Task Force.

Management Problem(s) and Environment

The DMTF is an organization of member companies and alliance partners that develops and publishes systems management standards. The standards benefit both implementers and end-users by supporting an interoperable management environment. The benefits of DMTF standards are not realized however unless there is awareness and support of the standards and an understanding of their value in the industry and market.

Task Force Charter

The Marketing Task Force is established within the Executive Committee to be responsible for the overall communication, promotion, and outreach of DMTF and its activities and work products, and the messaging activities required to achieve those goals, to both implementers of DMTF technologies and end-users. Participation is open to member companies from Board and Leadership levels.

This includes promotion of:

- DMTF key activities and milestones
- Specifications, standards, and other Technical Committee milestones
- Interoperability milestones
- Conformance Programs
- DMTF Initiatives
- Alliance Partner activities, work products, and milestones
- DMTF (the organization) and value of membership

Messaging activities and deliverables include:

- Creating messaging and positioning
- Creating marketing collateral
- Website content and development
- Publishing newsletters and newflashes for internal and external communication
- Creation and management of announcements such as those on social media and in press releases
- Maintaining relationships with analysts and press

- Participation in conferences and industry events
- Facilitating the creation and maintenance of educational materials and assets
- Addressing requests for marketing support (speaking invitations, quotes, etc.)
- Reporting to DMTF Board of Directors on industry visibility and website metrics

The Marketing Task Force is responsible for defining procedures related to DMTF Marketing activities and also provides general oversight for marketing and promotional activities for DMTF.

Alliance Partnerships

The Marketing Task Force collaborates with organization and academic alliance partners to promote joint activities and deliverables. This includes managing participation in alliance partner events, such as SNIA's Storage Developers Conference.

In addition, the Marketing Task Force supports DMTF-managed alliance events such as APTS as needed.

Reliance/Coordination with Other Committees/WGs

The Marketing Task Force works directly with the Executive Committee to report on marketing activities both in progress, and its future plans. The Marketing Task Force also coordinates with the Executive Committee to ensure that the deliverables are aligned with the direction and goals of DMTF.

The Marketing Committee also coordinates milestones and deliverables with DMTF stakeholder organizations as appropriate, including

- Technical Committee and sub-organizations (both Working Groups and Forums)
- Alliance Task Force

DMTF Contacts

Chair: marketing-chair@dmf.org

To join the DMTF and/or the Marketing Task Force, see <http://www.dmf.org/join/> and <https://members.dmf.org/wg/marketing/workgroup>