Management Matters this month:

Volume 13, No. 6

Message from the Chairman: Welcome New Board Members

By Mike Baskey, DMTF Chairman

DMTF recently added three new members to its board of directors to bring additional energy and leadership into the organization. As we continue to advance IT management to the next level, even more leading companies are taking an active role in our efforts to further expand our contributions within the industry. I view the board expansion as a strong indication that we're increasing the relevance in the work we're doing. I'm looking forward to working with these new board members to increase the influence we have on industry developments.

I'm pleased to see CA on the board now – as a company focused primarily on management and with their involvement in CMDB

Upcoming Events

June 23–27, 2008
Burton Group Catalyst Conference
San Diego, California

July 21–23, 2008
Enterprise Architecture Practitioners Conference
Chicago, Illinois
*Alliance Partner Event

August 4–7, 2008
Next Generation Data Center
San Francisco, California

September 22–25, 2008
Storage Developer Conference
Santa Clara, California

October 21–22, 2008
DMTF's Systems & Virtualization

federation, I see them helping to define more end-to-end solutions and more integration across the various towers of management domains we deal with.

As a leader in both the database and application server space, Oracle's return to the board will help enhance our ability to address more of the software aspects around server and virtual server management.

VMware has significantly shaped the virtualization industry through its contributions in the virtualization and now virtual appliance/image realm. VMware is helping advance the industry in the increasingly important area of energy management for data centers.

I also wanted to highlight the forthcoming DMTF member survey. The marketing committee and the board are working to make this year's survey more definitive. We plan to include questions that solicit crucial feedback about the challenges that the membership sees in the DMTF moving forward. Some of the areas we're looking to improve include: working more effectively with alliance partners, broadening the scope of the work we do, and running the organization more efficiently. We want to tap the wealth of technical knowledge and industry insights of our membership. I urge you to work through your committees and your companies to bring forward ideas that will help us focus on the important problems and develop the type of innovative collaboration that will make the organization more effective and efficient.

It will be a very exciting year, and I'm looking forward to working with the entire organization to make these possibilities a reality. As always, please do not hesitate to contact me with any questions or comments at chair@dmtf.org.

Mike Baskey
DMTF Chairman

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FEATURES

VP Feature: Your Feedback Directs the Marketing Committee

By Valerie Kane, VP of Marketing

Since the 2007 member survey results were released, various DMTF committees have reviewed the data to determine priorities and actions for this fiscal year. In the Marketing Committee, one of the key conclusions we drew from the results was the need to improve the messaging and promotion of DMTF and its various activities. We have several ongoing projects this year that will help us better articulate and evangelize the value of the DMTF and its technologies.

In April, the Marketing Committee hosted a messaging workshop led by our marketing communications firm Nereus and Bill Warner, Nereus Chief Strategist. The Executive Committee spent half a day at the workshop defining the various audience types DMTF wants to reach, and the key messages for each audience. We also discussed critical topics that affect our messaging and positioning of the organization, including our scope, priorities and mission. Bill and the Nereus team are now refining the resulting messaging documents from the workshop and subsequent discussions in the Marketing Committee. The final result will be a set of messages and value propositions that we may use for developing new Web site content, collateral, presentations, press releases, and other outbound communication materials. These messaging tools will be valuable for us as we increase our promotional activities.

Another related project within the Marketing Committee is to identify how we can better leverage our management initiatives to promote key DMTF technologies, and to define a process for creating and managing an initiative. We are documenting this process as we go through the steps to create a possible new initiative focused on virtualization management. Using the process defined in DSP4002, we have formed the Virtualization Management Initiative subcommittee under the Marketing Committee. The subcommittee's purpose is to determine if we should create an initiative for Virtualization Management and the potential deliverables and roadmap for that initiative. Using the work of this subcommittee as an example, we will also define next steps and deliverables for the existing initiatives around DASH, SMASH and CDM. The ultimate goal is to boost our current initiative activities to better promote key technologies educate the industry and customers on the value of these technologies, and to help ensure their success as DMTF member companies implement products based on these technologies.

During the past year, we have been successful in increasing the knowledge and awareness of DMTF and its specifications in the market. Last year's success at Gartner Data Center Conference and the coverage generated from Gartner analysts in their sessions was an excellent proof-point of the progress we have made. More recently, we hosted a booth at Microsoft Management Summit in May to highlight WS-Management and other key DMTF specifications including DASH and SMASH. Show attendees all agreed that we had a significant increase in traffic to our booth and interest in learning more about DMTF. We have also picked up additional new members through our activities and promotion at these events. I expect the momentum stemming from our marketing activities will continue to build throughout the year.

Our next event will be Burton Group Catalyst Conference where DMTF will host a hospitality suite showcasing virtualization management, as well as server and client management. This show will further help DMTF build mindshare with

industry analysts as well as with IT decision makers.

In fact, if your company would like to participate in our hospitality suite by showcasing products, or if you want to know more about the event, feel free to contact me at vp-marketing@dmtf.org. And of course, if you also have any questions or input for the Marketing Committee, please feel free to contact me.

Alliance Partner Feature: Open Grid Forum

This month, we spotlight DMTF Alliance Partner the Open Grid Forum (OGF), a community of thousands of users, developers and vendors representing more than 400 organizations. The group leads the global standardization effort for grid computing and works with its partners to accelerate the adoption of grid computing. OGF believes grids will lead to new discoveries, new opportunities and better business practices.

The Open Grid Forum was formed from the merger of Enterprise Grid Alliance (EGA) and Global Grid Forum (GGF), both of which were previous alliance partners of DMTF. EGA was a consortium focused on developing and promoting enterprise grid solutions. GGF had a rich history and established international presence within the academic and research communities, along with a growing participation from the industry. Now as OGF, the organization has the opportunity to deliver faster results, communicate more clearly, and collaborate more effectively with other grid organizations and standards bodies.

The OGF/DMTF alliance provides a formal channel for both organizations to collaborate, communicate and coordinate management modeling and services in support of grid technologies. This cross-leveraging relationship allows each organization to utilize their strengths: DMTF is responsible for distributed management infrastructure and information and data modeling of resources, and OGF is the peer organization responsible for grid standards.

This month, OGF will host the 23rd Open Grid Forum in Barcelona, Spain, from June 2 – 6. This event will bring the global grid community together and show how grids have become a key enabling technology in a broad spectrum of IT environments.

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Preliminary Specs Now Available

Power Supply Profile

A preliminary release 1.0.0a of the Power Supply ([DSP1015](#)) has been issued. Prepared by the Server Management Working Group ([SMWG](#)), DSP1015 extends the management capabilities of referencing profiles by adding the capability to represent power supplies for manageability and describe power supplies in a redundant configuration. The power supply as a logical device is modeled as referencing the power supply physical package for physical asset information and profile versioning for the schema implementation version information.

CIM Infrastructure Specification

Version 2.5 of the Common Information Model ([CIM](#)) Infrastructure ([DSP0004](#)) was also released as a preliminary release this month by DMTF. DSP0004, prepared by the DMTF Architecture Working Group, can be used in many ways. Ideally, information for performing tasks is organized so that disparate groups of people can use it. This can be accomplished through an information model that represents the details required by people working within a particular domain. An information model requires a set of legal statement types or syntax to capture the representation and a collection of expressions to manage common aspects of the domain (in this case, complex computer systems).

Memory Resource Virtualization Profile

Another preliminary release announced this month was the Memory Resource Virtualization Profile ([DSP1045](#)). Prepared by the SMWG, DSP1045 applies the resource virtualization pattern (as defined in the abstract [Resource Allocation Profile](#)) and the allocation capabilities pattern (as defined in the abstract [Allocation Capabilities Profile](#)) to enable the management of memory resources that are allocated to a virtual computer system. The Memory Resource Virtualization Profile references additional CIM elements and extends constraints beyond those defined in the abstract profiles.

IPMI PET to Platform Message Registry Mapping Specification

The release of 1.0.0a of the IPMI PET to Platform Message Registry Mapping ([DSP0244](#)) has been announced this month. DSP0244, prepared by the SMWG of the DMTF is a document that defines the mapping from IPMI PET to Platform Message Registry. The target audience for this specification is implementers who are writing CIM-based providers or consumers of management interfaces that represent the components described in this document.

*This notification constitutes a call for Implementation Experience and Essential Patent Rights for the previous specifications.

Four Final Standards Now Available

WS-CIM Mapping Specification

DMTF recently made available version 1.0.0 of the WS-CIM Mapping Specification ([DSP0230](#)) as a Final standard. Prepared by the DMTF WBEM Infrastructure and Protocols Working Group, the goal of the specification is to produce a normative description of a protocol-independent mapping of

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.

CIM models to XML Schema, WSDL fragments, and metadata fragments. Another goal of the specification is to allow the most expedient use of current Web Services (WS) infrastructure as a foundation for implementing a WS-CIM compliant system.

Fan Profile

We also issued version 1.0.0 of the Fan Profile (DSP1013) as a Final standard. Prepared by the Server Management Working Group (SMWG), DSP1013 defines the classes used to describe the fans and the possible redundancy of the fans in a managed system. The document also defines association classes that describe the relationship of the fan to the fan's physical aspects (such as FRU data) to the sensors monitoring the fans, to other cooling devices, to redundancy status, and to DMTF profile version information.

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Four Final Standards Now Available – continued

Power Supply Profile

Also released this month was version 1.0.0 of the Power Supply Profile (DSP1015), which was prepared by the SMWG. DSP1015 extends the management capabilities of referencing profiles by adding the capability to represent power supplies for manageability and describe power supplies in a redundant figuration. The power supply as a logical device is modeled as referencing the power supply physical package for physical asset information and profile versioning for the schema implementation version information.

Record Log Profile

DMTF's Record Log Profile (DSP1010 version 1.0.0) was also issued this month. Also prepared by the SMWG, DSP1010 is an autonomous profile that provides the management capabilities to represent logs of a managed system. The log is modeled as referencing the managed elements that populate the log, and the profile registration for the schema implementation version information.

Power State Management Profile

The Power State Management Profile version 1.0.0 (DSP1027) was also released this month. Prepared by the SMWG, DSP1027 describes the classes, associations, properties, and methods used to manage the power of a computer system.

Virtualization Management Initiative Subcommittee

The Marketing Committee is pleased to announce the initiation of the Virtualization Management Initiative Subcommittee, proposed by IBM, Novell, Sun, and VMware, and approved by the DMTF Board of Directors. Winston Bumpus of VMware and Venu Mannem of Sun will act as interim co-chairs responsible for executing the first set of deliverables required for work group formation. For more information or to join the Virtualization Management Initiative Subcommittee please visit http://www.dmtf.org/apps/org/workgroup/vman/.

Vendors have embraced the need to provide flexibility in the utilization of a single computer's resources by virtualizing these resources for use across multiple virtual machine images on a single computer, or by partitioning the set of resources into subsets, each of which is assigned to an individual 'logical' machine. The Virtualization Management Initiative will be focused on addressing the messaging to management of such aggregations of systems and to manage them with the requisite security, reliability, availability, and extensibility. In addition, market positioning of the simplification of the total overall system management of such multiple machine images must be provided.

The DMTF Virtualization Management Initiative Subcommittee will be in charge of developing messaging and marketing collateral promoting the DMTF suite of specifications that deliver architectural semantics, industry standard protocols and profiles to unify the management of the virtualized data center.

Member Feedback Welcomed

We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to press@dmtf.org.

EVENTS

Recap on MMS 2008

DMTF recently sponsored the 2008 Microsoft Management Summit (MMS), held April 28–May 2 Hotel in Las Vegas, Nevada. We held a booth at the event to highlight two key DMTF technologies: Desktop and mobile Architecture for System Hardware (DASH) and Systems Management Architecture for Server Hardware (SMASH) initiatives. DMTF built momentum in its core area of management standards and initiatives by announcing that the WS-Management standard went Final, and by showcasing DASH implementations at the booth with two member company demos: AMD and HP/Broadcom.

We'd like to thank our booth staff for running the booth: Bob Blair and Valerie Kane from AMD, Simon Assouad from Broadcom, and Josh Cohen from Microsoft. We couldn't have had a successful event without your help.

DMTF Hosts Hospitality Suite at Catalyst 2008

DMTF will host a hospitality suite at the Burton Group Catalyst 2008 Conference, held June 23–27 at the Manchester Grand Hyatt in San Diego, Calif. DMTF plans to feature Open Virtualization Format (OVF) and other standards-based virtual machine managements from multiple vendors – everything from creating, to distributing, deploying and managing various virtual machine. Be sure to stop by the DMTF hospitality suite in **Gregory A/B room on Thursday, June 26, from 6:00 – 9:30 p.m.**

Catalyst is for enterprise technologists and executives working to drive change within their organizations. The conference brings IT leaders together to learn about and discuss today's most significant technology topics and complex issues faced by enterprise organizations. An educational and often controversial forum, Catalyst Conference is an absolute must-attend event for enterprise IT leaders.

This five-day, industry-shaping conference explores cutting-edge ideas, current challenges as well as emerging technologies shaping today's and tomorrow's enterprise. The Catalyst Conference is renowned for its attendee-driven agenda, high-profile speakers, in-depth content and fiercely independent point of view.

Click here for conference agenda and registration information. Click here to listen to Winston Bumpus, DMTF president, discuss OVF and our participation at the Catalyst Conference.

Send us your comments and contributions regarding *Management Matters*

Register for NGDC 2008

Registration is now open for the <u>Next Generation Data Center Conference & Expo</u> in San Francisco, August 4 – 7! Sign up today and discover real-world, ready-to-deploy solutions to transform every element of your infrastructure—and leverage the latest innovations for advanced storage, networking, consolidation, virtualization, and green power to build a robust platform for long-term business growth and efficiency.

At NGDC this year, you'll get the opportunity to:

- Get practical, real-world guidance and inspiration from more than 75 technical sessions and visionary keynotes by the industry's top practitioners

- Brainstorm, network and share experiences at exciting special events with peers from throughout the IT community

- Discover products, services and complete solutions for every part of your data infrastructure from more than 200 key exhibitors

Also be sure to check out DMTF President Winston Bumpus' presentation entitled **"Simplifying Virtualization Management: From Deployment to Operational Management."** Winston's session will focus on how DMTF management standards for server and client management have been crucial in reducing complexity and cost via management interoperability. Winston will also discuss how DMTF has focused on developing standards for managing the lifecycle of a virtualized environment.

<u>Click here</u> to take advantage of Early Bird Savings and your DMTF membership discount.

DMTF Sponsors the Storage Developer Conference

DMTF is proud to once again sponsor the <u>Storage Developer Conference</u> on September 22–25 in Santa Clara, Calif. Now in its fourth year and again expected to draw more than 250 developers and engineers participating in more than 50 sessions in multiple tracks, the Storage Developer Conference is the only event created by the storage industry for the storage industry.

SDC provides the information and know-how to further advance solutions with features that shorten time to market for a developed solution, increase acceptability and interoperability in production environments and help participants understand where storage technologies are heading. In addition, plans are being finalized for the CIFS and iSCSI plugfests.

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MDC Call for Presentations Deadline

The fourth annual Management Developers Conference (MDC), held November 17–20 in Santa Clara, Calif. has issued a call for presentations. MDC encourages participation by individuals and organizations with standards, research or practical experience for standards-based management, including government and commercial users, universities, research laboratories and early adopters.

As an MDC presenter, you'll benefit from the prestige and visibility associated with participating in this year's highly anticipated conference program. Individuals interested in presenting need to submit an abstract by Tuesday, July 1, 2008, for consideration.

Specific areas of interest for MDC 2008 include standards, research and practical experience for standards-based management for the following:

* Management Initiatives (CDM, DASH, SMASH, SMI and Virtualization)
* Developer tools and infrastructure
* Developer API
* Client Application Development
* Provider Development
* Emerging Technologies
* Real-world solutions & experiences

For details on how to submit an abstract, please click here.

REGULARS

2008 Member Survey Results: Key DMTF Areas

In this series, DMTF continues to report findings from its annual member survey conducted in January 2008. About 106 members responded at length to our survey. We asked members to select key areas that the DMTF is working on that interest members the most.

Key DMTF Areas	
CIM Clients interoperability across CIM Servers	41.5%
Desktop and Mobile Management	29.2%
Host Virtualization	**55.7%**
Platform Management Components Intercommunications	21.7%
Profiles	35.8%
Security	25.5%
Server Management	50.0%
Storage Management	29.2%
System Management	51.9%
Telco/Network Management	11.3%
Web Services Management	43.4%
Other	7.5%