Management Matters this month:

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FEATUERES

**Message from the Chairman: A New Focus on Member Education**

*By Mike Baskey*

With the Management Developers Conference (MDC) and the end of 2008 fast-approaching, I'd like to bring the yearly member survey to your attention. The survey will be released at the beginning of MDC, later this month. This year, our emphasis is on making the questions more targeted and relevant – so your feedback tailors DMTF activities even more than it has before. Each committee has taken responsibility for the content and ensuing activities from this survey, which will be carefully reviewed by the board of directors. There are many items to weigh in on and I strongly urge you to participate in the survey.

As you take the survey, consider a few key projects we’ve tackled this year:

**Upcoming Events**

- **November 9 – 14, 2008**
  - Large Installation Systems Administration Conference (LISA)
  - Town & Country Resort and Convention Center, San Diego

- **November 17–20, 2008**
  - Management Developers Conference
  - Santa Clara Marriott, California

- **December 2 – 5, 2008**
  - Gartner Data Center
  - MGM Grand, Las Vegas

Watch this space for other DMTF events

For More Information

DMTF Membership
503.220.1655 (main line), 503.296.2432 (fax) or visit the
We clarified the DMTF mission and goals and how to better communicate these messages to customers and members. Your opinion on the visibility and relevance of this new mission would be valuable.

We created the delegation model for alliance partners to allow our technology and value proposition to be extended into various domains by subject matter experts. This makes us more scalable and relevant in the industry. How did we do?

We’ve made progress toward true interoperability in the forums (e.g. SMASH/DASH) along with ANSI/ISO certification. Knowing if these types of activities deliver real value for your companies and the industry is valuable feedback.

I also wanted to call special attention to the upcoming DMTF focus on education, both for members and those who interface with DMTF, such as customers, analysts and alliance partners. In addition to encouraging your feedback on these areas, we’d love to have volunteers help provide educational content on the following topics:

- CDM
- CIM
- CMDB/ITIL
- DASH
- Profiles
- SMASH
- VMAN
- WBEM
- Etc.

As a part of this effort, we’ll be working on multimedia educational materials to help make these topics more relevant and useful. Similarly, many of you may have materials used internally to educate your teams that would be valuable to share within DMTF. Feel free to share it with us!

Educational events, such as LISA and MDC – both occurring this month, are also perfect opportunities to gain in-depth knowledge on many of the DMTF technologies from industry experts.

It’s been a very busy year and it’s not over yet! We’ve made a lot of changes so far – with the re-organization of the Technical Committee, launching new initiatives, adding new board members, creating new profiles and model update. I look forward to working with you to continue this momentum.

As always, please contact me with any questions or comments.
Welcome New Members

Saab Systems, Saab AB (publ)

Sai InfoSystem (India) Pvt. Ltd.

Membership Program Feature: We need your word

By Wayne Adams, VP of Membership

New technologies and new milestones for existing DMTF standards and initiatives create windows of opportunity to expand your DMTF membership. Volunteers and membership dues are the lifeblood of the group!

In 2008 alone, the DMTF has generated interest from more than 1200 leads collected at FIVE different industry events. The leads include end-users as well as representatives from vendor companies. Even though you may have not witnessed an influx of new volunteers joining your work group or committee, the industry is watching and anticipating our standards for their availability in commercial offerings. The industry is watching technologies like CIM, WS-Management, SMASH, DASH, VMAN and OVF.

Each technical milestone we reach is a new entry point for a vendor to make a decision:

1. To join or not to join?
2. Does this standard meet my needs?
3. Is there critical mass of vendor adoption – will I be left behind if I don’t adopt now?
4. How can I test for interoperability?
5. Have IT managers begun to reference the technology in RFPs?

Beyond what the DMTF can communicate to the industry via the web, the media and direct presence at events, your word of mouth is equally important! Your word carries strong credibility with the trust, judgment and relationships you have built. Your word can help DMTF:

Frecruit new volunteers inside your own company because you know the product portfolios and the underlying technologies;

- engage your suppliers in delivering the technology embedded in subsystems;
- educate IT personnel by explaining why the standard and your products will reduce IT management costs;
- assure IT managers the standard provides investment protection to mix and match solution pieces without a forklift upgrade; and
- gain the support of your management that industry collaboration is a quick and cost–effective way to advance technology through shared engineering resources across the membership.

Participating in the membership survey later this month will enable the DMTF to continually improve its value to its members. Please participate!

We hope to see you at MDC. Thanks for your company's continuing support shown through your volunteerism and membership

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New Preliminary and Final Specifications – including NINE new final profiles

Preliminary Standards:
- BIOS Attribute Registry Schema (DSP8022 1.0.0): A BIOS Attribute registry is a normative expression of CIM BIOS Attribute instance definitions and mappings between vendor-unique implementations of BIOS Attribute instances and a set of DMTF-specified BIOS Attribute instance definitions and behaviors. Implementations of this registry and its derivatives shall implement the BIOS Profile DSP1061, version 1.0.0.

Final Standards:
- DHCP Client Profile (DSP1037 1.0.1): DSP1037 extends the management capability of referencing profiles by adding the capability to represent a DHCP client that is associated with an IP interface.
- DNS Client Profile (DSP1038 1.0.1): DSP1038 extends the management capability of referencing profiles by adding the capability to represent the DNS client configuration of a computer system and its IP interfaces. DSP1038 was prepared by the Server Management Working Group of the DMTF.
- Fan Profile (DSP1013 1.0.1): DSP1013 extends the management capabilities of referencing profiles by adding the capability to represent fans for manageability and describe fans in a redundant configuration. The fan as a logical device is modeled as referencing the fan physical package for physical asset information, a sensor for sensor reading information, and the profile registration for the schema implementation version information.
- IP Interface Profile (DSP1036 1.0.1): DSP1036 extends the management capability of referencing profiles by adding the capability to represent an IP interface of a managed system. This profile includes a specification of the IP interface, its associated IP configuration, optional support for managing pending configurations, optional support for the relationship with a DNS client and optional support for the relationship with a DHCP client.
- Power State Management Profile (DSP1027 1.0.1): DSP1027 describes the classes, associations, properties and methods used to manage the power of a computer system.
- Power Supply Profile (DSP1015 1.0.1): 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.
- Sensors Profile (DSP1009 1.0.1): DSP1009 extends the management capabilities of referencing profiles by adding the capability to represent sensors. The sensor’s relationship with devices and the profile’s registration for the schema implementation version information are also described.

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.
• Record Log Profile (DSP1010_1.0.1): 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.

• Text Console Redirection Profile (DSP1024_1.0.1): DSP 1024 extends the management capabilities of referencing profiles and provides the capability to manage text console redirections provided by the system.

**The Green Grid Hosts Energy Efficiency session at MDC**

This month, we spotlight DMTF Alliance Partner The Green Grid (TGG), a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems. Comprised of members who share and improve practices around data center efficiency, TGG’s scope includes collaboration with both end users and government organizations worldwide to ensure organizational goals are aligned with developers and users of data center technology.

The Green Grid is a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems. In furtherance of its mission, The Green Grid is focused on the following: defining meaningful, user-centric models and metrics; developing standards, measurement methods, processes and new technologies to improve data center performance against the defined metrics; and promoting the adoption of energy efficient standards, processes, measurements and technologies.

*Continued on next page...*
The Green Grid Hosts Energy Efficiency session at MDC – Cont’d

Recently joining the DMTF alliance partner program, TGG evaluates technologies for use in data center power management. The TGG/DMTF collaboration advances interoperability of energy-efficient technology solutions. TGG is evaluating leveraging and extending DMTF specifications and technologies to apply them to the energy efficient data center.

The Green Grid is scheduled to offer a session, “Energy Efficiency in the Data Center” at the Fourth Annual Management Developers Conference (MDC) in Santa Clara, Calif., on November 18 at 1:30 p.m.

A Look Back at ManageFusion ’08

Last month, DMTF attended its first Symantec-hosted ManageFusion event in Orlando, Fla. This event was an opportunity to collaborate with peers and gain in-depth training on the latest news and best practices in managing and supporting distributed IT infrastructures.

ManageFusion was a great opportunity to connect with attendees and share the latest DMTF news. Attendees were motivated to seek out the DMTF booth and learn about the latest developments in DMTF standards for client management (the DASH Initiative).

Valerie Kane, VP of Marketing for DMTF, also held a breakout session, “Simplifying System Management with DMTF Standards.” This session examined DMTF’s primary web services-based management standards, including DASH, SMASH and VMAN.

ManageFusion was a successful event for DMTF, enabling relationship building with one of our core audiences. This event also helped maintain the positive momentum generated earlier this year, which the group is excited to continue with an active Fall event schedule.

Learn from the Experts at MDC 2008

This month, the fourth annual Management Developers Conference (MDC) will be taking place from Nov. 17 – 20, in Santa Clara, Calif. at the Santa Clara Marriott. MDC regularly attracts more than 200 developers and technical professionals from all over the world to learn about the latest developments in standards-based management technologies based on CIM and WBEM. This is the industry’s only developer conference dedicated to standards-based system and network management technologies and is the premier educational event for DMTF members.

This year, the CDM Forum and SM Forum will be participating in a new showcase area to highlight product implementations. They will be joined by DMTF member companies to showcase the development and testing tools for the CDM, DASH and SMASH Initiatives. This is a great opportunity to meet the experts and learn more about the tools and services available to help implement DMTF technologies.

MDC receives great support as more than 20 DMTF member companies will participate in various sessions. A number of these will be dedicated sessions to the topics of CIM, CDM, DASH, SMASH, WS–Management and VMAN. The event agenda is available so attendees can begin planning their schedules.

Continued on the next page...
Learn from the Experts at MDC 2008 – Cont’d

For members that are new to DMTF, or those just wanting a refresher on the latest developments taking place inside our organization, University Day is the perfect opportunity. Both Introductory and Advanced courses are available to suit any level of expertise.

- The Introductory offering is geared toward anyone who desires to understand the basic concepts of CIM and WBEM, Management Profiles and Management Initiatives.
- The Advanced offering is for those who have a working knowledge of CIM and WBEM, with a more detailed session around Management Profiles and Management Initiatives.

There is still time for DMTF members to sign up for this event. Be sure to use the DMTF coupon code of MDCDMTF to receive an additional 15% discount.

Events

LISA ’08: The 22nd Large Installation System Administration Conference

For the past 20 years LISA has been the focal point for the global community of system and network administrators. This year LISA continues that tradition, featuring innovative tools and techniques essential for your professional and technical development.

Take advantage of the popular six days of training and return with the skills you need to take your career to new heights. Select from more than 50 tutorials taught by highly expert instructors, including:

- Mark Burgess on Integrating Cfengine into Organizational Service Management
- Tom Christiansen on Advanced Perl
- David N. Blank-Edelman on Over the Edge System Administration

Plus, new in 2008, LISA is offering tracks on virtualization and on Solaris. These two 6-day series include classes such as:

- Peter Baer Galvin on Solaris 10 Administration
- Jim Mauro on Solaris Dynamic Tracing (DTrace)
- Richard McDougall on VMware ESX Performance and Tuning

In addition to the training, three days of technical sessions include top-notch refereed papers, informative invited talks, expert Guru Is In sessions and a poster session.

Our 20+ invited talks feature our most impressive slate of speakers to date. They include:

- Keynote Address: “Implementing Intellipedia Within a ‘Need to Know’ Culture,” by Sean Dennehy, Chief of Intellipedia Development, Directorate of Intelligence, U.S. Central Intelligence Agency
- Plenary Session: “Reconceptualizing Security,” by Bruce Schneier, Chief
Security Technology Officer, BT

- Plenary Session: “The State of Electronic Voting, 2008,” by David Wagner, University of California, Berkeley

LISA is the premier forum for presenting new research in system administration, with selected papers showcasing state-of-the-art work on topics including configuration management, parallel systems deployment, virtualization and security.

Bring your perplexing technical questions to experts at LISA’s Guru Is In sessions. Explore the latest commercial innovations at the Vendor Exhibition. Benefit from opportunities for peer interaction (a.k.a. the “Hallway Track”). Take advantage of the live streaming opportunities.

Register now for LISA ’08 taking place November 9 – 14 in San Diego, Calif. and take advantage of this opportunity.

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The 27th Annual Gartner Data Center Conference

DMTF is once again proud to sponsor the Gartner Data Center Conference from December 2 – 5, 2008. Now in its 27th year, this conference provides real-world perspectives and strategies for IT Executives to help them transform their data centers. This conference will cover servers, IT operations, storage, business continuity/disaster recovery and best practices from throughout the data center field.

As the pressure mounts on IT to improve the utilization levels of assets and reign in the labor component in budgets, the result is many new products being brought to market. Gartner will analyze the risk and rewards in next-generation virtualization technologies – and share how to avoid creating new problems down the road – with the deepest coverage of virtualization we’ve ever had. We will also investigate emerging storage technologies designed to help data center executives manage, secure, backup and archive the burgeoning growth in data.

Learn what the future holds for those running Unix, Linux, Windows and z/OS server environments as we explore new management and operations technologies, processes and organizational structures designed to optimize the environment while maintaining critical business service levels.

REGULARS

2008 Survey Results: What is the most important provider interoperability feature for companies?

In this series, DMTF continues to report findings from its annual member survey conducted in January 2008. One hundred and six members responded at length to our survey.

We asked members to determine the most important provider interoperability feature for their companies.

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Call for Contributors: DMTF invites you to contribute to your newsletter. DMTF welcomes letters to the editor, topic suggestions and other contributions. If you would like to participate, e-mail us.

Member Feedback Welcomed: We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to the DMTF Press.