Management Matters

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Volume 13, No. 9

FEATURES

Message from the Chairman: The DMTF Initiatives Program

This month, we'd like to highlight the DMTF management initiatives program. As our organization evolves, we have focused on achieving interoperability between member companies and the industry, while maintaining relevance for our audiences (IT personnel, implementers, member companies and alliance partners). One of the keys to success is the structure of our [management initiative program](#). By packaging elements of marketing support and interoperability tools, to help integration and flexibility key to controlling costs, DMTF management initiatives deliver functionality to specific vertical applications and industries.

The management initiatives program, which began in 2007,

Upcoming Events

September 15 – 18, 2008
[VMworld 2008](#)
Las Vegas, Nevada

September 22–25, 2008
[Storage Developer Conference](#)
Santa Clara, California

October 21–22, 2008
[DMTF's Systems & Virtualization Management Event](#)
Munich, Germany

November 7–11, 2008
[Management Developers Conference](#)
Santa Clara, California

Watch this space for [other DMTF events](#)

serves as an umbrella tying these various support activities together. DMTF gives the marketing committee the primary focus to govern initiatives, as the generation of collateral and messaging is the initial focus to generate interest and derive requirements. DMTF aligns the initiatives at a level specific to customers who view the technology. The work in the Technical Committee/workgroups (models and profiles) and the Interop Committee (including forums and the test/compliance profiles) is equally critical in the success of these initiatives as they mature and help customers realize the benefits of interoperability across vendors.

Four current initiatives fall under the initiative program umbrella, CDM, DASH and SMASH, as well as SMI-S, which was developed by our Alliance Partner, SNIA. Each initiative offers DMTF and its customers' something different:

- CDM is an extension of CIM, and has been widely used within the industry to evaluate the health of computer systems in multi-vendor environments.

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- DASH is a suite of specifications that takes full advantage of the DMTF's Web Services for Management (WS-Management) specification and provides standards for secure out-of-band and remote management of desktop and mobile systems.

- SMASH a suite of specifications that delivers architectural semantics, industry standard protocols and profiles to unify the management of the data center.

- SMI-S standardizes interoperable storage management technologies, based on the foundation provided by DMTF's CIM and WBEM.

All management initiatives are built on DMTF technologies and add marketing and interoperability activities. For example the SM Forum provides the interoperability activities for SMASH and DASH.

Initiatives allow companies to work together to develop value propositions that resonate with their customer sets, while creating demand for the standards developed in the DMTF workgroups.

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

Mike Baskey
DMTF Chairman

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Alliance Program Feature: How to start an Alliance with DMTF

By Mark Carlson, VP of Alliances

In my role as the VP of Alliances, I often get asked how to start an alliance with a given organization. Forming alliances is important as other Standards Development Organizations (SDOs) may be doing similar work or be interested in leveraging and sharing each other's technological developments. Coordinating work can lead to faster standards development and fewer product conflicts for customers.

To initiate a new Alliance, it is necessary to commit the time and work to be an advocate for the partnership. The advocate kicks off the effort to get a work register in place and shepherds it through DMTF's approval process. The process for putting a work register in place is documented in DSP4003.

DMTF just approved an update to the process document allowing a more flexible relationship with alliance partners, if appropriate. The new process allows delegation and federation of work to alliance partners in helping DMTF to produce standards. DMTF increases efficiency by delegating work that would otherwise all need to be done within the organization and allows the partner to use its own processes. Open organization standardization work allows the overall standard management effort to scale better and the standards to be more widely applicable to different domains.

DMTF Alliance work is done by the Alliance Committee (AC), which meets weekly to review work registers or updates, get status updates on alliance work items and plan the DMTF-sponsored Alliances. The main alliance event is the annual Alliance Partner Technical Symposium (APTS), featuring joint meetings with Alliance Partners. The AC is currently working on plans for next years APTS to be held in San Jose, Calif. in March.

Every year DMTF sponsors an academic conference with refereed papers. This year's conference, SVM'08, will be held in Munich in late October. Also, we are considering sponsoring an issue of a leading academic journal, all in an effort to highlight and reward the research happening in the management industry.

Working with the Object Management Group on a UML profile for CIM

This month, we spotlight DMTF Alliance Partner Object Management Group (OMG), a nonprofit computer industry consortium. The OMG Task Forces develop enterprise integration modeling standards that enable design, execution and maintenance of software technologies. OMG's middleware standards and profiles are based on the Common Object Request Broker Architecture (CORBA®) and support a wide variety of industries.

OMG, formed in 1989, has kept membership and participation in standards processes open to all organizations and attained international reach. Each organization, regardless of size, gets one vote. The Board of Directors reflects many organizations that work with enterprise and Internet computing. Membership includes hundreds of organizations, some being software end-users, and others being both large and small in the computer industry.

The OMG/DMTF collaboration has been strong since 2004. Together, we work to develop and maintain computer industry specifications for interoperable enterprise applications. This alliance joins the efforts of these two organizations in making a UML profile for CIM. OMG contributes its experience in UML tools

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and concepts, while DMTF shares its knowledge in CIM technology. The partnership allows the organizations to share knowledge of different technologies and to participate at organizational conferences and technical meetings.

This month, OMG will host the OMG Technical Meeting in Orlando, Fla., at the Walt Disney World Resort from Sept. 22–26. The meeting will include OMG Technology Tutorials, as well as Business Architecture Information Day, Business Architecture WG and SOA Consortium Meeting.

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Send us your comments and contributions regarding *Management Matters*

Visit with DMTF Industry Experts at Management Developers Conference 2008

The Fourth Annual Management Developers Conference (MDC) will be held at the Santa Clara Marriott in Santa Clara, Calif. November 17 – 20, 2008. The Management Developers Conference is the industry's only developer conference dedicated to standards-based system and network management technologies. Check out the conference agenda to review MDC's four days of technical content.

MDC is the premier educational event for DMTF members. This conference is a perfect opportunity for DMTF members to be trained on developing standards by industry and technical experts. Some of the great opportunities at MDC 2008 include:

- MDC University – An intense one day training session to get up to speed on CIM, WBEM and related technologies. It is taught by engineers for engineers and designed to provide enough information to get started with the design and development of WBEM enabled products.

- Interact with members from the top IT companies.

- Listen to presentations from the top DMTF industry experts.

- See showcases of the various DMTF management technologies including dedicated space for the CDM, DASH and SMASH.

Don't miss your opportunity to accelerate your learning curve and get the inside track on developing and deploying standards-based enterprise management solutions.

Register before September 30 to receive the early bird rate. All DMTF members receive a 15% discount for this event when signing up with the member's only priority code: **MDCDMTF**. Once you've registered, be sure to reserve your hotel early with the limited time discount rate.

EVENTS

See the Latest in Virtualization Technology at VMworld 2008

VMware hosts the leading virtualization event, VMworld 2008 at The Venetian Hotel in Las Vegas, September 15-18. See the latest developments from the SVPC working group, including the latest OVF news.

Now in its fifth year, VMworld is a must-attend event for all IT professionals looking for actionable ideas, innovative products and best practices for virtualizing your enterprise from the desktop to the datacenter.

VMworld 2008 will provide several opportunities to network with your peers at evening activities and networking lounges. This event also offers two types of hands-on labs – instructor-led labs and self-paced labs. Sessions will include developing virtualization solutions for security, test and development, virtual desktop infrastructure, disaster recovery and more.

Register now to be a part of this leading virtualization event.

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.

Events – Continued

Join Hundreds of Developers at the Storage Developer Conference

DMTF is proud to once again to be a sponsor of the Storage Developer Conference (SDC) on September 22–25 in Santa Clara, California. 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 to help shorten time to market for advanced solutions. This increases 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.

For the full conference agenda and registration information, click here .

SVM 2008 in Munich, Germany: Bringing the World's Technology Together

DMTF continues its efforts to bring members of the world's technology industry together. The DMTF is hosting the upcoming second annual Systems and Virtualization Management Academic Conference 2008.

This workshop will be held in Munich, Germany, on Oct. 21–22, 2008. The workshop is dedicated to academic research on standards for new technologies in systems and virtualization management. It will feature refereed papers by presenters from across the globe, including Spain, Japan, China, Canada, Germany and France. Attendees will also be given a guided tour of BMW World and a gala dinner at the Ratskeller restaurant.

Registration for this event is now open. Some attendees may need an official letter of invitation to get a visa to come to Germany. They must request it by sending an email to svm08@lrz.de and providing their personal information.

System management has seen growing interest in virtualization technology and the need to manage the virtualization of server, storage and network resources, so register today to be able to participate in this key event on the latest technology.

See Demonstrations and meet industry experts from the CDM Forum and the SM Forum

CDM Forum Showcase

The Common Diagnostic Model (CDM) Forum has begun recruiting companies to participate at the 2008 CDM Showcase. The CDM Showcase will be held at the Management Developers Conference (MDC) at the Santa Clara Marriott in Santa Clara, Calif. on Nov. 17 – 20, 2008.

The showcase will allow companies to work with key original equipment manufacturers (OEMs) and third party application vendors to integrate modules into their CDM based solutions. Companies will be recognized by the industry for CDM progress and support of CDM adoption. Companies that are already among the leaders of CDM will have an opportunity to help pave the way for broad industry adoption.

The increasing interest for uniting the computer industry on a single interoperable interface to all system diagnostics makes this a perfect opportunity for MDC attendees to learn more about CDM and be a part of future development and implementations.

Send questions to the CDM forum chair.

Send us your comments and contributions regarding *Management Matters*

Member Feedback Welcomed

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

Events – Continued

SM Forum Showcase

The System Management Forum (SMF) Showcase will show products and tools based on the DASH Initiative and the SMASH Initiative at MDC. The SMF invites the MDC participants to visit the showcase and get up-to-date on the progress of these important technologies. The DASH Initiative is a suite of specifications that takes full advantage of the DMTF's Web Services for Management (WS-Management) specification – delivering standards-based Web services management for desktop and mobile client systems. Through the DASH Initiative, the DMTF will provide the next generation of standards for secure out-of-band and remote management of desktop and mobile systems.

The SMASH Initiative – which includes the widely-implemented Server Management Command Line Protocol specification – is a suite of specifications that deliver architectural semantics, industry standard protocols and profiles to unify the management of the data center. Through the development of conformance testing programs, the SMF will extend these capabilities by helping deliver additional compatibility in cross-platform servers.

The SMF has begun recruiting companies to participate at the Showcase. Please send inquiries to the SMF forum Chair.

REGULARS

2008 Member Survey Results: Level of Membership Participation

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

We asked members to select what level of membership their company participates.

Answer Options	Response Percent	Response Count
DMTF Academic Alliance Partner	2.7%	4
DMTF Alliance Partner	4.9%	7
DMTF Board Member	27.9%	41
DMTF Leadership Member	15.6%	23
DMTF Monitoring Member	2.0%	3
DMTF Participating Member	22.4%	33
I Don't Know	23.1%	34
Other (please specify)	1.4%	2