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**Management Matters** is a monthly publication covering the Distributed Management Task Force and its member organizations.

## FEATURES

### Message from the President: Happy Birthday VMAN!

By: *Winston Bumpus, DMTF President*

Last September DMTF launched its Virtualization Management Initiative ([VMAN](#)) at VMworld 2008 in Las Vegas, Nev. Using a play on the "VMAN" acronym for the initiative, we created a superhero mascot - "V-Man" - to promote the technology. The V-Man mascot was featured on DMTF signage and collateral, and hundreds of V-Man superhero figurines were passed out to attendees, contributing to the excitement surrounding the VMAN Initiative launch at the show.

Since then, the VMAN Initiative has made great strides. We released the Open Virtualization Format (OVF) 1.0 standard, a key specification for VMAN, and established the new Virtualization Management Forum ([VME](#)) to drive interoperability

### Upcoming Events

September 14 - 17, 2009  
[Storage Developers Conference](#)  
Santa Clara, California

September 17, 2009  
[Configuration Management Summit](#)  
Online

September 22-23, 2009  
[Systems and Virtualization Management](#)  
Wuhan, China

November 1 - 6, 2009  
[Large Installation System Administration Conference](#)  
Baltimore, Maryland

of these important standards. VMF has already held its first plugfest and is now working to increase interoperability programs for the VMAN specifications.

The VMAN Initiative is gaining added significance as cloud computing takes the industry by storm. This evolutionary computing paradigm is currently screaming for standards. Customers, though excited to adopt cloud computing, are concerned about the choices, costs and interoperability that go along with it. Not to fear. VMAN to the rescue.

VMAN's OVF is considered one of the only standards that provides interoperability between clouds, and between data centers and clouds. Building upon this foundation, DMTF established the [Open Cloud Standards Incubator](#) last spring. This group of members considers potential enhancements to OVF and other DMTF specifications, and investigates how we can use these key specifications to drive interoperability in cloud computing portability and manageability. Many new management product features support OVF and other VMAN specifications along with new tools, and applications are being packaged and deployed using these DMTF standards.

Thanks to the hard work of our members and the growing industry importance of these new standards, VMAN has had a great first year. VMAN will continue to fuel the virtualization revolution and the future of cloud computing in data centers. Happy birthday VMAN, and here's to many more.

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November 16 - 19, 2009

[2009 Management Developers Conference](#)

Santa Clara, California

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

## Welcome New Members

[PAUTA EQUIPAMENTOS E SERVIÇOS LTDA](#)

[Rackspace](#)

[SolarWinds](#)



## DMTF Releases PMCI Suite of Standards

By *Tom Slaight and Hemal Shah*, PMCI Working Group Chairs

Last month DMTF announced the [release of a set of standards](#) from its Platform Management Components Intercommunications (PMCI) Working Group. This new suite of standards creates a comprehensive common architecture for intercommunications among management subsystem components.

These 11 standards comprise the initial releases of the Management Component Transport Protocol (MCTP) and Platform Level Data Model (PLDM) specifications. These PMCI specifications define standards necessary to address "inside the box" communication and functional interfaces between the components of the platform management subsystem.

The use of [PMCI standards](#) enables hardware and software developers, equipment providers and device manufacturers to quickly and economically develop and deploy management subsystems. These newly released standards deliver the capability to readily link devices from different vendors, independent of operating system state and platform management subsystem implementation – providing developers with more flexibility to choose different combinations and spend less time integrating components from multiple suppliers.

We are excited about the release of this suite of specifications. The PMCI standards are critical enablers of DMTF-based management solutions because they improve communication between the components comprising a management system, enabling it to take full advantage of additional DMTF functionality.

## New DMTF Documents Available to Members

### Mapping Specifications:

- Base Server Profile SM CLP Command Mapping Specification – [DSP0800](#)
- CLP Service Profile SM CLP Command Mapping Specification – [DSP0801](#)
- SMASH Collections Profile SM CLP Command Mapping Specification – [DSP0802](#)
- SM CLP Admin Domain Profile SM CLP Command Mapping – [DSP0803](#)
- Modular System Profile SM CLP Command Mapping Specification – [DSP0804](#)
- Sensors Profile SM CLP Command Mapping Specification – [DSP0805](#)
- Device Tray Profile SM CLP Command Mapping Specification – [DSP0806](#)
- Pass-Through Module Profile SM CLP Command Mapping Specification – [DSP0807](#)
- [CPU Profile SM CLP Command Mapping Specification – DSP0808](#)
- System Memory Profile SM CLP Command Mapping Specification – [DSP0809](#)
- Record Log Profile SM CLP Command Mapping Specification – [DSP0810](#)
- Simple Identity Management Profile Mapping Specification – [DSP0811](#)
- Physical Asset Profile SM CLP Command Mapping Specification – [DSP0812](#)
- Boot Control Profile SM CLP Command Mapping Specification – [DSP0813](#)

- Fan Profile SM CLP Command Mapping Specification – [DSP0814](#)
- Ethernet Port Profile SM CLP Command Mapping Specification – [DSP0815](#)
- Host LAN Network Port Profile SM CLP Command Mapping Specification – [DSP0816](#)
- IP Interface Profile SM CLP Command Mapping Specification – [DSP0817](#)
- DHCP Client Profile SM CLP Command Mapping Specification – [DSP0818](#)
- DNS Client Profile SM CLP Command Mapping Specification – [DSP0819](#)

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## New DMTF Documents Available to Members – continued

- Telnet Service Profile SM CLP Command Mapping Specification – [DSP0820](#)
- SSH Service Profile SM CLP Command Mapping Specification – [DSP0821](#)
- Power Supply Profile SM CLP Command Mapping Specification – [DSP0822](#)
- Power State Management Profile SM CLP Command Mapping Specification – [DSP0823](#)
- Chassis Manager Profile SM CLP Command Mapping Specification – [DSP0824](#)
- Shared Device Management Profile SM CLP Mapping Specification – [DSP0825](#)
- Software Inventory Profile SM CLP Command Mapping Specification – [DSP0826](#)
- Software Update Profile SM CLP Command Mapping Specification – [DSP0827](#)
- Text Console Redirection Profile SM CLP Command Mapping Specification – [DSP0828](#)
- Role Based Authorization Profile SM CLP Command Mapping Specification – [DSP0830](#)
- Platform Watchdog Profile SM CLP Command Mapping Specification – [DSP0831](#)
- Computer System Profile SM CLP Command Mapping Specification – [DSP0834](#)
- Indicator LED Profile SM CLP Command Mapping Specification – [DSP0835](#)
- KVM Redirection Profile SM CLP Mapping Specification – [DSP0836](#)
- USB Redirection Profile to CLP Mapping Specification – [DSP0837](#)
- PCI Device Profile To SM CLP Mapping Specification – [DSP0838](#)
- OS Status Profile SM CLP Command Mapping Specification – [DSP0842](#)
- Media Redirection Profile to CLP Mapping Specification – [DSP0843](#)

## Specifications:

- CIM Operations over HTTP – [DSP0200](#)
- Representation of CIM in XML – [DSP0201](#)
- XML Document Type Definition DTD – [DSP0203](#)
- WBEM Discovery using SLP – [DSP0205](#)
- WBEM URI Mapping Specification – [DSP0207](#)
- UML Profile for CIM – [DSP0219](#)

## 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@dmtof.org](mailto:press@dmtof.org).

- Network Controller Sideband Interface (NC-SI) Specification – [DSP0222](#)
- Message Registry XML Schema – [DSP0228](#)
- Management Component Transport Protocol (MCTP) Base Specification – [DSP0236](#)
- Management Component Transport Protocol (MCTP) SMBus/I2C Transport Binding Specification – [DSP0237](#)
- MCTP PCIe VDM Transport Binding Specification – [DSP0238](#)
- Management Component Transport Protocol (MCTP) IDs and Codes – [DSP0239](#)

**Profiles:**

- Management Profile Specification Usage Guide – [DSP1001](#)
- Power Supply Profile – [DSP1015](#)
- Generic Device Resource Virtualization Profile – [DSP1059](#)

**XML Schema Documents:**

- Message Registry Print List XSL File – [DSP8000](#)
- Message Registry Print Table XSL File – [DSP8001](#)
- Platform Alert Message Registry Schema [DSP8007](#)

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## Member Feedback Welcomed

We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to [press@dmtof.org](mailto:press@dmtof.org).

## Event Recaps: NGDC, VMworld 2009

### Next Generation Data Centers 2009

DMTF returned to the [Next Generation Data Center Conference](#) (NGDC) in San Francisco, Calif., to take part in this industry event. NGDC was co-located with Cloud World this year, to offer an end-to-end view of enterprise technology within the data center.

Conference attendees received updates on the latest DMTF activities at the organization's booth. Additional topics at this year's NGDC included virtualization, data center applications, enterprise storage, and efficient, resilient and sustainable facilities.

Highlights of the event included various featured presentations by industry experts. DMTF's own Winston Bumpus gave a presentation discussing DMTF's VMAN Initiative and standards, which was entitled Simplifying Virtualization Management Using New Industry Standards.

### VMworld 2009

VMworld 2009 was another successful industry event for DMTF. This year's event featured more than 300 targeted breakout sessions, interactive hands-on labs and more than 200 virtualization-focused companies in the Solutions Exchange.

As one of the industry's leading virtualization events, VMworld was a busy show for DMTF. In addition to the DMTF booth, where visitors were updated on the Virtualization Management Initiative ([VMAN](#)) and Open Cloud Standards work, DMTF President Winston Bumpus presented on Improved Cloud Interoperability Using Virtualization Management Standards.

## Alliance Partner Feature: The Green Grid

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, TGG 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.

Joining the DMTF alliance partner program in 2007, TGG evaluates technologies for use in data center power management. The TGG and [DMTF](#) collaboration advances interoperability of energy-efficient technology solutions. TGG is working to leverage and extend DMTF specifications and technologies to apply them to the energy efficient data center.

This month The Green Grid prepares for [The Green Grid and NYSE Euronext Industry Event](#) being held October 2, 2009 in New York City, NY. TGG, in collaboration with the NYSE Euronext, will host this prominent industry discussion and forum event at the NYSE Euronext facilities in New York City. Exclusive panel discussions will foster conversation around the business impact of data center energy efficiency in the U.S. and abroad.

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## EVENTS

### Take Part in the Sixth Annual Storage Developer Conference

Don't miss the sixth annual [Storage Developers Conference](#) (SDC) on September 14-17, 2009 at the Hyatt Regency Hotel in Santa Clara, Calif. This event provides a host of updates on the latest tools, technologies and tactics in data storage, management and security.

Attending SDC is a cost-effective way to acquire training in a host of different areas. This year's conference covers leading storage development matters such as Solid State Storage, Cloud Storage, File System Performance, Storage Management, XAM/Data Management, File Security, Emerging Technologies and Green Storage.

Be sure to catch a presentation by John Crandall, DMTF Work Group Chair, on Thursday, September 17, 2009 at 8:30 a.m. PDT. His presentation, [DMTF Profiles for Storage](#), describes the DMTF standards and technologies that apply to storage management, many of which are leveraged by the SNIA SMI-S standard.

Take a look at the [SDC agenda](#) and plan your event now, through tutorials, sessions, keynote speakers, a Hands-on-Lab for Developers and Interoperability plugfests. Take advantage of this opportunity to learn from the experts all in one place.

This conference is right around the corner so [register now](#).

### Join DMTF in Wuhan, China, for the Third Annual SVM'09

The third annual Systems and Virtualization Management Academic Workshop ([SVM'09](#)) is quickly approaching. This year's event is being held September 22-23, 2009 in Wuhan, China, at the Huazhong University of Science and Technology.

The workshop is dedicated to academic research on standards for new technologies in systems and virtualization management, with a focus this year on "Standards and the Cloud." Take a look at this year's [workshop program](#) to see the great opportunities available. This year's opening keynote presentation will be given by DMTF President Winston Bumpus. There are a number of other presentations by industry experts from across the globe, including China, Germany, Korea and the United States.

If you would still like to register for this event please be aware that obtaining a Chinese Visa may take some time; if you plan to attend SVM'09, start the process now. Information on how to obtain an invitation letter for this event, along with travel and hotel information, and the registration form are available on the [SVM'09 Web site](#).

Don't miss this opportunity to hear about the latest research in this space from some of the best minds in the academic world. Register now to attend this workshop. If you have questions, please feel free contact us at [svm09@dmf.org](mailto:svm09@dmf.org).

### Register Now for the Fifth Annual MDC – Early Bird Rate Available Until September 30!

The industry's only developer conference dedicated to standards based systems and network management technologies is now just two months away. The Fifth Annual Management Developers Conference (MDC) will be held at the Santa Clara Marriott in Santa Clara, Calif., on November 16-19, 2009.



MDC is the premier educational event for DMTF members. This conference is an excellent opportunity for DMTF members to be trained on developing standards by industry and technical experts. Review the full [conference schedule](#) and begin building your agenda to take advantage of this opportunity. Some highlights of this conference will include keynote presentations on CIM, Cloud Computing, DASH & SMASH, VMAN and more DMTF-based initiatives and standards.

Some of the other great opportunities at MDC 2009 include [MDC University](#), an intense one-day training session for engineers and program/product managers; both [Introductory](#) and [Advanced](#) sessions are available. Also, attendees can check out the standards based management technologies [Demo Area](#), where they will be able to interact with the developers and specification authors.

Don't miss this 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. We hope to see you there!

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**REGULARS****2009 Survey Results: What primary line of business (what industry) is your company in?**

In this series, DMTF continues to report findings from its annual member survey conducted in January 2009. One hundred fifty-two responded at length to our survey

We asked members to tell us what primary line of business their company is in. Here's what they said:

Answer Options	Response Frequency	Response Count
Academic Institution	4.6%	7
Computer Manufacturing / Hardware	40.1%	61
Computer / Networking Hardware	19.7%	30
IT Consulting and Support	17.8%	27
IT Infrastructure Software	25.7%	39
Non-Profit / Trade Association	2.6%	4
Systems Management Software	36.8%	56
System Firmware	13.2%	20
Other (please specify)	9.2%	14

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Member Feedback Welcomed: We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to [press@dmtof.org](mailto:press@dmtof.org).

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