From the Desk of John Leung, VP of Alliances

Academic Alliances and Alliance Partners – Adding Value to DMTF Membership

The DMTF extends the impact of its standards and technologies by encouraging research at academic institutions and working with other standards development organizations.

We form Academic Alliances with the faculty and students of academic and research institutions interested in using DMTF standards in their studies or performing research in the manageability of internet connected systems. DMTF has over 60 Academic Alliance members, each of which has the opportunity to attend and participate in DMTF’s working groups and task forces.

An annual workshop, co-located with the Institute of Electrical and Electronics Engineers and the International Conference on Network and Service Management, highlights DMTF Academic Alliances by providing a forum to present academic research covering system and platform manageability. This year, the workshop focuses on Datacenter and Cloud Management (DCM).

DMTF establishes Alliance Partner relationships with standards organizations, which have expressed interest in using or referencing DMTF...
standards or technologies. The areas of joint interest and alignment for both organizations are described by a work register document. The DMTF has work registers with 14 Alliance Partners.

To learn more about DMTF’s Alliance Partnerships and work registers click here.

**Datacenter and Cloud Management 2015 Workshop Preview**

On November 9, the DMTF will host the Datacenter and Cloud Management 2015 workshop (DCM2015) showcasing DMTF alliances within the academic community. The eighth annual workshop for academic research covers standards and new technologies focusing on the management of platforms, systems and datacenters.

Submittals from ongoing research, completed research, and implementation experiences in Cloud, Datacenter, System Management and Protocols and Models have been accepted for the workshop. DCM2015 runs concurrent with the International Conference on Network and Service Management.

The DMTF values input from academic institutions and is open to providing information to faculty and students studying and researching management standards. For more information on how to become an Academic Alliance Member, please contact DMTF Administration via admin@dmtf.org.

**Welcome to the New Vice President of Marketing**
We are pleased to welcome Mark Edwards to the role of Vice President of Marketing. Mark is responsible for worldwide marketing and branding strategies for systems management software and solutions in the Enterprise Business Group at DMTF member company Lenovo. Prior to joining Lenovo, Mark drove product management for cloud and virtual infrastructure management software segments at Dell, and strategic planning for IT operations management software segments at IBM. He holds an MBA from the Stern School of Business at New York University and a BS in Chemical Engineering from California State Polytechnic University. We look forward to Mark’s leadership and insight on the DMTF Marketing Task Force!