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# **DMTF Policy for Developing DMTF Press Releases and Supporting Third-Party Marketing and PR Efforts**

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## Introduction

This document outlines the process for developing and approving DMTF press releases and securing and approving supporting quotes from DMTF for press releases and marketing efforts by third parties such as members, alliance partners and partner organizations.

Press releases typically require a quick turn-around and are publicly visible for a limited period of time.

Other third-party marketing requests are typically requests for support for items that will be publicly visible for a significant period of time. Examples of this type of request include:

- Quote from DMTF in marketing materials (Web sites, product collateral, etc.)
- Book foreword

All requests must adhere to the requirements outlined below.

## **I. DMTF Policy for Developing DMTF Press Releases**

DMTF press releases are developed by DMTF PR and approved by the VP of Marketing, Marketing Committee and the Board before distribution.

### **a. General Process for DMTF Press Releases**

All requests will be considered DMTF confidential. Potential topics for DMTF press releases will be discussed and determined within DMTF's weekly Marketing Committee meetings, based on DMTF's current goals. Once a subject and desired distribution date is determined, the press release approval process is as follows:

- 1) DMTF PR drafts press release and sends to VP of Marketing.
- 2) VP of Marketing reviews press release.
- 3) DMTF PR incorporates any feedback from VP of Marketing.
- 4) Marketing Committee reviews press release.
- 5) DMTF PR incorporates any feedback from Marketing Committee.
- 6) Marketing Committee reviews and approves revised press release.
- 7) The Board approves the press release by either (a) board meeting vote (if timing allows) or (b) electronic ballot. All board members must approve the press release before distribution.
- 8) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if applicable.\*
- 9) Once materials are completed and distributed, DMTF PR will send final press release to Executive Committee and Board as an FYI and post the news to the DMTF website.

\*The DMTF marketing committee regularly reviews its PR calendar with the Regional Subcommittees to determine which announcements should be translated and/or distributed in regions other than the U.S.

## **II. DMTF Policy for Supporting Third-Party Marketing and PR Efforts**

### **a. General Requirements for Marketing Requests**

The following requirements apply to marketing requests from third parties, including alliance partners, consortia partners, and DMTF members:

- Each request must outline a specific press release or public relations/marketing activity for which a DMTF quotation is desired to support the release.
- Each request must be directed to DMTF's public relations firm at [press@dmf.org](mailto:press@dmf.org)
- All requests must contain a draft of the press release or other materials, the suggested quote (if applicable) and the expected announcement or completion date.

## DMTF Policy for Supporting Marketing and PR Efforts

All requests will be considered confidential by DMTF and its PR agency. Parties interested in working with DMTF to issue a joint press release and/or to obtain a supporting quote for a press release or other marketing materials should contact DMTF's public relations firm at [press@dmtf.org](mailto:press@dmtf.org).

Please note that due to DMTF's member and member product/services neutrality policies, DMTF is unable to:

- provide supporting quotes that endorse specific companies
- provide supporting quotes that specifically endorse products or services
- be part of a release or materials that compare member companies

See ANNEX A for examples of acceptable DMTF supporting quotes.

### **b. Approval Process for Member Company Press Releases**

The process for obtaining DMTF approval for supporting press release quotes is as follows:

- 1) Member submits suggested quote and draft press release to DMTF PR and may recommend a DMTF officer to serve as Spokesperson to whom the quote will be attributed. If the member does not suggest a quote or recommend a Spokesperson, DMTF PR will do so.
- 2) DMTF PR confirms selection of an appropriate DMTF "Spokesperson" to whom the quote will be attributed and, one person to act as 'Approver', with the requesting member company. To ensure confidentiality, DMTF PR will attempt to select a Spokesperson and an Approver who is acceptable to the member company. The Spokesperson and Approver selected cannot be from the requesting company, nor can they both be from the same company. Otherwise, all DMTF executive officers are considered qualified Spokespeople:
  - DMTF President
  - DMTF Chair
  - DMTF Vice-Chair
  - DMTF VP of Marketing
  - DMTF VP of Finance
  - DMTF VP of Technology
  - DMTF VP of Membership
  - DMTF VP of Interoperability
  - DMTF VP of Alliances
  - DMTF VP of Education

Please click [here](#) for a list of current DMTF officers.

- 3) DMTF PR reviews and revises quote as appropriate and submits to the Approver for review and approval. Full release will be provided for context.
- 4) DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for approval.. Full release will be provided for context.
- 5) DMTF PR incorporates any feedback from Spokesperson and returns approved quote to member company.

- 6) Once release has been publicly distributed, DMTF PR sends the release with the DMTF quote to Executive Committee and Board as an FYI and post the news to the DMTF website.

NOTE: Approval of third party requests from members of Regional Marketing Subcommittees will be handled by the subcommittee. The Subcommittee will notify the DMTF Marketing Committee of the request upon receipt so that the Board and Executive Committee may be informed.

### **i. Handling Confidentiality Issues Between DMTF Spokesperson and Requesting Member Company**

The member company requesting a quote can indicate when there are confidentiality issues between the DMTF spokesperson's company and the requesting company. In this case, the process would be modified as follows:

- 1) Member submits quote and draft press release to DMTF PR.
- 1) DMTF PR will select an appropriate DMTF "Spokesperson" to whom the quote will be attributed and confirm two appropriate DMTF "Approvers" with the requesting member company to ensure confidentiality. The approving officer(s) selected cannot be from the requesting company, nor can both DMTF "Approvers" be from the same company. All DMTF executive officers are considered qualified approvers:
  - DMTF President
  - DMTF Chair
  - DMTF Vice-Chair
  - DMTF VP of Marketing
  - DMTF VP of Finance
  - DMTF VP of Technology
  - DMTF VP of Membership
  - DMTF VP of Interoperability
  - DMTF VP of Alliances
  - DMTF VP of Education

Please click [here](#) for a list of current DMTF officers.

- 2) DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review and approval. Full release will be provided for context.
- 3) DMTF PR incorporates any feedback from the Approvers.
- 4) DMTF PR returns approved quote to member company.
- 5) 24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.
- 6) Once release has been publicly distributed, DMTF PR sends to Executive Committee and Board as an FYI and post the news to the DMTF website.



### **c. Approval Process for Alliance Partner Press Releases**

All alliance partner press release requests, including requests for joint press releases (on behalf of DMTF and an alliance partner) or for supporting quotes, require Board approval. If an alliance partner requests a DMTF quote for their press release, the process is as follows:

- 1) Alliance partner submits suggested quote and draft press release to DMTF PR, who edits messaging as appropriate and assigns a Spokesperson.
- 2) DMTF PR reviews press release and sends to VP of Marketing for review.
- 2) VP of Marketing reviews press release.
- 3) DMTF PR incorporates any feedback from VP of Marketing and sends quote to Spokesperson for review.
- 4) DMTF PR incorporates any feedback from Spokesperson.
- 5) Marketing Committee reviews press release.
- 6) DMTF PR incorporates any feedback from Marketing Committee.
- 7) Marketing Committee reviews and approves revised press release.
- 8) The Board approves the press release by either (a) board meeting vote (if timing allows) or (b) electronic ballot. All board members must approve the press release before distribution.
- 9) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if applicable
- 10) Once materials are completed and distributed, DMTF PR will send final press release to Executive Committee and Board as an FYI, and post the news to the DMTF website.

## **ANNEX A (informative)**

### **Examples of Acceptable DMTF Supporting Quotes**

*“DMTF is pleased to be collaborating with the ODCA to accelerate industry adoption of interoperable cloud standards,” said Winston Bumpus, DMTF President. “We believe this collaboration will help define customer requirements in the cloud space and ensure that our key standards, such as OVF, are widely accepted throughout the IT industry. By combining DMTF’s knowledge in systems management standards with ODCA’s expertise in customer-driven usage models, we have a unique opportunity to ensure that the standards we develop, like our work-in-progress cloud infrastructure management interface (CIMI) specifications, will meet customer needs.”*

- From ODCA Announcement, “Open Data Center Alliance and Distributed Management Task Force to Collaborate on Interoperable Cloud Management.”

*“We’re thrilled to welcome Flexera Software to DMTF,” said Winston Bumpus, DMTF president. “Having an industry leader with Flexera Software’s depth and breadth of understanding around software licensing and usage management –across producers and consumers – will help us establish practical standards that take into account the needs of both groups. These standards will have an impact on cloud computing for years to come.”*

- From Flexera Software Announcement, “Flexera Software Joins Distributed Management Task Force to Help Develop Cloud Licensing Standards.”

*“DMTF is committed to enabling interoperable management of IT systems worldwide by bringing the IT industry together to collaborate on the development, validation and promotion of systems management standards,” said Mike Baskey, DMTF Chairman. “As the use of cloud environments accelerates, the industry needs to consolidate on a set of accepted standards. Contributions like the Oracle Cloud Elemental Model subset of the API will help speed development and adoption of cloud-related standards.”*

- From Oracle Announcement, “Oracle Announces Oracle Cloud Resource Model Application Programming Interface”

*“As companies become increasingly distributed across geographies, the need for remote management capabilities increases,” said Winston Bumpus, DMTF president. “Products implementing DASH enable interoperable management solutions that allow for low-cost management across networks, offering increased efficiency while maximizing availability. We’re very pleased to have Realtek join us to demonstrate their DASH products at MMS.”*

- From Realtek Announcement, “Realtek to Demonstrate DASH Implementation at Microsoft Management Summit 2009”

*“For ISVs who want to enable customers to quickly and easily deploy solutions in a heterogeneous environment, the DMTF OVF standard provides an open, secure, portable, efficient and extensible format for the packaging and distribution of virtual appliances,” said Winston Bumpus, DMTF president. “To help facilitate this, we rely on contributions from member companies like Citrix during the standard development process – and we welcome the Citrix open source implementation to help speed adoption of the newest DMTF standard.”*

## DMTF Policy for Supporting Marketing and PR Efforts

- From Citrix Announcement, “Citrix Drives Adoption of Virtual Appliance Portability Standard for Enterprises and Clouds”

**ANNEX B  
(Informative)**

**Change Log**

| <b>Version</b> | <b>Date</b> | <b>Description</b>             |
|----------------|-------------|--------------------------------|
| 1.0.0          | 04/15/2010  | Released as DMTF Informational |
| 2.0.0          | 01/12/2012  | Updated Press Release Process  |
|                |             |                                |