Inside the DMTF this month:

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

Winston Bumpus to Speak at NGDC

Attendees at the upcoming Next Generation Data Center Conference & Expo **can learn more about the many bottom-line benefits of management standards during a presentation by DMTF President Winston Bumpus on Tuesday at 3 p.m., August 7**. Entitled "Advantages of Standards-Based Management for Data Center Optimization" the session will explain how the DMTF's cross-platform standards can form the foundation of an end-to-end management strategy in today's distributed infrastructures.

The three-day NGDC conference will take place on August 7–9 in San Francisco, where DMTF, an Association Sponsor of the event, will host live **demonstrations of the DASH and SMASH standards for cross-platform management at DMTF Booth**

Upcoming Events

August 6–9, 2007
Next Generation Data Center
San Francisco, California

September 10–13, 2007
Storage Developer Conference
San Jose, California

October 23–24, 2007
Academic Alliance Conference
Toulouse, France

November 27–30, 2007
Gartner Data Center Conference
Las Vegas, Nevada

December 3–6, 2007
Management Developers
Conference
Santa Clara, California

#335 (near the Ethernet, Grid and HPC Pavilion). NGDC attendees will be able to see for themselves how the DMTF's Desktop and mobile Architecture for Systems Hardware (DASH) and Systems Management Architecture for Server Hardware (SMASH) initiatives can **dramatically simplify cross-platform management while reducing systems management, administration, and integration costs**.

Be sure to visit the DMTF Member Bulletin Board to learn about more members-only discounts and vendor-sponsored events!

Send us your comments and contributions regarding *Inside the DMTF*

Message from the Chairman

Looking back at my first year as chairman (July 2006–June 2007), I'm impressed by the **substantive progress** our group has made as DMTF evolves:

- **The emergence of the forums**-to focus on a set of interoperability profiles and compliance suites around SMASH, CDM and DASH that our members will be able to leverage.

- **Process improvements**-such as our recent incubator process to foster conceptual work and ongoing efforts to publish work in progress to enhance the visibility and the timeliness of our specs.

- **An increased focus on our** initiatives-such as the creation of a position on our Executive Committee for a Vice President of Initiatives and other steps to better align our interoperability, marketing and technology teams toward a more customer facing perspective.

- **Enhanced industry visibility**-through such efforts as our continually growing alliance partnerships and by promoting our message in many more industry forums.

As we gear up to drive even more advancements in the industry, we all can take satisfaction in the progress we've made so far. I'm very proud to work with such a great team and **would welcome your input and feedback** on how we can improve during the next fiscal year. Please feel free to contact me.

Sincerely,

Mike Baskey

DMTF Members Qualify for NGDC Conference Discount

DMTF members **are eligible for a special 20 percent discount on all conference packages** at the upcoming Next Generation Data Center Conference and Expo (NGDC) scheduled August 7–9 at the Moscone Convention Center in San Francisco, California

DMTF is an Association Sponsor of NGDC, the only strategic enterprise IT event focused on the complete end–to–end solution in the evolving data center. To obtain the discount code, visit the DMTF Member Bulletin Board.

The three-day NGDC Conference will feature presentations by leading technology experts and innovative IT executives discussing what is happening in the data center—the challenges, successes and pitfalls—and what is likely to happen with data centers in the future. The conference and expo is targeted to data center professionals, ranging from IT architects to system administrators, who are seeking the right products and services to add to their end–to–end solutions as they adapt to ever increasing needs for flexibility, scalability and performance.

DMTF's PMCI Sub-team Releases New MCTP Specs

The DMTF's Platform Management Component Intercommunications (PMCI) sub-team has released its Management Component Transport Protocol (MCTP), a set of specifications that enables media-independent communications among different intelligent hardware components that are used to make up the platform hardware management subsystems of managed computer systems.

The set of MCTP specifications is the **first step in building a comprehensive PMCI architecture** that will give platform component and device manufacturers and equipment providers more flexibility while lowering cost of implementation and integration. The PMCI sub-team is co-chaired by Tom Slaight and Dr. Hemal Shah.

The **enhanced level of interoperability** offered by the specifications will help give equipment and device manufacturers more flexibility in connecting platform components from different suppliers while lowering the cost of implementation and integration. IT customers in turn will gain by the greater availability of consistent and robust management capabilities across desktop, mobile and thin clients as well as bladed PCs and server systems.

Latest DMTF Specifications

The DMTF continues its **significant technical progress** with new and updated specifications and profiles. Below is a list of the documents that were recently approved for **preliminary release** by the DMTF board of directors:

- DSP0222 – Network Controller Sideband Interface (NC-SI) Specification

- DSP0236 – Management Component Transport Protocol (MCTP) Base Specification

- DSP0237 – Management Component Transport Protocol SMBus/I2C Transport Binding Specification

To provide feedback on DMTF works in progress, non-members can submit feedback via the DMTF's Feedback Portal. DMTF members should send feedback via email to Jeff Hilland, DMTF's Vice President of Technology.

Feature: SNIA and DMTF

The **longtime collaboration** between the Storage Networking Industry Association (SNIA) and the DMTF **ensures the alignment of standards** developed by both groups. It enables each to leverage the groundbreaking work of the other. In addition, the SNIA and DMTF further strengthen their respective standards efforts through collaborative programs with other standards organizations and industry associations. The SNIA is a global organization dedicated to driving industry standards for storage networks.

Two DTMF management standards—the Common Information Model (CIM) and the Web-Based Enterprise Management (WBEM) set of protocols—are the basis of the SNIA's Storage Management Initiative Specification (SMI-S). The latter enables vendors to implement and end users to deploy complete management solutions for interoperable, multi-vendor distributed storage.

Your Suggestions for New Newsletter Name

We invite you to submit suggestions for renaming the DMTF newsletter. Please send your suggestions to us via email at press@dmtf.org. Some of the name ideas so far include the following:

- The Standard Bearer
- Data Center Digest
- D.C. Management
- DMTF View
- DM World
- D-Zine
- DMTF Standard
- Ether
- Breaking News

Once we have gathered your suggestions, the editorial team will narrow the options and invite members to vote on the top three choices. The new name will be revealed in an upcoming issue.

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, email us at press@dmtf.org.

Featured Q&A

Question:
What are the key DMTF technologies?

Answer:
DMTF standards provide common management infrastructure components for instrumentation, control and communication in a platform-independent and technology neutral way. DMTF technologies include:

- Common Information Model (CIM)

- Web-Based Enterprise Management (WBEM)

- Desktop and mobile Architecture for System (DASH) Initiative

- Systems Management Architecture for Server Hardware (SMASH) Initiative

- System Management BIOS (SMBIOS)

- Alert Standard Format (ASF)

- Common Diagnostic Model (CDM)

- Management Component Transport Protocol (MCTP)

Feature: Valerie Kane, VP Marketing

This column is the first in a **new series from leaders of the various DMTF committees, working groups, and forums designed to help members keep abreast of the latest developments**. As the new VP Marketing, I am kicking off this series with an update from the Marketing Committee.

In keeping with the continuing evolution of the DMTF and our desire to **stress the benefits of DMTF technologies to IT professionals**, we are focusing our marketing efforts this year on promotion and enablement. By collaborating closely with the technical working groups and forums, the Marketing Committee is refining our messaging and creating materials that better **articulate the value of DMTF standards and technologies**, both to IT customers and developers. We are increasing our outreach to IT professionals to educate them on the standards themselves and the value of standards-based management solutions. We also are working to promote the DMTF's enablement tools and conformance programs for vendors and developers.

We expect our increased promotion to IT customers and enhanced support for companies developing standards-based solutions to **expand the reach and adoption of DMTF technologies**.

If you have any comments or input for the new VP of Marketing, please feel free to contact me here,

Synergy at the DMTF Alliance Partner Technical Symposium

The DMTF Alliance Partner Technical Symposium on July 16-20 in Portland **brought together members of affiliated industry organizations to collaborate on distributed management specification development and refinement.** Jointly sponsored with the Storage Networking Industry Association (SNIA), the five-day event represented another important way the DMTF is encouraging participation in the open development of standards for interoperable distributed management. In addition, the DMTF System Management Forum hosted the first DASH Plugfest, providing an opportunity for companies to perform DASH interoperability testing and identify problems early in development. DMTF vice president of alliances Mark Carlson would like to express his appreciation for all those who helped make the event a success.

DMTF Academic Alliance in Toulouse, France

The DMTF Academic Alliance Conference will be the **industry's first workshop dedicated to academic research on standards and new technologies for systems and virtualization management**. The workshop will take place on October 23-24, 2007 in Toulouse, France.

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Management Developers Conference: Call for Papers Issued

The upcoming Management Developers Conference (MDC), being held December 3–6, 2007, at the Santa Clara Marriott in Santa Clara, California, recently issued its call for papers. **The deadline for submissions is August 3,** 2007. For more information, visit the conference Web site, or contact Nuala Ferdinand, conference manager.

The DMTF is one of the organization sponsors of the event. The MDC program trains, educates and informs software developers about the evolving technologies for developing and deploying enterprise management solutions, including CIM, WBEM, SMASH, DASH, CDM and WS-Management. Presenters will receive complimentary registration to the Management Developers Conference 2007 and will be recognized as industry experts in their field.

See DMTF in Action at SDC

Register now for the 2007 Storage Developer Conference held Sept. 10–13 in San Jose, California. Hosted by the Storage Networking Industry Association (SNIA), the three-day event will focus on the issues important to storage developers, architects and engineers.

Jeff Hilland, DTMF Vice President of Technology, will present a session on Tuesday, September 11, entitled "Overview of DMTF Technologies for Storage Development." This session will provide **an overview of DMTF Technologies** including DASH, SMASH and CDM as well as a synopsis of traditional DMTF work areas such as Protocols, Profiles and Operations. Hilland also will discuss emerging DMTF standards in embedded environments such as Platform Management Controller Interface (PMCI) and Low Level Data Model (PLDM) and the Network Controller Sideband Interface (NC-SI). Mark your calendars now and sign up for SDC.

The three-day event will feature technical perspectives presented by the top experts in the industry. The conference is targeted to the interests of storage developers and, storage architects, product managers as well as software and hardware engineers. Watch for more details next month including information about a 20 percent discount for all DMTF members who register.

Quote of the Month

"In the last decade there has been a stampede toward open standards… Customers were fed up with being locked into each vendor's architecture, where applications were islands and not portable to another vendor's hardware." –Don Tapscott and Anthony Williams, *Wikinomics*, p. 21 (New York: Portfolio, 2006).

Feedback Welcome

Talk back: We are redesigning our newsletter and welcome your input.

Please send any comments or suggestions to press@dmtf.org.