Management Matters

February 2010

The Distributed Management Task Force Newsletter

Management Matters this month:

FEATURES

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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: 2010 Forecast – Partly Cloudy

By: *Winston Bumpus*

2010 is the start of another exciting year for DMTF. This month marks my 40th year working in the computer industry, and each year new and exciting technologies and opportunities arise. Despite our constantly changing industry, DMTF continues to be a key piece of the puzzle and more relevant than ever.

Last year DMTF kicked off its Open Cloud Standards Incubator to address the technology management interoperability challenges of the emerging cloud computing phenomenon. This incubator has established DMTF as a leading force, as well as provided a place where we can leverage our existing specifications and processes to help achieve cloud computing interoperability.

DMTF was referenced in several 2009 year end articles and blogs as a key player in the enterprise and an organization to watch in 2010. To be recognized by the industry in this was is a great compliment to our organization and the work we are doing.

2009 was a difficult year for many, bringing financial challenges to some of our member companies and the industry as a whole.

Despite these hardships, DMTF proceeded to have a very productive year and add some exciting new member companies to our ranks.

I expect to see virtualization and cloud computing continue to be hot topics in 2010 and a key focus of DMTF's work. As we move forward in 2010, our organization will continue to build upon our desktop, server, network, application and traditional enterprise management standards. We also expect to see several of our specifications become national and international standards through our relationship with INCITS, which helps us get our specifications published by ANSI and ISO. DMTF's work is becoming more important not only in the United States, but throughout the rest of the world. We are seeing increased participation in several geographic regions, including Asia and South America, enabling us to extend our reach and understand the diversified needs of our increasingly globalized economy.

Get ready for another exciting year where DMTF is on the forefront of important standards activity as cloud computing becomes a reality and DMTF continues its participation as a true global leader of distributed management technologies.

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Welcome New Members

Congratulations to our 2009 DMTF Member Survey Prize Winners!

Many thanks to all of our members who participated in the 2009 DMTF Membership Survey. The feedback received from this survey helps the organization identify how our interoperability, marketing, technical and other programs can better meet the needs of our members and the industry going forward.

Participants in this year's survey were entered into a drawing to win some great prizes courtesy of our survey sponsors EMC and Intel.

The winners of this year's drawing are:

- Vitaly Morozov, BMC Software
- Steve Yackey, EMC
- Thomas Bayer, Fujitsu
- Rosa Reinosa, HP
- Leszek Pepiak, Intel
- Edward Aractingi, Marshall University
- Brad Nicholes, Novell
- Frederick Dunn, University of Texas

Thanks again to everyone who took the 2009 DMTF Member Survey, and congratulations to our winners!

Join Us in 2010 – Renew Your DMTF Membership Now

The 2010 Membership renewal season is just around the corner, and we're all gearing up for another exciting year. If your company has not done so already, now is the time to renew your membership with DMTF.

DMTF will issue renewal notices later this month. Payment for the next membership year is due by April 1, 2010, marking the beginning of DMTF's fiscal year. Your timely renewal is greatly encouraged and appreciated. If you would like to be invoiced or would like to provide a purchase order (PO) for your FY2010 dues, please contact us today.

If you have questions about your invoice or this year's membership dues, please feel free to contact DMTF secretary, Kes Wold. Thank you to all our members for your continued support. We look forward to working with you again in 2010!

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New DMTF Documents Available to Members

Profiles:

- [DSP1085 1.0.0](#) – Power Utilization Management Profile: The Power Utilization Management Profile extends the management capabilities of referencing profiles by adding the capability to represent and manage the power utilization configuration of a managed element within a computer system.

- [DSP1027 2.0.0](#) – Power State Management Profile: The Power State Management Profile describes the classes, associations, properties, and methods used to manage the power of a computer system.

Specifications

- [DSP8023 1.1.0](#) – OVF XML Schema Specification for OVF Envelope: The OVF XML Schema Specification for OVF Envelope specifies how the schema should be used.

- [DSP8027 1.1.0](#) – OVF XML Schema Specification for OVF Environment: The OVF XML Schema Specification for OVF Environment specifies how this schema should be used.

- [DSP0243 1.1.0](#) – Open Virtualization Format Specification: The Open Virtualization Format (OVF) Specification describes an open, secure, portable, efficient and extensible format for the packaging and distribution of software to be run in virtual machines.

Schema:

- [CIMV2.24.0](#) – New Documents available for the CIMV2.24.0

Event Recaps: 2009 Gartner Data Center Conference, BrightTALK Efficient Enterprise Virtualization Summit

2009 Gartner Data Center Conference

In December 2009, DMTF attended the 28th annual [Gartner Data Center Conference](#) in Las Vegas, Nev. Gartner Data Center Conference delivered tactics and strategies addressing the hottest issues in next-stage virtualization, cloud computing, the aging infrastructure and more.

The 2009 conference was held at Caesar's Palace, a different venue from 2008, and though the venue was smaller, the show had a larger number of attendees. Many of the attendees at this show were high-level decision makers, making DMTF's presence valuable.

Overall the 2009 show was a success. DMTF had the opportunity to meet and speak with some big names in the industry. Our booth staff came away with eight potential membership leads, taking advantage of this relationship building opportunity.

BrightTALK Efficient Enterprise Virtualization Summit

Last month DMTF's Winston Bumpus presented during the BrightTALK Online Efficient Enterprise Virtualization Summit – "Achieving enterprise efficiency through IT". The summit was a valuable opportunity to hear experts discuss how much companies should invest to maintain existing IT infrastructure versus new IT investments that can provide real business

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impact.

During the event Winston gave a presentation titled "Simplifying Virtualization Management Using New Industry Standards". The session discussed how as organizations look to maximize investments in the heterogeneous data center, the issue of vendor interoperability comes to the fore. The session also addressed the challenges and opportunities in a multi-vendor environment, and explained how DMTF's VMAN Initiative and standards, including the Open Virtualization Format (OVF) and the Virtualization Management Profiles, address these issues to form the foundation of a truly interoperable end-to-end management strategy in today's distributed infrastructures.

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Alliance Partner Feature: Storage Networking Industry Association

The Storage Networking Industry Association ([SNIA](#)) and DMTF have collaborated since 1999 to advance the adoption of storage networks as complete and trusted solutions. DMTF's alliance partnership with SNIA has provided a channel for DMTF to exchange information on requirements, design input and standards review feedback.

SNIA is a non-profit organization committed to delivering standards, education and services that will propel open storage networking solutions into the broader market. Comprised of some 400 member companies and nearly 7,000 individuals spanning the global storage market, SNIA connects the IT industry with end-to-end storage and information management solutions. Learn more about the [DMTF and SNIA alliance partner work register](#).

SNIA has been working on DMTF's Common Information Model ([CIM](#)) and the Web-Based Enterprise Management ([WBEM](#)) standards and has been contributing work to DMTF via the Storage Management Initiative Specification (SMI-S), an ANSI INCITS ratified SNIA storage technology based upon the aforementioned DMTF standards. DMTF is also relying on SNIA to supply storage management models for the continued development of CIM. This includes, but is not limited to, the management of Storage Arrays and File Systems, including Network Attached Storage (NAS), iSCSI, Fibre Channel Fabrics, Host based storage and Information Lifecycle Management (ILM).

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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@dmtf.org.](mailto:press@dmtf.org)

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