Management Matters

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Volume 13, No. 7

Message from the President: DMTF Embraces Green IT

By Winston Bumpus, DMTF President

There is a lot of buzz in the industry regarding Green IT. You may recall in February 2008, [DMTF announced](#) that it had formed [an alliance](#) with [The Green Grid](#) to expand the use of our standards and technology into the data center power management domain. That work has begun and many of you are contributing to the effort. Some of you may also be aware of the EPA's launch of the ENERGY STAR for Server program and the recently announced ENERGY STAR for the Data Center program.

A key piece of these programs is about reducing energy and improving energy efficiency. Energy reductions reduce the CO_2 emissions that are created during the production of power. The EPA believes that data centers in the US makes up 1.5 percent of the total energy consumed and that portion will continue to climb. It is important that we, as an industry, support these efforts to improve energy efficiency. Just as the auto industry is refocusing on the demand for more efficient cars, we need to focus on more efficient IT systems.

It is my belief that an efficient system is a well-managed system. DMTF has worked for many years to define models, profiles and

Upcoming Events

July 21–23, 2008
[Enterprise Architecture Practitioners Conference*](#)
Chicago, Illinois
*Alliance Partner Event

August 4–7, 2008
[Next Generation Data Center](#)
San Francisco, California

September 22–25, 2008
[Storage Developer Conference](#)
Santa Clara, California

October 21–22, 2008
[DMTF's Systems & Virtualization Management Event](#)
Garching, Germany

November 7–11, 2008
[Management Developers Conference](#)
Santa Clara, California

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

For More Information

protocols to improve the manageability of systems. We have a number of profiles that monitor and control power supplies and other power aspects of systems. I think our technologies are well-positioned to play an important role in this new era of system efficiency.

The board of the DMTF has assembled a team to develop recommendations for us to engage in this important activity. Those recommendations were presented to the board last month. We have started a number of system efficiency activities that will engage technical as well as marketing organizations.

Look for DMTF to focus more on the Green IT space. I ask you to be ready to help and contribute. We have already done so much to improve the IT infrastructure; now we have an opportunity to leverage our work to help the planet.

Winston Bumpus
DMTF President

Send us your comments and contributions regarding *Management Matters*

Welcome New Members

[Telefónica](#)

FEATURES

Alliance Partner Feature: Object Management Group

This month, we spotlight DMTF Alliance Partner the [Object Management Group](#) (OMG), an open membership, not-for-profit consortium that produces and maintains computer industry specifications for interoperable enterprise applications. The OMG board of directors represents companies that shape enterprise and Internet computing today.

OMG was formed in 1989 and develops standards covering multiple operating systems, programming languages, middleware and networking infrastructures and software development environments. The OMG/DMTF Alliance was formed in 2004 and creates a channel through which the organizations work to represent and exchange the DMTF's Common Information Model ([CIM](#)) in OMG's Unified Modeling Language® (UML®) and XML Metadata Interchange® (XMI®), enabling industry-wide standardized toolsets for application development.

This month, OMG will host the [Workshop on Distributed Object Computing for Real-time and Embedded Systems](#) in Washington, D.C., from July 14-16. OMG is hosting this workshop as a forum for standards users, researchers and implementers to share their experiences.

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EVENTS

Recap on the Burton Group Catalyst Conference

DMTF recently hosted a hospitality suite at the Burton Group Catalyst 2008 Conference on June 26 at the Manchester Grand Hyatt in San Diego, Calif. DMTF featured a draft of the Open Virtualization Format (OVF) and other standards-based virtual machine managements from VMWare, Citrix and Novell.

Thank you to the nine member company participants who contributed to this successful event.

Also at Catalyst, DMTF President Winston Bumpus participated in a roundtable discussion to explore how management interoperability standards can optimize the dynamic data center. The round table was hosted by Drue Reeves, VP and Research Director at the Burton Group. Other participants included Bill Erdman of Cisco, Jeff Gerber of HP and Eric Anderson of Novell.

Register for NGDC 2008

Don't forget to register for the Next Generation Data Center Conference & Expo in San Francisco, August 4 – 7. Sign up today and discover real-world, ready-to-deploy solutions to transform every element of your infrastructure-and leverage the latest innovations for advanced storage, networking, consolidation, virtualization, and green power to build a robust platform for long-term business growth and efficiency.

At NGDC this year, you'll have the opportunity to:

- Get practical, real-world guidance and inspiration from more than 75 technical sessions and visionary keynotes by the industry's top practitioners

- Brainstorm, network and share experiences at exciting special events with peers from throughout the IT community

- Discover products, services and complete solutions for every part of your data infrastructure from more than 200 key exhibitors

Also be sure to check out DMTF President Winston Bumpus' presentation entitled "**Simplifying Virtualization Management: From Deployment to Operational Management**" on August 6 from 3–4 p.m. Winston's session will focus on how DMTF management standards for server and client management have been crucial in reducing complexity and cost via management interoperability. Winston will also discuss how DMTF has focused on developing standards for managing the lifecycle of a virtualized environment.

Click here to take advantage of Early Bird Savings (this applies if you register before July 11) and your DMTF membership discount.

SMF Plugfest in August

The System Management Forum is planning a SMASH and DASH Plugfest during August 26–28 in Colorado Springs, Colo. All DMTF member companies that have implementations, management applications or tools that expose or exercise SMASH and DASH interfaces are welcome to participate. Participation is free of charge. For more information please e-

mail smf-leadership@dmtf.org.

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DMTF Sponsors the Storage Developer Conference

DMTF is proud to once again sponsor the Storage Developer Conference on September 22–25 in Santa Clara, Calif. Now in its fourth year and again expected to draw more than 250 developers and engineers participating in more than 50 sessions in multiple tracks, the Storage Developer Conference is the only event created by the storage industry for the storage industry.

SDC provides the information and know-how to further advance solutions with features that shorten time to market for a developed solution, increase acceptability and interoperability in production environments and help participants understand where storage technologies are heading. In addition, plans are being finalized for the CIFS and iSCSI plugfests.

For the full conference agenda and registration information, click here.

Register Early for MDC 2008

Registration is now open for the fourth annual Management Developers Conference (MDC), to be held November 17–20 in Santa Clara, Calif.

The Management Developers Conference is the industry's only developer conference dedicated to standards-based system and network management technologies including:

- Management Initiatives
    - Common Diagnostic Model (CDM)
    - Desktop and mobile Architecture for System Hardware (DASH)
    - Systems Management Architecture for Server Hardware (SMASH)
    - Storage Management Initiative (SMI)
    - Virtualization
- Management Profiles
- Web-Based Enterprise Management (WBEM)
    - Web Services for Management (WS-Management)
    - Web Services Distributed Management (WSDM)
- CIM-XML
- Common Information Model (CIM)
- Simple Network Management Protocol (SNMP)
- and other standards based management technologies.

Registration information for MDC 2008 is available here.

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Send us your comments and contributions regarding *Management Matters*

Member Feedback Welcomed

We are continually improving our newsletter and welcome your input. Please send any comments or suggestions to press@dmtf.org.

REGULARS

2008 Member Survey Results: Interoperability

In this series, DMTF continues to report findings from its annual member survey conducted in January 2008. One hundred and six members responded at length to our survey. We asked members to select the most important interoperability priority for their company.

Answer Options	Response Percent
Certification of WBEM server conformance to published profiles	17.0%
Interoperability of providers within a CIM/WBEM server	17.9%
Interoperability of CIM/WBEM Servers with my WBEM client	22.6%
I don't know	27.4%
Not applicable	10.4%
Other	4.7%

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