

The Data Management Forum's Vision

DMF Mission

The SNIA Data Management Forum is a cooperative initiative of Information Technology Professionals, Vendors, Integrators, and Service Providers formed to define, implement, qualify, and teach improved and reliable methods for the protection, retention, and lifecycle management of electronic data and information.

DMF Opportunity

Information remains the most defining and valuable possession of any organization. This means that *Information Management* is an essential strategy to any organization's prosperity and survival. SNIA's *Data Management Forum* (DMF) focuses on identifying and developing best-practices for the protection, retention, and lifecycle of electronic data and information. By combining the industry's leading authorities, I.T. Professionals, Integrators, Service Providers, and Vendors DMF envisions itself as a nurturing and defining vehicle that will allow all parties participation in rapidly developing and fostering core competency in technologies and solutions that support and ensure the elements of data protection, retention, and information management.

Why Join the DMF?

By joining the DMF, professionals are provided an opportunity that no other industry organization can offer, the collaboration of I.T. Professionals, I.T. Companies and Organizations, Resellers, Integrators and Service Providers, and Vendors to improve the I.T. industry. Professionals gain access to and provide influential input to a prestigious group of professionals and authorities in the I.T. industry from all aspects of the I.T. community including vendors, integrators, service providers, developers, and researchers. The advantages to these distinguished groups are listed as follows:

I.T. PROFESSIONALS

- Unparalleled access to and ability to influence the solutions developers
- Participation in a community of your peers with access to education, training, and professional certification

I.T. COMPANIES AND ORGANIZATIONS

- Participate in building DMF, creating an organization that will better serve your needs and business requirements
- Create methods & educational programs that will help your community cope with modern IT challenges
- Work with the development community in defining products that better serve your needs

RESELLERS, INTEGRATORS, & SERVICE-PROVIDERS

- Participate in defining solutions and programs that will empower your business with your customers
- Become a recognized, qualified, and certified member of this community, bringing credibility, value, and expanded services to your customers.

VENDORS

- Not a standards or technology association - DMF is a solutions initiative focused on market definition and development
- A market changing forum - focused on really engaging with I.T. Professionals and building value for both communities
- Certification programs, education, training, and a world-class information portal with global influence and reach

Data Management Forum Charter

The Data Management Forum is an initiative focused on defining and teaching best practices for the protection, retention, and management of data and information by:

- Creating a community between I.T. Professionals, Integrators, Service providers, Vendors, and developers and researchers focused on defining and teaching best practices and implementation skills in a collaborative environment
- Focusing on enhancing backup, data protection, archiving, and data lifecycle management methods and on evangelizing new strategies that enhance automation and ease-of-management, retention, recoverability, reliability, performance, to create confidence in their deployment
- Providing metrics and models for calculating and accelerating return on investments (ROI) and reducing total cost of ownership (TCO) for companies implementing developed DMF practices, methods, and techniques
- Providing solutions to I.T. Professionals with a focal point and community for enhanced backup, data protection, retention and data management
- Creating a communications and collaboration portal whereby I.T. Professionals can participate and influence DMF programs and development
- Creating a large pool of trained data protection and data management professionals resulting in an improved implementation experience for I.T. Professionals
- Develop and operate certification and training programs
- Produce reference models, metrics, and standardized terminology
- Document best practices, implementation guidelines, case studies, and operate problem/resolution bulletin boards
- Create a program for qualification of products and interoperability

Organized for Professionals by Professionals

The DMF board and its members are comprised of professionals and authorities from many companies and organizations that specialize in all aspects of the I.T. industry. Participation in the DMF is subject to and administered by the rules and bylaws set forth where:

- Participation in the DMF is open to individuals from companies who pay the requisite participation fee; IT Professionals are free.
- The activity of the DMF is governed by the policies and procedures adopted by the DMF Board and those established for a SNIA Industry Forum by the SNIA Board of Directors
- The marketing and promotional activity of the DMF will be conducted with professionalism that reflects mutual respect for other SNIA members and their diverse interests

How to Join the DMF

ONLINE (two options)

- Fill out the online membership application at www.enhancedbackup.com
- Join us in the SNIA members website
www.snia.org/apps/org/workgroup/forumdatalifecyclemanagement/index.php

or Contact Us at (805) 566-1521

- Contact Mike Peterson, Program Director for DMF