SMI at the
Microsoft Management Summit 2012

NOW@ MMS 2012

APRIL 16–20 @ THE VENETIAN HOTEL

SMI got the word out about SMI-S at MMS 2012...

- An attractive booth in a great location — with demo
- Knowledgeable SMI reps from several companies
- Breakout session coverage
- Twitter tweets, from SNIASMI & others, focusing attention on SMI

"Impressive Display" at SMI Booth 607

Microsoft asked SMI to exhibit at MMS this year. They wanted SMI to spread the word that System Center 2012 – Virtual Machine Manager (VMM) uses the Storage Management Initiative Specification (SMI-S) to deliver visibility into storage and on-demand capacity management for the private cloud.

SMI representatives were on hand to answer questions and present a demo of VMM/SMI-S. An interesting mix of companies—from the Bank of Egypt to McDonalds, and many storage companies—visited the booth. Two lucky visitors won Xbox 360 consoles. Booth visitors numbered about 70 per day. Some had never heard of SMI-S; others wanted to know how it worked. All in all, SMI had exposure to 5000 people at MMS.

Thanks to Troy Biegger for taking the lead on the SMI booth design. The screen showed a demo of VMM with multiple SMI-S providers registered.

Troy Biegger reports...

- The booth looked great.
- The demo and live info were very well received.
- Most folks that stopped at the booth were genuinely interested in learning more about SMI.
- It was a good opportunity to not only talk with SMI implementers but also consumers.
- We were one of the more professionally dressed groups of booth representatives. (SMI reps wore SMI-Lab shirts.)
- All around great opportunity!

Jim Davis reports...

- What he saw at MMS made it clear: Microsoft's support of SMI indicated "if you want to play in their sandbox, you need to implement SMI-S."

Representing SMI: Troy Biegger, WBEM Solutions; James Rigger, SNIA; Rich Roscoe, EMC. Not pictured: Jim Davis, WBEM Solutions; Peter Lamanna, EMC

Booth buzz: James Rigger reported that "we (James, Rich Roscoe, and Microsoft's Jeffrey Snover) talked about automation to preempt system health issues and how to tie the available provisioning technology to business process needs."

MMS Breakout sessions

System Center 2012 - Virtual Machine Manager: Cool Things You Can Do with Storage. Hector Linares, Microsoft, regular SMI-Lab plug-fest attendee, presented the case for SMI-S. This session offered a scenario walk-through of managing storage in a private cloud managed by System Center 2012 - Virtual Machine Manager.

Several Fabric track sessions also mentioned SMI-S.

Day 2 Keynote: The demo of VMM drew attention to SMI-S: *"The industry has defined a protocol called SMI-S which allows me to manage the storage…so I cannot only discover LUNs but I can also just create LUNs right from in here."* - Vijay Tewari, Microsoft

Peter Lamanna, EMC, explains benefits of SMI-S to booth visitors.

For information about the SNIA Storage Management Initiative, contact Tom Mancuso (tom.mancuso@snia.org) or visit www.snia.org/smi.