Japan Regional Marketing Subcommittee
Charter
Dated 12/14/2010

Management Problem(s) and Environment

Public awareness of DMTF is very low in Japan. Even though the DMTF has two Japanese board companies and most board companies have offices in Japan, Japanese users and venders know very little about DMTF at this time. The paramount cause is DMTF has no Japanese marketing materials.

The DMTF's Japan Regional Marketing Subcommittee will address these issues. The Subcommittee will clear the way for Japanese vendors to access and use DMTF's standards and for DMTF members to contribute to DMTF's technical work including standards development.

Though this effort is aimed at the Japanese market it is expected that it will provide experience and insight to the Board on how to enter other non-English speaking markets.

Proposed Sub Committee Scope

The DMTF's Japan Regional Marketing Subcommittee will develop a marketing strategy targeted at users and venders in Japan about DMTF standards. The subcommittee will provide a DMTF website in Japanese and translated marketing and technical overview material, which advocate the importance and benefits of DMTF standards. The committee will also provide translations of technical notes and white papers.

The Japan Regional Marketing Subcommittee is a subcommittee of the Marketing Committee.

Supporting Companies

The following leadership or board companies are interested in the formation of a DMTF Incubator to address the problems identified in this document.
- **Dell** - Kinya Oishi Kinya_Oishi@Dell.com
- **EMC** - Hiroomi Kikuchi hiroomi.kikuchi@emc.com
- **Fujitsu** - Hiro Kishimoto hiro.kishimoto@jp.fujitsu.com
- **Hitachi** - Matsuki Yoshino matsuki.yoshino.pw@hitachi.com
- **HP** - Kiichiro Onishi kiichiro.onishi@hp.com
- **IBM – Yoshihiro Fujie HFUJIE@jp.ibm.com**
- **Intel – Takashi Tokunaga takashi.tokunaga@intel.com**
- **NEC** - Ryuichi Ogawa r-ogawa@bq.jp.nec.com
- **Oracle** - Toshihiro Suzuki toshihiro.suzuki@oracle.com
- **VMware, Inc**. - Takeo Nagura tnagura@vmware.com

Candidate Alliance Partnerships

Grid Consortium Japan - is one of the non-profit bodies, which has been established within an autonomous agency, Advanced Industrial Science and Technology (AIST) in June 2002,

and consists of researchers of corporate bodies, universities and national institutes who support our aims and are engaged in Japanese grid business and R&D.

This consortium aims at contributing to society by promoting R&D of grid technology, cloud computing, and green ICT, spreading of research results and by researching the trend of international technological standardization.

http://www.jpgrid.org/english/index.html

The Storage Networking Industry Association Japan Form (SNIA-J) - is a not-for-profit organization created in 2001. SNIA-J's mission is to lead the storage industry in developing and promoting standards, technologies, and educational services in Japan to empower organizations in the management of information.

http://www.snia-j.org/about/

Global Inter-Cloud Technology Forum - aims to promote standardization of network protocols and the interfaces through which cloud systems interwork with each other, and to enable the provision of more reliable cloud services than those available today.

http://www.gictf.jp/index_e.html

The Green Grid - is a global consortium dedicated to developing and promoting energy efficiency for data centers and business computing ecosystems by:
Defining meaningful, user-centric models and metrics
Developing standards, measurement methods, processes and new technologies to improve performance against the defined metrics
Promoting the adoption of energy efficient standards, processes, measurement methods and technologies

http://www.thegreengrid.org/

Reliance/Coordination with other WGs/Subcommittees/Forums

This subcommittee collects local requirements and feedbacks on DMTF whitepapers and specifications and provides them to Technical Committee and other Committees for their considerations.

Interim Chairs

- **Chair** - Hiro Kishimoto hiro.kishimoto@jp.fujitsu.com
- **Vice Chair** - Matsuki Yoshino matsuki.yoshino.pw@hitachi.com

Current Work – Overview, Deliverables and Timeline

Develop key marketing collateral in Japanese to describe the importance and benefits of DMTF standards:

- Marketing Plan – Q4 2010
    - PR Plan
    - Success metrics
    - Marketing Goals
    - Alliance Partnership Plan

- List up key marketing materials for translation – Q4 2010
- Marketing materials translation – Q2 2011
- Web pages – Q1 2011

- List of key non-normative technical documents (technical notes and white papers) and additional marketing materials for translation – Q2 2011
- Technical documents and additional marketing materials translation – Q3 2011
- Additional web pages – Q3 2011