



21-24 September 2009 | Maritim ProArte Hotel, Berlin

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#### ETHERNET MARKET STORMED BY GOLDFISH, BLUE MEN AND GREEN BIRDS

Congratulations to exponential-e for winning the MEF's very first Ethernet services marketing award! – presented at a very enjoyable awards dinner event last night. Up against the usual market gargantuars, exponential-e was judged by the analyst panel to have created and executed the best marketing campaign over the past year. In a revamped MEF awards program, COLT and Verizon also went away with trophies, congratulations to them also: check out the MEF press releases for more details.

Meanwhile, back at the conference, I present the big market strategic view and am complimented for my "clean slides"... is this a comment about my clarity, or an absence of useful content, I wonder? We also idly speculate whether there shouldn't be an awards program for the conference presentations: a whole host of categories – some more frivolous than others, I must admit – suggest themselves.

Having been unable to attend the hot-staging last month at EANTC, I visit the interop showcase. A massive testing effort this year with 24 vendors, over 100 network elements and interconnected MPLS-TP (pre-standard), IP/MPLS, and PBB-TE domains. Key areas for test are global interconnect, mobile backhaul (including synchronisation), and managed Ethernet services synchronisation. More details and a white paper are on the EANTC website.

I feel that even the largest carriers would have trouble creating such a comprehensive setup, even if they could justify the expense. The showcase has grown strongly over the past five years, and I'm convinced it's been a significant factor in accelerating Carrier Ethernet market adoption and shortening vendors' development cycles through shared operational learnings.

Up on the agenda, difficult choices face us on Day 2 with Belgacom, Bouygues Telecom, Deutsche Telekom, Magyar Telekom, ntl:Telewest, Orange, Verizon and Vodafone Germany all speaking in the parallel business services and mobile backhaul streams.

The challenges of rapidly-growing mobile data traffic are well known, and Orange provides a fascinating and detailed presentation of how it is dealing with this, including its B-BOP program ...that would be "Basestation Backhaul over Packet", not some retro radio station! A careful strategic analysis also means sweating existing assets (Ethernet over PDH radio using ML-PPP) and increasing existing capacity utilisation using intelligent aggregation, contention and stat-muxing. Definitely worthy of a "best of" award.

Despite optimistic forecasts from some, it seems clear to me that Ethernet mobile backhaul remains an early market and the industry still has a lot of work to do here before mainstream adoption can accelerate. We are some distance away from a plug-and-play Ethernet service as simple to use as traditional E1/T1. Hope is held for MEF22 IA phase 2, in order to advance the level of standardisation. I would recommend that we start to define some precise service profiles that could be used in real-life production networks.

The event is a day shorter this year, and it's noticeable that delegates are spending as much time networking in the exhibition area, as they are in the presentations and roundtable discussions. So another long day and your diarist is signing off until tomorrow.



**Don't forget CEW APAC** - the MEF's official APAC Congress takes place in Kuala Lumpur this November 2-4. Full details are now available at [www.carrierethernetworld.com/apac](http://www.carrierethernetworld.com/apac). This event is hosted by **Telekom Malaysia**

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