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MEF announces details of 2011 Service Provider Awards

Judging panels keen to reward recent service innovations



Kevin Vachon, MEF Chief Operating Officer, at NetEvents EMEA Press and Analyst Summit 2011, Frascati, Rome

The MEF (Metro Ethernet Forum) announced details of their Carrier Ethernet Service Provider Awards – 2011. Recognized as an annual celebration of excellence and leadership in the development, marketing and delivery of Carrier Ethernet Services, these awards are presented annually in North America, Asia-Pacific (APAC), Europe, Middle East & Africa (EMEA) and Caribbean & Latin American (CALA) regions. Full details are available now from the MEF website <http://www.metroethernetforum.org/mefspawards>

“The MEF Service Provider Awards are attracting increasing numbers of participants each year” stated Kevin Vachon, MEF Chief Operating Officer. “This year’s categories continue to reflect the maturity and growth of the Carrier Ethernet market with clear differentiators between business and wholesale service offerings, largely as a result of the impact of the MEF’s Global Interconnect Program and the emergence of Ethernet Exchanges” he added.

For each region there are now five categories to encourage the widest range of service provider submissions, regardless of size or footprint with scoring heavily biased towards innovations that have been introduced over the past 12 months. “Best Business Ethernet Service” encompasses retail services with an emphasis on innovation combined with real business benefits. “Best Wholesale Ethernet Service” rewards the service provider with the most robust wholesale service offering extending the reach of Ethernet services including mobile backhaul and Ethernet Business Services. “Best Marketing” recognizes creativity and proven results in marketing of Ethernet Services.

The “Service Provider of the Year” in each region will be awarded on the basis of the cumulative score from the above 3 categories plus additional qualifications relating to the company’s specific regional coverage and the “Global Service Provider of the Year” award will recognize the service provider with the most comprehensive Ethernet product portfolio and service coverage.

Finally, the newly introduced “Regional Service Provider of the Year” award will be presented to the provider that is headquartered in and offering Ethernet services primarily within the EMEA region, who has highest cumulative score for the Business, Wholesale and Marketing categories.

The awards will be judged by an independent panel of senior industry analysts and are open to all providers of Carrier Ethernet services in the respective regions. The awards will be announced and presented at gala award dinners as follows: EMEA Awards, Carrier Ethernet World Congress, Amsterdam, October 12th 2011; North American and CALA Awards, Light Reading Ethernet Expo, New York, November 8th, 2011; and finally the APAC and Global Awards, Carrier Ethernet World APAC, Singapore, November 30th, 2010.