

## Metro Ethernet Forum: Standards and cost will drive adoption

### Businesses looking for ‘known quality’

By Leo King | [Computerworld UK](#) | Published 09:46, 30 September 10

The Metro Ethernet Forum has said standards, simplicity, cost and quality are crucial to the adoption of reliable Ethernet technology by businesses.

While many firms struggle with an array of network architecture, others were moving to simpler Ethernet setups and seeing the results, the MEF said at the NetEvents Summit in Istanbul.

Kevin Vachon, chief operating officer at the MEF, said the organisation existed to enable businesses to identify quality suppliers that also followed useful standards, as much as to aid the suppliers themselves to demonstrate their worthiness.

The MEF has 165 members, of whom around half are hardware suppliers and the other half service providers.

“The Ethernet service market alone is set to hit over \$40 billion by 2014, according to Infonetics and Ovum research,” Vachon said. “With any rapid growth the industry knows it has to provide a clear set of reliable offerings to businesses counting on their networks to deliver.”

While different industries had specific requirements, he said - such as low latency in finance, diversity in healthcare and pure bandwidth among network wholesalers – “a lot comes down to the system being reliable, cheap, and easy to scale”.

Vachon highlighted what he said were some typical examples of Ethernet adoption.

Virginia Mason, a healthcare firm in Seattle, has 10 branches, 5,000 PCs and 250 servers. Its moved onto a virtual private line Ethernet setup, moving away from an older architecture, and cut costs as well as improving scalability. The company now transfers complex files including X-rays at high speed, allowing remote diagnosis.

Another firm, an building services company in Australia whose name was not disclosed, was suffering network reliability issues from an array of technology. That company moved to a point-to-point Ethernet setup from a single provider, cutting a quarter of costs and supporting key services including VoIP and virtualisation.

“The key is that businesses want predictability and cost cutting from the services, and a demonstration of quality and compliance with technical standards is vital to their confidence,” Vachon said.

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