

Cloud Computing and Unified Communications Mark the Evolution

This year's NetEvents APAC Press Summit and APAC VIP Service Provider Summit took place in Langkawi, Malaysia. The theme for both events was cloud computing. Vendors and press analysts came together for debates and open discussions on the future of cloud computing. Telecom Review was present and returned with all the summit highlights.



Genband: A Clear Vision of Communications in a Cloud-Based World

Genband has been working with some of the largest service providers globally, the top 80 out of the 100 service providers happen to be Genband's customers.

"The subscribers that the service providers are getting used to is actually changing quite a bit. The expectation of the subscribers is changing quite a bit. The subscribers today are a very different generation than what they used to be 10 years ago. Today the end consumer wants a lot. There is a lot of expectation. The end consumer wants to have availability of a lot of different types of applications. They want all of these different types of devices, and they want it anytime, and they want it anywhere. This is expectation. This is the expectation of the end consumer. It looks like, from what we can see from what our service providers are seeing, this is a trend that is affecting everybody. Every single service provider is being affected one way or the other by what the end consumer is looking to do and what the end

John McHugh, Vice President and Chief Marketing Officer, Brocade, gave the opening speech: 'Blue Sky and Clouds'. Cloud computing marks a fundamental change, claimed John McHugh. "This is unlike any other trend in our industry because I believe where we will stand 10 years from today, will be as different as the way companies operated before and after contract manufacturing."

"The cloud in a box is literally a step back from an IT standpoint. Restrictive cloud architectures which say you use this operating system, this server and this storage, are not buying any value for customers at all. Yes, it simplifies deployment. But no

customer truly uses the cloud architecture or is going to want that model. So yes, they're going to be popular in some ways where people are looking for turnkey to shut their CIO up and say - "We have a cloud now." But I think other than a gap-filler, these are going to be transient products which will be frankly interesting vestiges of the past within several years," added McHugh. "Simply stated, CIOs and information technology experts need to focus on the I in IT, not the T. IT and CIOs need to focus on the information."

Data Center Virtualization: Public Clouds - the Future!

"The thing I would stress about

virtualization is the true power of virtualization is to hide what the underlying hardware is," noted McHugh.

When asked about security being the biggest third in concern in the cloud computing industry, McHugh said, "To be honest with you, I believe -- so security, as I said, is really the enabler of going from the private cloud to any of the last two boxes and that thing. And how that security is implemented and how much hands off a customer can be in being able to go out and validate that somebody has a reasonable provisionary. I think in the short term it's going to be very hands on."



Mehmet Balos, Chief Marketing Officer, Genband



Nan Chen, President, MEF



Natasha Tamaskar, Vice President, Product Marketing, Genband



John McHugh, Vice President and Chief Marketing Officer, Brocade

consumer wants," said Natasha Tamaskar, Vice President, Product Marketing, Genband, while describing the change of behavior in customers today. "Today consumers are behaving differently and they do not want to be locked down to any device, any location, permanently. They want to be mobile."

"With 50 billion devices (in a world of barely 7bn people) on the internet by 2020, the cloud takes on a life of its own. Business models are changing from bundled services to à la carte and OTT. We see many service providers forming relationships with OTT providers. We see networks

moving away from voice and SMS to data-based solutions or wide-based multimedia. These are typically free based, pay per use, advertising subsidized and so forth. And finally, the networks themselves move completely from TDM to intelligent IP networks," concluded Natasha.

MEF's Certification Program

The MEF (Metro Ethernet Forum) has formally launched the third part of its widely adopted MEF Carrier Ethernet certification program. The new MEF Professional Certification program is designed for individuals whose Carrier Ethernet technology, services

and application expertise meet MEF criteria. The MEF's Carrier Ethernet Certified Professional (MEF-CECP) test validates knowledge of Carrier Ethernet technology, standards and applications.

"With thirteen new services and five providers certified in the last quarter of 2010 alone, we are witnessing a strong and growing appreciation of the value of MEF certification. For the individual, this new aspect of MEF certification helps career advancement by providing industry recognition of their knowledge and expertise. For the employer, it simplifies the choice of candidates and helps to define standard training

requirements. For the industry, it will enable growth via better trained sales, marketing, product management and technical professionals," said Nan Chen, MEF President.

To qualify for the MEF-CECP certificate, suitable individuals must sit for a two-hour multiple choice exam covering topics that include: MEF definitions, access technologies, MEF certification, target applications, circuit emulation over Ethernet, SOAM and comparisons with other network services. This exam can be taken online from the home or office, regulated by web based proctoring technology to



Craig Easley, VP Marketing and Product Management, Accedian Networks



Amit Sinha Roy, Tata Communications



ensure the security and integrity of the examination, at an approved test center or at an MEF Accredited Training Provider's facility following the completion of their training course.

Accedian Networks Accredited by MEF

The first five of these accredited third party training providers were announced at NetEvents: Accedian Networks, EANTC, Perpetual Solutions, Tech 2000 and Telefocal Asia. The first group of MEF Certified Professionals (MEF-CECPs) will be announced in the first half of this year. In addition to receiving the MEF certificate, successful

candidates will be automatically listed on the on-line directory of MEF Certified Professionals posted on the widely visited EthernetAcademy.net website. Typical candidates for this initial certification will be: technical marketing or product managers, pre-sales engineers, product planners, network consultants, technical sales, network operations engineers and application consultants.

"This professional certification could not be timelier," commented Michael Howard, Principal Analyst, Infonetics Research. "We anticipate healthy growth in the market as organizations increasingly look to Ethernet for the lowest

cost-per-bit, with Ethernet services revenues forecast to hit \$40 billion by 2014. There will be a growing demand for professionals with MEF certified Carrier Ethernet expertise."

Mobile Cloud Access – Getting LTE into Gear

Next-generation mobile technology won't be here for years, and the benefits might be smaller than you would expect, warned Matt Walker Principal Analyst, Ovum. Instead the big growth area will be HSPA+, using 3G foundations to deliver theoretical speeds up to 84Mbps - almost as much as LTE's headline figure. The

ensuing debate picked up the theme, with Genband's Chief Marketing Officer, Mehmet Balos, saying that "no-one's tearing down revenue-earning networks today."

"Well, let me start with: LTE's main differentiator is being all-IP. So on the wireline networks IP networks start building in the last five, six, seven years. And they are getting there. They're still not complete yet. There is a lot of tedium out there, but definitely they are ahead of the mobile operators. It's happening in mobile operators and if you look at the Mobile World Congress that just happened six weeks ago in Barcelona, one of the hottest

topics was IP exchange, the new brokerage firms evolving to connect different islands of IP so that they can do the mediation and brokers between the carriers," added Balos.

"So with that in mind there is progress in LTE deployment, but there are certain different ways to do it. One is circuit switch fallback. Last year one of my presentations was on the different elements of taking Voice over LTE to the next level. Circuit switch fallback means you stay for Voice in 2G and 3G networks and use only LTE for Mobile Data," said Balos.

Unified Communications: The Marriage of Next Generation

Devices and Applications

Shara Evans, CEO of Market Clarity, looks at unified communications as a color wheel or a palate of interpersonal communications that ranges from voice, all kinds of audio applications, video applications, messaging of many kinds whether it be email, SMS, IM, any kind of text-based communication such as on Facebook or on Skype or any of the other social media, as well as collaboration.

Everybody is forecasting huge growth in mobile broadband bandwidth in terms of what's required of the information load.

"So clearly at the heart of all this is an application server that provides the application. Typically most of this application server market originated on the fixed line side, actually not even so much on the consumer side but on the enterprise side, most of the applications that were developed were developed for enterprises," said Tamaskar.

"There is the whole other aspect of the enterprise. The enterprise must be ready and willing to allow these applications to connect to the intranet, to their corporate applications. And so there's a whole aspect of security,

the connectivity and all of that which we also need to take a look at because that is the seamless end-to-end connectivity solution that we have to have. There are today applications available on multiple platforms that allow you, for example, IM presence across various IM platforms in a single system. But they compromise your password potentially and your login because they store it on a common server somewhere and most enterprises will not allow that connectivity. But I would love to have that," noted Amit Sinha Roy VP, Marketing and Strategy, Global Enterprise Solutions, Tata Communications. ■