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NetEvents: Ethernet in the Cloud – Unifying Force or Lowest Common Denominator?

Informa analyst puts the challenge as top Service Providers and industry executives debate Cloud business opportunities at Net Events APAC Service Provider VIP Summit

The key role of Ethernet in enabling Cloud services became a hot topic on the first day of this year's NetEvents APAC VIP Service Provider Summit as Informa's Principal Analyst, Camille Mendler, challenged carriers to see beyond the "dumb cloud" model and think in terms of end-to-end service delivery – capitalizing on their overall infrastructure and not just delivering from a datacenter. During the 2-day Summit's opening conference, special guest speaker Nan Chen, President, MEF, made a strong case for Ethernet as the key enabler for the widespread uptake of Cloud services in his presentation *The Cloud – Smokescreen or Solution?*.

Preparing for the Future – IT's all in the Clouds is the Summit's overall theme, of special interest to an audience of senior figures from leading APAC Service Providers. Nan Chen began his presentation by playing devil's advocate, pointing out that business models such as the network computer, thin client and Software as a Service had been heavily hyped then crashed in the past – so what's new? The answer he gave was: "ubiquitous Ethernet". For the first time there is a potential common fabric running from LAN through access through metro to WAN.

The conference's focus on business opportunities for innovative Service Providers included a debate *Rich pickings from transformative business models* introduced by Jayesh Easwaramony, Vice President, ICT Practice, Frost & Sullivan. Arguing that re-thinking the strategic role of the operator must be a key priority he said: "Telecom providers do possess significant assets – what is needed is new ways to exploit these resources. Wholesale services like mobile backhaul provision offer opportunities for sustainable growth, but lateral thinking opens doors to many other opportunities in the cloud".

This year's event featured – Frost & Sullivan, IDC, Informa, Market Clarity and Ovum – and top executives from: Alcatel-Lucent, Accedian Networks, Brocade, BT, China Mobile, China Telecom, Cisco, Genband, Grameenphone, HP, Metaswitch, MEF, Maxis, PCCW, Reliance Globalcom, Spirent Communications, Starhub, Symphony, Telecom Malaysia, TATA Communications, Uecomm, Verizon Business, VNPT plus others.

Full transcripts of all sessions and presentation materials are now available on the www.netevents.org.

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