

# MEF

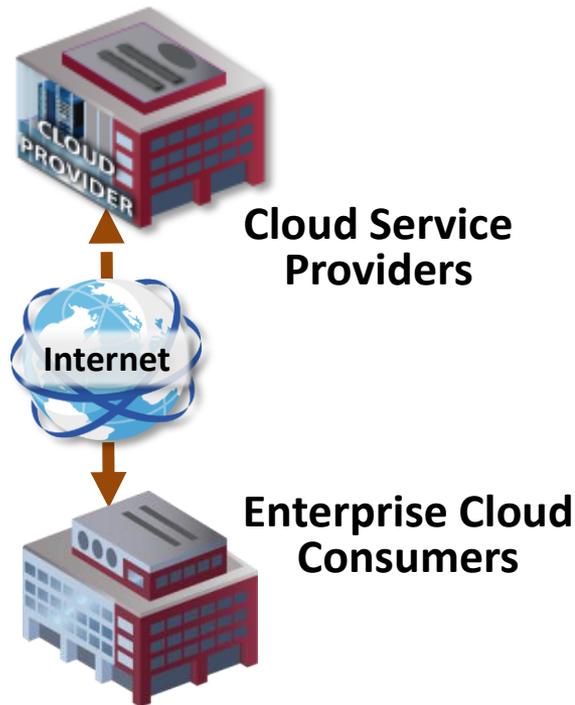
## Ethernet: Bringing the Cloud Down to Earth ...

**Robert Kuse**

**MEF Board Member & Director  
Transport Planning and Architecture, Cox Communications**

# Enterprise Cloud Service Delivery: The Challenges

- Internet is predominant method of delivering cloud services
- Larger Enterprises hesitant to move mission-critical applications to the cloud when delivered via the Internet



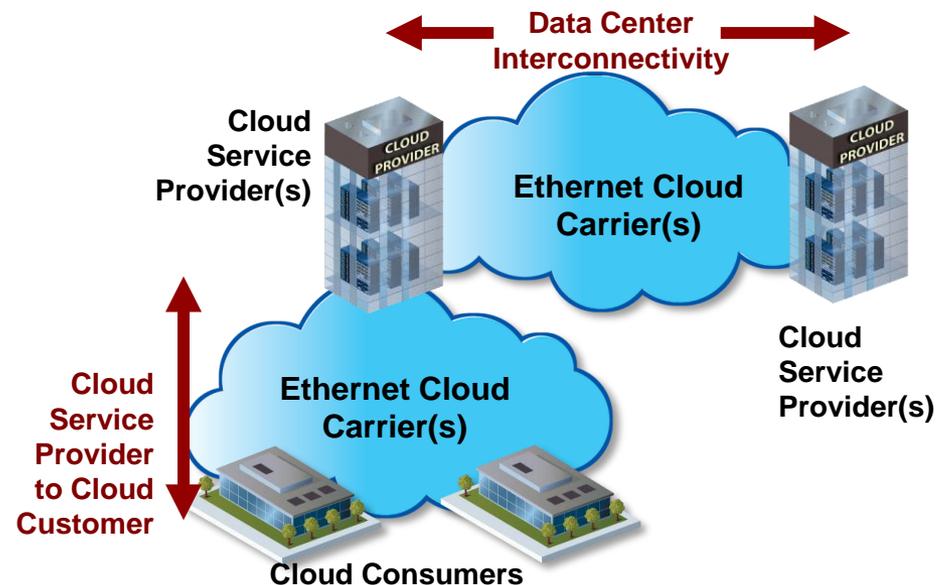
## Cloud Service Delivery Challenges over the Internet

- Security Vulnerabilities
- Data Governance
- Regulatory Compliance
- Performance

The WAN is critical for cloud service performance (SLAs)

# Carrier Ethernet for Cloud Service Delivery

- **Carrier Ethernet for Cloud Service Delivery**
  - Predictable Performance
  - Secure
  - Control of Data Governance and Regulatory Compliance
  - Static Cloud Services deployed today
- **Top MEF Priority**



# MEF Carrier Ethernet Solutions: Today and Future

- **Today's Carrier Ethernet**

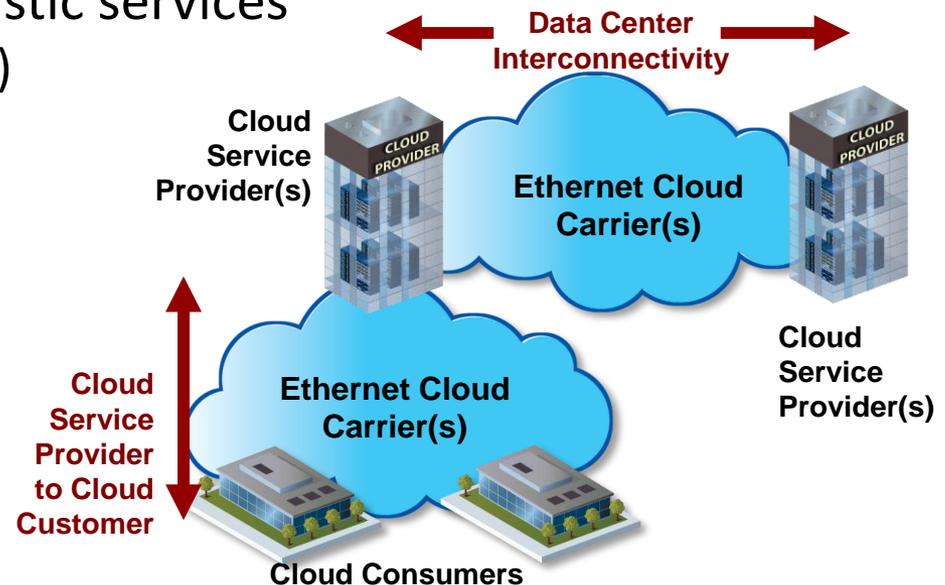
- Removes internet delivery issues for mission critical apps
- Uses Carrier Ethernet to connect between cloud providers
- Using Carrier Ethernet to connect to cloud customers
- Significant opportunity for additional revenue

- **Work in Development**

- Services extensions for elastic services (on-demand bandwidth, etc.)
- New management APIs

- **Under Investigation**

- Carrier Ethernet as data center solution



# CE Benefits for each Stakeholder

- **Cloud Providers**
  - Access to massive Enterprise audience with business-class delivery
- **Ethernet Cloud Carriers**
  - Deliver mission-critical business-class Cloud-based services as long term value-added service
  - Leverage well-established, customer relationships
- **Enterprise Cloud Consumer**
  - Meets Enterprise requirements for high performance, secure and controlled access to mission critical applications

# Carrier Ethernet, Cloud and SDN

- **MEF is committed to continued revenue growth of CE in step with market migration to Cloud**
- **Reducing cost and complexity with dynamic automated processes essential for scalability**
  - CE and SDN share these common goals
- **CE extensions for cloud service delivery are top MEF priority:**
  - Ongoing MEF technical work for services & management: needed for traditional and SDN approaches
  - MEF and ONF in discussion on technical alignment

# MEF

## Summary

### Carrier Ethernet for Cloud Service Delivery