

EFMA - Ethernet in the First Mile Alliance

March 12, 2002

St. Louis – IEEE Plenary



What does an Alliance do?

- **The EFM Alliance has been established to:**
 - **Promote standards based Ethernet in the First Mile technologies and products**
 - **Position Ethernet in the First Mile as a key networking technology for the access network**
 - **Similar in scope to other Alliances that have supported IEEE efforts in the past**
 - **Fast Ethernet Alliance**
 - **Gigabit Ethernet Alliance**
 - **10 Gigabit Ethernet Alliance**
 - **The Alliance is not a standards creation body**



EFM Alliance Goals

- **Marketing Goals**
 - Create industry awareness, acceptance, and advancement of the Ethernet in the First Mile standard and products
 - Provide resources to establish and show multi-vendor interoperability through coordinated events
- **Technical Goals**
 - Support the Ethernet in the First Mile standards effort conducted in the IEEE P802.3ah Task Force
 - Contribute technical resources to facilitate convergence and consensus on technical specifications

EFMA Founding Companies



Fiberintheloop



EFMA Founding Companies

- Accton
- AllOptic
- BATM
- Cisco
- Elastic Networks
- Ericsson
- Extreme Networks
- Fiber in the Loop
- Finissar
- Hatteras Networks
- Infineon
- Intel
- NTT
- Passave
- Texas Instruments
- World-wide Packets

EFMA Member Benefits Marketing Committee

- **An extension of member companies' own efforts**
 - Complimentary support for your own marketing
 - Market development information from the Alliance
- **Actively help shape and develop the EFM market**
 - Market definition, key messages, positioning
 - White papers to articulate benefits of EFM to the market
 - Event exposure to build industry awareness
- **Opportunities exist to join the marketing committee**

EFMA Member Benefits

Technical Committee

- **Promote vendor interoperability**
 - Conduct tests and public demonstrations
 - Coordination with test labs and test equipment vendors
 - Development of interoperability test suites
- **Compliance reporting and interoperability milestone announcements**

Education and Awareness Building

- **EFM-Alliance web site**
 - Frequently asked questions
 - Access to information and tutorials
 - Links to IEEE p802.3ah material
- **Coverage of EFM in the press**
 - Press Releases and editorial coverage
 - EFMA submitted articles
- **Tutorials and technical papers on EFM technologies, architectures and applications**
- **Trade show roundtable discussions and tutorial sessions**

Trade Show Calendar 2002

Show	Attend	Date	Demo	Speak	Location
IP.net	Yes	3/1	None	Tutorial	Japan
Euro Forum Optical MAN	TBD	4/8	None	Possible	UK
Gigabit Ethernet Conference	Yes	4/16	Booth	Tutorial/ Panel	Santa Clara California
TIA Optical Conference	Yes	4/29	None	Tutorial	Miami
Networld Interop	Yes	5/7	None	Tutorial	Las Vegas
Ethernet Access	Yes	5/21	none	Various	Paris
SuperComm	Yes	6/11	Booth	Tutorial	Atlanta

Benefits of Membership

- **Alliance promotes the EFM effort**
 - Member companies represent the leadership of the EFM
 - 100% of track chairs represented within EFMA
- **Board has passed a resolution extending “Founder Member” status until the next meeting in April**
- **Working to fill 2 seats on the Board of Directors**
 - Accepting (self) nominations until March 28th
- **Leverage work done in the Marketing and Technical Committees by member companies**

We're from the EFMA and We're here to help!

- **Facilitate the development of a widely supported standard**
- **Marketing support to help educate, position and promote Ethernet as an access technology to all of our customers and constituencies**
- **Promote interoperability among vendors through tests and demonstrations**
- **Membership information available on the web**
<http://www.efmalliance.org>