

**USA & International PR contact: EMEA: Asia Pacific:**

Roland Daniells UWE Scholz Shirley Yeh

Zonic Group PR Zonic PR EMEA Zonic PR Asia

rdaniells@zonicgroup.com uscholz@zonicgroup.de syeh@ZonicGroup.com

+44 (0)870 760 9248 +49 172 3988 114 +86 21 321 00018

**Australian SP brings Carrier Ethernet 2.0 to the APAC region**

*CE 2.0 certified services ensure world-class connectivity with multiple CoS and end-to-end manageability*

**March 7 2013.** Telstra Wholesale is now the first company in the APAC region – and only the second company in the world – to offer certified Carrier Ethernet (CE 2.0) services, according to Nan Chen, President of the MEF. He congratulated Telstra Wholesale for being the APAC region’s – and so also Australia’s – very first provider to achieve the new CE 2.0 certification for both their Ethernet Access and Ethernet Backhaul E-Line products. Telstra is backing its CE 2.0 services with a major internal educational campaign that has already resulted in eighteen employees across the Telstra Group receiving MEF Carrier Ethernet Certified Professional (CECP) accreditation – with more to come.

“*Carrier Ethernet has become the industry’s biggest success story of the past decade,”* said Nan Chen, President of the MEF. “With India, China and other Asian countries continuing to drive the global economy, interconnectivity – both within the region and into other world markets – is key. Effectively, Telstra Wholesale’s customers can be confident that these services offer ‘world’s best practice’, - certified by the MEF. What’s more, Telstra Wholesale customers can now enjoy the inherent advantages of CE 2.0’s multi-CoS plus sophisticated end-to-end management capabilities.”

CE 2.0 extends Carrier Ethernet with vital added features, including multiple classes of service, greater manageability and easier interconnect for four standard service types (E-Line, E-Lan, E-Tree and E-Access) enabling new levels of efficiency for mobile backhaul, making it easier for a large number of access providers to join the Carrier Ethernet community and establish Carrier Ethernet as a business class cloud service carrier. Service Providers choose to certify one or more of these four service types, progressively certifying additional service types as customer demand warrants.

According to Telstra Wholesale’s Mr Bryce Blacker, General Manager - Solutions: “CE 2.0 E-Line certification is a whole lot more stringent than earlier Carrier Ethernet acccreditations, and we are proud to be the first to achieve it in the APAC region. Telstra Wholesale can now offer its customers four classes of service, targeting a range of business applications from the stringent demands of voice/video down to the best effort needs of Internet browsing. In addition, the CE 2.0 SOAM capability provides enhanced end-to-end manageability so our customers can benefit from fast, fine-grained fault detection and localization across a nation-wide fibre network covering approximately 1700 metro, inter-city, and regional Exchange Serving Areas (ESA’s). Meanwhile, we are accelerating our employee training group-wide to ensure an ample resource of MEF-CECPs to back our service delivery with the very best in professional support.”

Telstra’s commitment to Carrier Ethernet reflects the industry’s biggest success story of the past decade. For the first time this year, CE services share of bandwidth exceeded the sum total of all legacy telecoms services across the world, making it the dominant technology in the carrier space, according to Vertical Systems Group. Last year over 1.2 billion new Ethernet ports were shipped (400 million wired and 800 million wireless) according to IDC, and Frost & Sullivan, Vertical Systems and Infonetics predict a near $48+ billion services market by 2015.

**About The MEF:**

The MEF is a global industry alliance comprising more than 200 organizations including telecommunications service providers, cable MSOs, network equipment/software manufacturers, semiconductors vendors and testing organizations. The MEF’s mission is to accelerate the worldwide adoption of Carrier-class Ethernet networks and services. The MEF develops Carrier Ethernet technical specifications and implementation agreements to promote interoperability and deployment of Carrier Ethernet worldwide.

For more information about the Forum, including a complete listing of all current MEF members, please visit the MEF web site at <http://www.MetroEthernetForum.org/>