# Executive Summary

This survey-based report draws attention to the value of MEF 3.0 Carrier Ethernet certified services as part of MEF’s ongoing commitment to drive their adoption worldwide. Key findings are based on feedback from 18 of today’s 51 MEF 3.0 CE certified service providers (March – April 2022).

## Key Motivations to Become MEF 3.0 Certified

<table>
<thead>
<tr>
<th>4 top reasons service providers pursue MEF 3.0 CE certification:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gain competitive advantage</td>
</tr>
<tr>
<td>2. Certification is a key part of their sales &amp; marketing strategy</td>
</tr>
<tr>
<td>3. Validate performance excellence</td>
</tr>
<tr>
<td>4. Customers are asking for or requiring certification</td>
</tr>
</tbody>
</table>

## Key Benefits of MEF 3.0 Certification

<table>
<thead>
<tr>
<th>Between 78% - 89% of respondents said they have experienced major or moderate benefits in 4 areas:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Address customer requests for certified services</td>
</tr>
<tr>
<td>2. Gain competitive advantage</td>
</tr>
<tr>
<td>3. Positively impact sales &amp; marketing</td>
</tr>
<tr>
<td>4. Enable faster interconnection with service provider partners</td>
</tr>
</tbody>
</table>

## MEF 3.0 CE Certification Impact on Revenue

<table>
<thead>
<tr>
<th>89% of respondents said MEF 3.0 CE certification has had some level of beneficial impact (major, moderate, or minor) on service revenues.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A strong majority have seen major or moderate revenue benefits in 2 areas:</td>
</tr>
<tr>
<td>1. Helping win new customers</td>
</tr>
<tr>
<td>2. Defending customer accounts vs. the competition</td>
</tr>
</tbody>
</table>

## Certification Experience & Platform

<table>
<thead>
<tr>
<th>Certified companies gave high marks for MEF’s Test &amp; Certification Partner Iometrix and their testing platform.</th>
</tr>
</thead>
<tbody>
<tr>
<td>94% to 95% excellent or good experience with Iometrix and their platform</td>
</tr>
<tr>
<td>66% stated that the average time to complete the testing process for a CE service was less than 2 months.</td>
</tr>
<tr>
<td>33% were able to certify a service, on average, in less than 1 month.</td>
</tr>
</tbody>
</table>
Contents

Survey Results
Introduction & Survey Participants 4
Nearly 50 MEF 3.0 Certified Service Providers Worldwide 5
Motivations to Become MEF 3.0 CE Certified 6
Benefits Realized from MEF 3.0 CE Certification 7
MEF 3.0 CE Certification Impact on Revenue 8
Certification Experience with Iometrix & Testing Platform 9
Average Time to Complete Certification Testing Process 10

Certification Process & More Information 11
MEF 3.0 CE Certification Test Environment 12
Engage in MEF 3.0 CE Certification - Workflow 13
Certification Contact & Report Feedback 14
Introduction & Survey Participants

This survey-based report draws attention to the value of MEF 3.0 Carrier Ethernet certified services as part of MEF’s ongoing commitment to drive their adoption worldwide.

- Automation-ready MEF 3.0 certified CE services provide the highest level of performance, assurance, and agility available in the market. They incorporate dozens of published standards, substantially increasing capabilities and raising the performance bar well above globally ubiquitous and widely certified CE 2.0 services.

- MEF 3.0 CE certification is available for subscriber services (E-Line, E-LAN, and E-Tree) and operator services (Access E-Line and Transit E-Line).

Key findings are based on feedback from 18 of today’s 51 MEF 3.0 CE certified service providers (March - April 2022).

- MEF received input from service providers based in North America, APAC, Europe, and Middle East & Africa (MEA).

MEF 3.0 CE certification testing is carried out by MEF’s Authorized Test & Certification Partner Iometrix, using its Lab in the Sky cloud-based testing platform.

- MEF 91 Carrier Ethernet Test Requirements and MEF 91.0.1 Amendment to MEF 91: Satellite Performance Tier specify test requirements for MEF 3.0 CE services.
51 MEF 3.0 Certified Service Providers Worldwide

See MEF’s Service Certification Registry for details.
Motivations to Become MEF 3.0 CE Certified

Service providers primarily pursue MEF 3.0 CE certification for the following reasons: (1) gain competitive advantage, (2) certification is a key part of their sales/marketing strategy, (3) validate performance excellence, and (4) customers are asking for or requiring certification.

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Primary Factor</th>
<th>Secondary Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certification is a key part of sales/marketing strategy</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Gain competitive differentiation</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>Validate performance excellence</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Customers asking for or requiring certified services</td>
<td>56%</td>
<td>33%</td>
</tr>
<tr>
<td>Enable faster RFI/RFP response and customer evaluation</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Enable faster interconnection with service provider partners</td>
<td>33%</td>
<td>50%</td>
</tr>
<tr>
<td>Accelerate R&amp;D for advanced services</td>
<td>6%</td>
<td>50%</td>
</tr>
<tr>
<td>Enable better internal coordination</td>
<td>11%</td>
<td>39%</td>
</tr>
</tbody>
</table>

“As a last mile carrier, we’ve had multiple national providers request MEF compliant services and ask for MEF certification.”

“Being MEF certified will be a major differentiator factor while participating in RFP writeups that would help secure more wins.”

“With support for MEF 3.0 standards, many of the barriers to onboarding new customers and quickly activating new services will be removed.”

“Interconnection with other 3rd party carriers is the key motivation in getting our network MEF certified.”

Responses from 18 MEF 3.0 CE certified service providers. Quotes are from survey respondents.
Benefits Realized from MEF 3.0 CE Certification

Between 78% - 89% of respondents said they have experienced major or moderate benefits in 4 areas: (1) address customer requests for certified services, (2) gain competitive advantage, (3) positively impact sales & marketing, and (4) enable faster interconnection with service provider partners.

“To be among the leading service providers around the world.”

“Most valuable aspect of certification is gain competitive differentiation.”

“In the increasingly automated and interconnected telecom landscape, it is critical to use standards-based services in order to inter-operate and extend service footprint beyond one’s own network. Enable faster interconnection with service provider partners is a major benefit for the 3.0 CE certifications.”

“Using the certification logo grabs attention in our marketing and internal training materials.”

Responses from 18 MEF 3.0 CE certified service providers. Quotes are from survey respondents.
MEF 3.0 CE Certification Impact on Revenue

89% of respondents have experienced some level of beneficial impact on revenues, with a strong majority seeing major or moderate benefits in two areas: (1) helping win new customers and (2) defending customer accounts vs. the competition.

```
Helped win new customers
17% Major Benefit
44% Moderate Benefit
28% Minor Benefit
11% No Impact

Helped defend customer accounts vs. competition
17% Major Benefit
44% Moderate Benefit
17% Minor Benefit
22% No Impact

Helped protect profit margins and/or prevent loss of revenue
6% Major Benefit
22% Moderate Benefit
50% Minor Benefit
22% No Impact
```

“"A key product differentiation against our competitors where we could promote the MEF benefits (e.g. ease of interconnection & CoS preservation, etc.)”

“"Mostly price and footprint impacts sales. Certification can be a tie-breaker.”

Responses from 18 MEF 3.0 CE certified service providers. Quotes are from survey respondents.
Certification Experience with Iometrix & Testing Platform

Certified companies gave high marks for MEF’s Test & Certification Partner Iometrix and their Lab in the Sky testing platform. 94% to 95% of respondents reported an excellent or good experience with Iometrix and their platform. Responses from 18 MEF 3.0 CE certified service providers. Quotes are from survey respondents.

“Bob and team were very responsive and super helpful.”

“Always a pleasure working with Iometrix.”

“Lab-in-the-Sky” works wonderfully, and the automation associated with each service certification has greatly improved the customer experience since the days of MEF 1.0 and 2.0 certification.”

“It’s an excellent platform and detailed enough to help guide the engineers to successfully pass the tests.”

“Superb.”

“Easy to work with. Innovative and contemporary. Debug capabilities were very good.”
Average Time to Complete Certification Testing Process

66% of surveyed service providers stated that the average time to complete the testing process for a CE service was less than 2 months. 33% of providers were able to certify a service, on average, in less than 1 month.

“"We certified 6 services in approximately 2 months, so the average time taken to certify each service was close to a week and a half.”

“"We certified four services within 3-4 months. Basically, once the test setup was ready, it was easy to run multiple tests for each service and view results online.”

“"Once we had our services in place, it took several weeks per service. Results are very quick upon test completion.”

“"We had some equipment challenges but running the actual tests went very quickly.”

Responses from 18 MEF 3.0 CE certified service providers. Testing process time is calculated from activation of the certification project to complete test results.
MEF 3.0 CE Certification Test Environment

**Cloud Manager**
Create | Execute | Compute and log test cases

**User Portal**
Setup | Test | Review the results

**Software Probes**
Customer owned white-boxes run test software

---

**Portal Test Manager**
Lab in the Sky

**API Client Emulator**
Optional

**Software Test Probe**
UNI (or ENNI)

**MEF 3.0 Service(s) to be tested**

---

**Lab in the Sky**
Test Manager

---

**Cloud Manager**
Create | Execute | Compute and log test cases

**User Portal**
Setup | Test | Review the results

**Software Probes**
Customer owned white-boxes run test software
Engage in MEF 3.0 CE Certification – Workflow

1. Gather Info & Engage with MEF
   - Introductory briefing by MEF
   - Determine services to be certified
   - Study MEF documents.
   - Introduction to certification test partner
   - Overview of test platform, process & pricing variables
   - Non-members decide on MEF membership (mandatory for certification)

2. Engage with Iometrix
   - MEF handoff to Iometrix
   - Detailed discussion about services to be certified, locations, other network and service information
   - Register for an account with Iometrix to access information on the certification process, pricing, ordering, and deliverables.
   - Place an order online for one or more MEF 3.0 CE services

3. Certification Testing
   - Testing is carried out by Iometrix Lab in the Sky cloud-based platform.
   - Service providers:
     1. Install virtualized x86 probes at selected service end-points
     2. Configure service(s) to be tested.
     3. Access portal to manage the certification test project and specify attributes and parameters of the service(s).
     4. Start test runs automatically executed by platform and virtual probes.
     5. Submit test results for validation when all mandatory test cases pass.

4. Post-Testing
   - Iometrix provides a Test Record validating all test results, with a description of the test environment and conditions
   - MEF issues certificate after Iometrix validates test results.
   - Listing added to MEF’s Service Certification Registry.
   - Use MEF 3.0 certified logo on website, sales presentations, etc.
   - Start promoting your MEF 3.0 certification. Learn more.

MEF 91 Carrier Ethernet Test Requirements and MEF 91.0.1 Amendment to MEF 91: Satellite Performance Tiers specify test requirements for MEF 3.0 CE services.
Certification Contact & Report Feedback

Certification Contact

Please contact certification@mef.net to learn more about and begin the process of MEF 3.0 certification.

Report Feedback & Contact

Please contact author Stan Hubbard, Principal Analyst, stan@mef.net, to provide feedback on this report. Your opinion is highly valued!