

MEF 3.0 CE Services Certification

Business Case

July 2020



MEF 3.0 CE Services Certification Business Case

- Intended to help service provider decision makers drive deployment & certification of MEF 3.0 CE retail and wholesale services + maximize their sales & marketing potential
- Explores how certification can strengthen customer relations, increase revenue opportunities, and improve operational efficiencies

Contents

- Executive Summary
- Introduction
- Benefits
- Market Impact
- Certifying MEF 3.0 CE Services
- Certifying MEF 3.0 LSO Sonata APIs
- Conclusion



MEF White Paper

**MEF 3.0 Carrier Ethernet Certification
Business Case for Service Providers**

March 2020

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Major Benefits of MEF 3.0 CE Services Certification

11 key benefits that collectively strengthen customer relations, increase revenue opportunities, and improve operational efficiencies for retail and wholesale service providers of all sizes.

As a Standalone Service Provider

- Validation of performance excellence
- Competitive differentiation
- Faster RFI/RFP response & customer evaluation
- Confidence boost for sales force
- Quicker R&D for advanced services

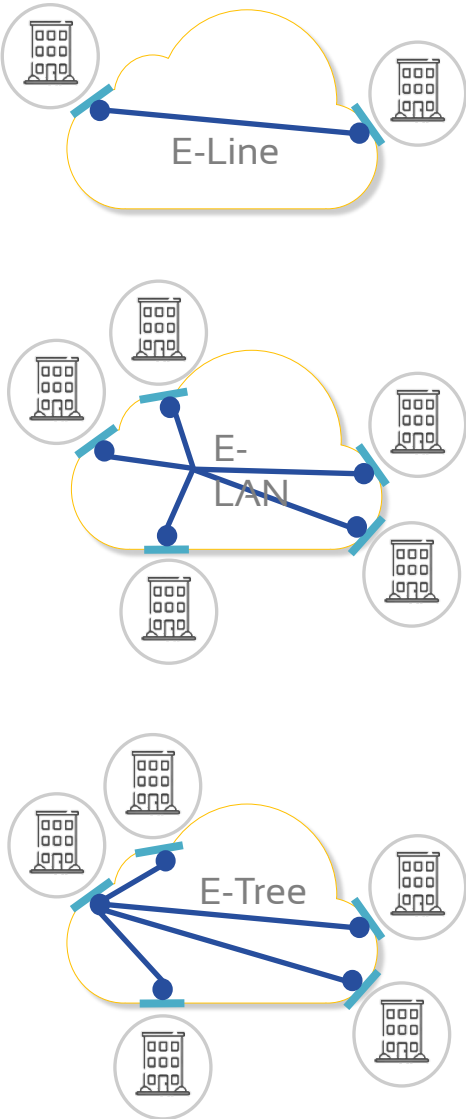
Within a Global Federation of Automated Networks

- Faster, efficient interconnection
- On-demand ordering and provisioning
- Accelerated service delivery
- Faster time to revenue
- Additional revenue from new orders
- New revenue from on-demand/dynamic services

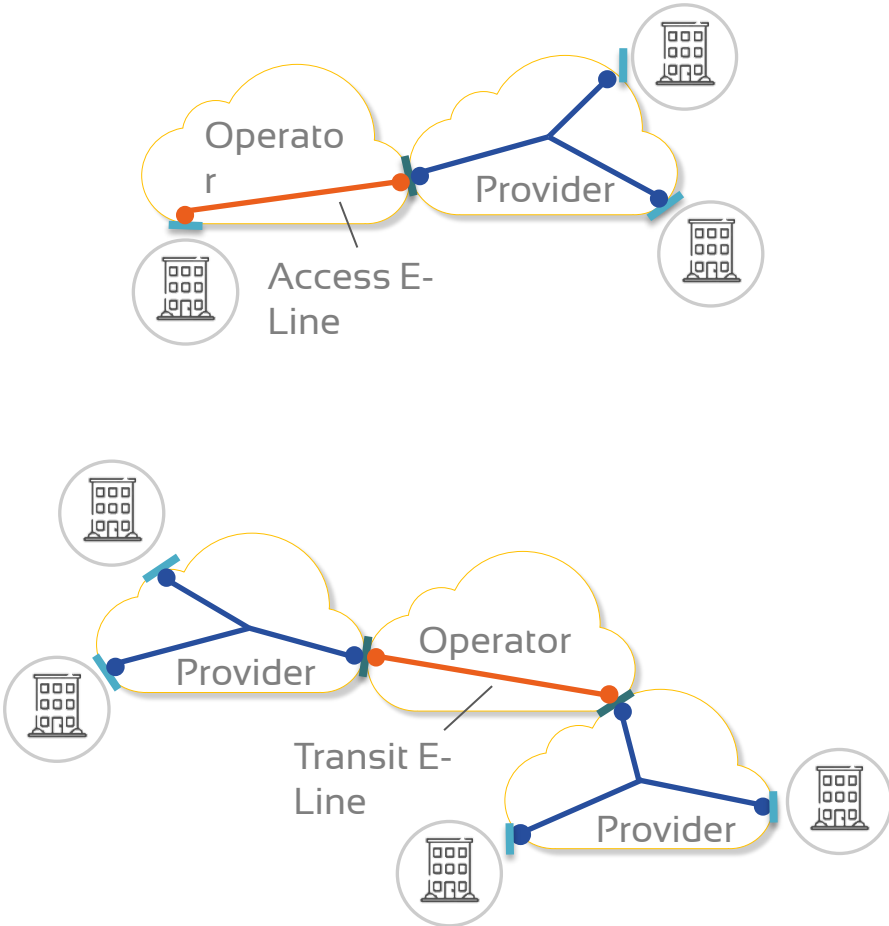
Opportunity to provide higher margin, highly differentiated, and dynamic inter-provider services that leave behind commoditized, low-margin fixed-bandwidth services.

MEF 3.0 CE Services That Can Be Certified

Subscriber Ethernet Services



Operator Ethernet Services



Key MEF 3.0 CE Standards

Service Attributes

Service Definitions



**Subscriber
Services**

MEF 10.4

MEF 6.3
+MEF 22.3
(Mobile)



**Operator
Services**

MEF 26.2

MEF 51.1
+MEF 62
+MEF 65



**Special
Topics**

SOAM
MEF 30.1,
35.1

L2CP
MEF 45.1

CoS/BWPs
MEF 23.2(.1)

SAT
MEF 48.1

MEF 3.0 CE Services Certification Benefits

As a Standalone Service Provider

Validation of performance excellence

Customers who purchase certified solutions can have greater confidence that they have met the highest levels of performance, assurance, and agility established by the world's defining authority for standardized network services.

Competitive differentiation

Service providers can compete more effectively by setting themselves apart from the crowd with higher-value services proven capable of addressing the demanding connectivity requirements of digital transformation.

Faster RFI/ RFP response and customer evaluation

Service providers can reduce their time and operational costs when responding to RFIs/RFPs by using certification to validate service capabilities specified in RFI/RFP checklists. Customer evaluation especially can be simplified and accelerated when a customer has clarified their desire for MEF 3.0 CE certified services and can begin their selection process leveraging a shortlist of providers in MEF's [Service Certification Registry](#).

Confidence boost for sales force

Service provider sales teams can operate with greater confidence in pursuing business with even the toughest customers when armed with certified solutions in their portfolios and certification logos signifying proven quality and value.

Quicker R&D for advanced services

The automated, cloud-based platform used for MEF 3.0 CE certification testing liberates service providers to run their own compliance tests in an on-demand fashion. This helps service providers tighten up their service development process, enhance their product offering through in-depth validation of advanced features, and speed overall service time-to-market.

MEF 3.0 CE Services Certification Benefits

Within a Global Federation of Automated Networks

Faster, efficient interconnection

Certification allows service providers to streamline inter-provider interconnection by aligning on common, well-defined service attributes.

Faster RFI/ RFP response and customer evaluation

Service providers are able to shift from a cumbersome legacy wholesale model – characterized by fixed bandwidth connections, complex manual processes, and a mix of email, spreadsheets, and proprietary portals and APIs – to an agile MEF 3.0 standards-based wholesale model that enables on-demand ordering and provisioning using end-to-end lifecycle service orchestration across multiple providers. This initially relates to automated ordering of certified MEF 3.0 Access E-Line services but will be expanded to include other MEF 3.0 services.

Accelerated service delivery

Service providers can dramatically shorten service delivery for inter-provider MEF 3.0 CE services from months/ weeks to hours/minutes with near-instantaneous cycle times enabled by LSO Sonata APIs.

Faster time to revenue

Improved operational efficiencies with certified APIs can help service providers reduce their time to revenue from days to hours/ minutes and avoid potential lost revenues.

New revenue from on-demand/ dynamic services

Automation of inter-provider MEF 3.0 CE services – with currently available and planned LSO APIs – opens opportunities to offer enterprise customers on-demand/ dynamic connectivity with coveted global reach, a key component of lucrative multi-cloud IT solutions.

Additional revenue from new orders

Improved quote to order conversions with faster response times strengthens customer loyalty and can lead to new orders.