

MEDIA ALERT: ETHERNET ALLIANCE WEBINAR ADDRESSES CHALLENGES OF MULTI-TENANCY AND VIRTUALIZATION ARCHITECTURES

BEAVERTON, OR, AUGUST 14, 2012 – The [Ethernet Alliance](#), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced registration for its latest webinar is now open at <http://bit.ly/QxzKoy>. Slated for August 28, 2012, the “Ethernet 311: Plumbing for Clouds: Overlay Protocols for Multi-Tenancy” webinar will be presented at 8 a.m. and 4 p.m. PDT.

The latest installment in the Ethernet Alliance’s webinar series, Plumbing for Clouds, highlights multi-tenancy and virtualization challenges in cloud computing, discusses multiple hypervisor solutions including VxLAN and NVGRE, and examines ongoing and emerging standardization efforts. Among topics that will be addressed during the hour-long session are network problems associated with multi-tenancy, available pre-standard solutions, and the applicability of IEEE 802.1 bridging standards in multi-tenancy settings.

WHY ATTEND: Webinar participants will explore an array of subjects, such as:

- Problems and obstacles relating to multi-tenancy and virtualization
- Pre-standard solutions currently available for deployment like VxLAN and NVGRE
- Ongoing standardization efforts by IETF, IEEE, and other SDOs
- Applicability of IEEE 802.1 and 802.3 standards, and possible extensions

“Creating data centers allowing multiple tenants to share physical resources facilitates greater efficiency, however, it also gives rise to new challenges like how to effectively allocate and interconnect these mutual resources,” said Manoj Wadekar, vice president, Ethernet Alliance. “By delivering an in-depth look at these hurdles and their potential remedies, the Ethernet Alliance aims to arm those individuals and organizations tasked with implementing multi-tenant solutions with the information and answers needed to succeed.”

Hosted by the Ethernet Alliance, presenters for this webinar include:

- Anoop Ghanwani, distinguished engineer, Dell Inc. Prior to joining Dell, he held positions in engineering, architecture, and software design for industry leaders such as Brocade, HP, IBM, and Nortel. An expert in networking system architecture, standards, and software development of switches and routers for data center, enterprise and service provider markets, Mr. Ghanwani received his undergraduate degree in electronics and telecommunications engineering from the Government College of Engineering in Pune, India, and both a Masters and Ph.D. degree from Duke University, Durham, NC.
- Manoj Wadekar, vice president, board member, and technical committee chair, Ethernet Alliance, and fellow and chief technologist, QLogic Corporation. A networking industry veteran with more than 20 years experience, he is responsible for driving architecture and technology strategy for QLogic’s Adapter products in Data Centers. In addition to his leadership role with the Ethernet Alliance, Mr. Wadekar is an active member of leading global standards development organizations (SDOs), including IEEE, IETF, and T11. He holds a Master’s degree in Electrical Engineering from IIT Kanpur, India.

WHEN: The Plumbing for Clouds: Overlay Protocols for Multi-Tenancy will be presented in two sessions on Tuesday, August 28, 2012. The morning session begins at 8 a.m. PDT, and will be followed by an afternoon session beginning at 4 p.m. PDT. Free of charge to both Ethernet

Alliance members and the general public, each webinar session last approximately 45 minutes, followed by a 10-15 minute Q&A period. The webinar will also be archived for on-demand viewing at the Ethernet Alliance website.

For online registration, please visit <http://bit.ly/QxzKoy>. For additional information, please contact the Ethernet Alliance at (503) 619-0564 or email admin@ethernetalliance.org. Advance registration is required and closes at 12 a.m. PDT, Monday, August 27, 2012.

WHO SHOULD ATTEND: The Ethernet Alliance's Plumbing for Clouds webinar is ideally suited for CIOs, network architects, data center managers, or any individual or organization facing the challenges of multiple tenants sharing common resources.

About the Ethernet Alliance

The Ethernet Alliance is a global consortium that includes system and component vendors, industry experts and university and government professionals who are committed to the continued success and expansion of Ethernet technology. The Ethernet Alliance takes Ethernet standards to market by supporting activities that span from incubation of new Ethernet technologies to interoperability demonstrations and education.

For more information about the Ethernet Alliance, please visit www.ethernetalliance.org; follow [@EthernetAlliance](https://twitter.com/EthernetAlliance) on Twitter; visit the Ethernet Alliance [Facebook](#) page; or join the Ethernet Alliance [LinkedIn group](#). Individuals who would like to receive updates on Ethernet Alliance news, activities and events may sign up for the organization's newsletter at www.ethernetalliance.org/newsletter.

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