

## **MEDIA ALERT: ETHERNET ALLIANCE HOSTS CHINESE-LANGUAGE WEBINAR ADDRESSING MULTI-TENANCY AND VIRTUALIZATION ARCHITECTURE CHALLENGES**

**BEAVERTON, OR, JANUARY 14, 2013** – The [Ethernet Alliance](http://www.ethernetalliance.org), a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced registration is now open for its first Chinese-language webinar hosted in China at <http://www.cnw.com.cn/bjijt/>. Slated for Wednesday, January 16 at 14:00 (GMT+8), the “Ethernet 311: Plumbing for Clouds: Overlay Protocols for Multi-Tenancy” webinar will be presented in Chinese.

The Ethernet Alliance’s Plumbing for Clouds webinar highlights multi-tenancy and virtualization challenges in cloud computing. Addressing China’s rapidly growing population of technology-centric enterprises and end users, the session discusses multiple hypervisor solutions including VxLAN and NVGRE, and examines ongoing and emerging standardization efforts. Among discussion topics to be covered 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, chief technologist, QLogic, and technical chair 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, Mr. Bruce Bateman, Networking Evangelist APJ, Dell, Inc., will present the Plumbing for Clouds webinar, originally delivered in North America in August 2012. Mr. Bateman has a wealth of practical experience in nearly every aspect of IT. In his role at Dell, Bruce helps customers understand emerging technologies like Cloud, Big Data, Software Defined Networking/OpenFlow, Virtualization, advanced data center design, and network architectures such as Distributed Core.

**WHEN:** The Ethernet Alliance webinar Plumbing for Clouds: Overlay Protocols for Multi-Tenancy will be presented on January 16 and is free of charge. The webinar will also be archived for on-demand viewing at the Ethernet Alliance website.

For online registration, please visit <http://www.cnw.com.cn/bjijt/>. For additional information, please contact the Ethernet Alliance at (503) 619-0564 or email [admin@ethernetalliance.org](mailto:admin@ethernetalliance.org).

**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](http://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](http://www.ethernetalliance.org/newsletter).

###

**Media Contact:**

Melissa Power

Interprose Public Relations

P: + 1 401-454-1314

E: [melissa.power@interprosepr.com](mailto:melissa.power@interprosepr.com)