MEDIA ALERT: ETHERNET ALLIANCE OFFERING WEBINAR ON CRITICAL ROLE OF ENHANCED TRANSMISSION SELECTION (ETS) IN NETWORK CONVERGENCE VIA DATA CENTER BRIDGING (DCB)

BEAVERTON, OR, February 12, 2013 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced that registration for its latest webinar is now open at: http://conta.cc/14SoI82. The webinar, which will examine the critical role of Enhanced Transmission Selection (ETS) in network convergence via Data Center Bridging (DCB), is scheduled for 8 am PST on Tuesday, February 26, 2013.

WHY ATTEND: More companies are seeking to leverage the efficiencies of converging workloads onto Ethernet infrastructures. A critical requirement to realizing the benefits of convergence is the ability to define Quality of Service (QoS) policy to prevent "starving" workloads. This Ethernet Alliance webinar will examine how the ETS capabilities of DCB prevent workload starvation by enforcing QoS policy. The webinar also will cover how DCB Exchange (DCBx) enables efficient, automated and error-resistant changes to the configuration of Ethernet devices in the data center.

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

- DCB's range of features for Ethernet, such as Priority-based Flow Control (PFC); ETS, DCB Exchange (DCBx) and Congestion Notification (CN);

- the impact of network convergence with and without ETS, and

- DCBx's versions and their roles in DCB.

Hosted by the Ethernet Alliance, the presenter for this webinar is Ryan Hardin, technical marketing engineer, storage area networking (SAN) with NetApp. Areas of focus for Hardin include unified networking, Fibre Channel over Ethernet (FCoE) and storage.

WHEN: The webinar on DCB, ETS and DCBx will be presented at 8 am PST. Free of charge to both Ethernet Alliance members and the general public, the presentation will be followed by a period of questions and answers. The webinar will also be archived for on-demand viewing at the Ethernet Alliance website.

For online registration, please visit: http://conta.cc/14SoI82. For additional information, please contact the Ethernet Alliance at (503) 619-0564 or email admin@ethernetalliance.org. Advance registration is required and closes at 5 pm PST on Monday, February 25.

WHO SHOULD ATTEND: The Ethernet Alliance's webinar on DCB, ETS and DCBx is ideally suited for anyone who is using or considering converged Ethernet environments.

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 @EthernetAllianc 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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