Invaluable Insights Revealed by Ethernet Alliance PoE Survey

Four of five users experience challenges with PoE deployments, majority affirms integration process noticeably improves with Ethernet Alliance-certified products and solutions

BEAVERTON, OR, MAY 13, 2020 – The Ethernet Alliance, a global consortium dedicated to the continued success and advancement of Ethernet technologies, today announced results of its recent Power over Ethernet (PoE) product certification survey. The data reveals some 78 percent of respondents experienced difficulties with PoE deployments, but that 72 percent expect noticeable improvement with products certified through the Ethernet Alliance's PoE Certification Program. Further findings from the survey are available in a newly released infographic, available at https://bit.ly/EA-PoEInfographic2020.

Lacking a registered trademark, the use of the term "PoE" is not formally regulated, allowing any vendor to freely describe products and solutions as PoE-enabled. Additionally, terminologies such as "PoE+", as well as non-standard PoE implementations are causing confusion with device interoperability among technicians, designers, and end users. The Ethernet Alliance PoE Certification Program aims to reduce this uncertainty and build market confidence, by providing a uniform methodology for verifying PoE product interoperability based on IEEE 802.3™ PoE standards. The program encompasses rigorous product testing, certification logos, and a public registry of certified products.

"In the nearly two decades since its introduction, PoE has become a ubiquitous part of the technology landscape. With the global market projected to grow to $2 billion (USD) by 2025, it remains a wellspring of lucrative opportunities for designers, systems integrators, and solutions providers," said David Tremblay, chair, PoE Subcommittee, Ethernet Alliance; and system architect, Aruba, a Hewlett Packard Enterprise company. "Despite this good news, there are significant challenges that could threaten PoE's growing adoption, as illustrated by the results of our recent survey. Our findings point to the need for a unified certification process that improves interoperability, and provides a streamlined path to successful deployment."

Conducted in January 2020, the Ethernet Alliance's survey gathered data from more than 800 PoE stakeholders including designers, manufacturers, resellers, system integrators, network operators, and others. The findings yielded a number of important insights, such as:

- The top three PoE installations are cameras and phones, as well as computing and storage devices;
- Four out of five users experienced some issues, including support, reliability, or connection challenges;
- 84 percent said certified PoE devices would be more likely to work the first time, and 85 percent expect those devices to be more reliable;
- 95 percent responded that products certified under the Ethernet Alliance PoE Certification Program would

positively influence buying decisions.

To view the Ethernet Alliance PoE survey infographic, please visit https://bit.ly/EA-PoEInfographic2020. For more information on the Ethernet Alliance PoE Certification Program, please visit https://bit.ly/EA_PoECertification. For more information about the Ethernet Alliance, please visit http://www.ethernetalliance.org, follow @EthernetAllianc on Twitter, visit its Facebook page, or follow its LinkedIn company page.

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. The organization's plans for 2020 may be found on the Events page of its website.

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