



CloudEthernet Forum Quarterly Meeting

Date: Thursday October 24th, 2013

Location: W Hotel, Seattle 1112 Fourth Avenue, Seattle, WA 98101, USA - Great Room 2AB (Third Floor)

Chaired by: James Walker, President, CEF (& VP of Managed Network Services, Tata Communications)

Jeff Schmitz, Chairman, CEF (& CMO, Spirent Communications)

Time	Topics	Notes
08.30 - 09.00	Registration and welcome coffee	
9.00 - 9.45	Key industry challenges driving the need for the CEF	<ul style="list-style-type: none"> • Overview & User Perspective: James Walker and Jeff Schmitz • Other “critical use cases”: All members invited to contribute examples and discuss*
9.45 - 10.30	CEF – Overview of progress to-date, goals, objectives and timelines for the next 6 months	<ul style="list-style-type: none"> • CEF plans for next 6 months: James Walker & Jeff Schmitz • Marketing initiatives & PR plan: Doug Wills (Juniper) & Henry Bohannon (Tata), <i>Marketing co-chairs</i> • Technical Direction: Rick Schell (Verizon) & Sam Youn (Equinix), <i>Technical co-chairs</i>
10.30 - 10.45	Coffee Break	
10.45 - 12.15	Technical Committee Goals, objectives and timelines for next 6 months (cont.)	<ul style="list-style-type: none"> • Technical Leadership: Richard Schell (Verizon) & Sam Youn (Equinix), CEF Technical Committee co-chairs • Discuss and agree focus of technical work and proposed working groups, for example: <ol style="list-style-type: none"> 1. Specification CEF 1: Architecture & Components of CloudEthernet – Phase 1 2. Implementation Agreement CEF 2: Provisioning CloudEthernet between VMs 3. Specification CEF 3: CloudEthernet Tunnelling & Path Congruency – Phase 1 4. Specification CEF 4: CloudEthernet Northbound APIs – Phase 1 5. Other suggestions • Nominate working group co-chairs from CEF membership • Identify suitable partner forums and appoint CloudEthernet Forum liaison officers for each • Set provisional dates for Interoperability milestones and industry showcases
12.15 - 12.30	Round-up & Actions	
12.30 - 13.30	Lunch	
9.30 - 16.30	Technical Committee meet in Great Room 2AB (3 rd Floor)	The Technical Committee will be split in to the 4/5 technical workgroups discussed prior to lunch to address the 4/5 agreed topics – see suggestions above.
	Marketing Committee (Strategy Room 3 rd Floor).	The Marketing Committee meeting will discuss the marketing and PR plan, nominate regional ambassadors, plus leadership for key initiatives such as Enterprise engagement program, improve member interaction for recruitment activities, development of member driven case studies etc.

***Note:** We would like members to come along prepared with examples of “critical use case” scenarios from their own customers.

CEF Technical Committee Meeting

Date: Thursday Oct 24, 1:30pm to 16:30pm

Location: Great Room 2AB (Third Floor)

Chaired by: Rick Schell, Technical Committee Co-Chair, CEF (& Principal Member Technical Staff, Verizon)
Sam Youn, Technical Committee Co-Chair, CEF (& Director Network Architecture, Equinix)

Time	Topics
13.30 - 16.00	<p>Technical Committee divided up in to working groups for afternoon session to address:</p> <ol style="list-style-type: none"> 1. Specification CEF 1: "Architecture and Components of CloudEthernet (Phase 1)" - starting point for storage with reference to architecture supporting VMs and storage devices 2. Implementation Agreement CEF 2: "Provisioning CloudEthernet between VMs" 3. Specification CEF 3: "CloudEthernet Tunneling and Path Congruency (Phase 1)" - starting point for security in regulatory compliance for data security through deterministic paths 4. Specification CEF 4: "CloudEthernet Northbound APIs (Phase 1)" 5. Other proposed technical work
*15.00-15.15	(Coffee Break)
16.00 – 16.30	Round-up actions - Marketing Committee join meeting in Great Room 2AB

CEF Marketing Committee Meeting

Date: Thursday Oct 24, 1:30pm to 4:00pm

Location: Strategy Meeting Room (Third Floor)

Chaired by: Doug Wills, Marketing Committee Co-Chair, CEF (& Senior Director, Product Marketing & Management, Juniper) & Henry Bohannon, Marketing Committee Co-Chair, CEF (& Senior Director, Head of Ethernet Product Management, Tata Communications)

Time	Topics
1.30 - 15.00	<p>Marketing & PR:</p> <ul style="list-style-type: none"> - Upcoming marketing, events and PR activities PLUS outline plan for 2014 - Nominate regional ambassadors from membership for EMEA, APAC, CALA etc. - Enterprise engagement program: <ul style="list-style-type: none"> • Agree scope of membership for Enterprise engagement program • Each member to provide 3 possible Enterprise "Fortune 500" CIO recruits PLUS 3 Cloud Providers - Membership Recruitment
15.00-15.15	(Coffee Break)
15.15 – 16.00	<ul style="list-style-type: none"> - New member-driven PR content: <ul style="list-style-type: none"> • Members to discuss and propose suitable "critical case studies" for potential PR use. • Discuss case studies for top vertical markets e.g. : "Implementation of CloudEthernet in Financial Services" • Positioning document CloudEthernet: "What is CloudEthernet" - using 5 attributes of Carrier Ethernet as a starting point - Interoperability showcase – timelines and locations - Other marketing and events
16.00 – 16.30	Join Technical Committee in Great Room 2AB

Note:

In addition to this main members meeting on Thursday October 24th we also have the following activities planned for the CEF on Wednesday October 23rd in Strategy Meeting Room / 3rd Floor:

Time	Topics
9.00- 15:30	James Walker and Bill Burns available for individually scheduled meetings with prospective members (Jeff Schmitz will also be available after lunch) – all meeting requests should be scheduled through Mark Fox mfox@CloudEthernet.org Tel: 408 504 8665
15:30- 16:30	James Walker, Jeff Schmitz and co-chairs meet to re-cap on agenda for board meeting
16:30 – 17.00	Hotel prepare room for CEF board meeting
17.00 - 19.00	CEF board meeting takes place
19:30pm	CEF and MEF board members meet in lobby to go for joint dinner locally (organised by Lori Vachon)

In addition to above activities MEF to advise if CEF can have a “recruitment presentation slot” in the MEF Marketing meeting on Wednesday 23rd October.