



Ethernet Services (Asia)

In-Depth Analytical Product Assessments

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

ANALYZE ETHERNET SERVICES BUYING CRITERIA

- Network and Coverage
- Services and Features
- SLAs

BENEFITS OF ANALYSIS

- Increase awareness and knowledge of competing products
- Stay informed of recent market developments and product enhancements
- Compete more effectively by understanding buying criteria
- Improve messaging by understanding how to attack and defend against competitive positioning
- Save time comparing your most important competitors' strengths and weaknesses

Enterprises in Asia-Pacific are rapidly embracing Ethernet services to connect their premises networks across metro and wide area networks. The popularity of Ethernet services stems from their ease of use, scalability and cost-effectiveness. Demand continues to escalate as enterprises are replacing their legacy ATM and Frame Relay services which are moving towards the end of their lifecycles. The need for more bandwidth to support new applications and converged voice, data and video is also driving the adoption of Ethernet services.

Responding to the growing demand, carriers in the region are enhancing their Ethernet services by increasing the availability of their services, expanding their Ethernet portfolio, improving SLAs and providing better customer support. While Ethernet ports at customer premises may look alike, the underlying approaches to transport Ethernet traffic vary greatly. With different approaches and at different stages of service deployment, service providers' offerings differ in terms of coverage, range of services, features and SLAs.

Carriers serious about competing in this arena need to come to the table armed with an accurate understanding of what its rivals offer in terms of features such as coverage and technology, service features and SLAs.

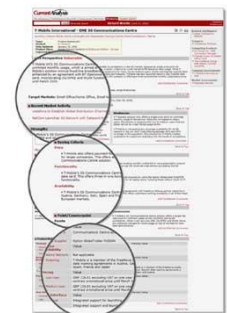
The new **Current Analysis** Ethernet Services Asia Product Assessments offer providers an important perspective and true view of this quickly evolving market. The Product Assessments offer detailed analysis of the key offerings in the space and **Current Analysis'** online platform allows users to create side-by-side comparisons of any of the offerings.

Compare Ethernet Services offerings from:

- AT&T
- Orange Business Services
- SingTel
- Tata Communications
- Verizon Business

Anatomy of a **Current Analysis** Product Assessment

- View **in-depth product** evaluations, with analyst perspectives, recent company activity, and product strengths and weaknesses.
- Examine **detailed buying criteria** across several categories including price, functionality, availability, deployment, and more.
- Read **point/counterpoint** arguments to understand how to position against or defend.
- Study relevant product metrics and recent enhancements.



EXAMINE DETAILED ETHERNET SERVICES PRODUCT METRICS

Network and Coverage

- Architecture
- Topology
- Equipment Vendors
- Local Access Options
- Port Speeds
- Bandwidth Increments
- Fixed/Burstable Bandwidth
- Bandwidth On-Demand
- On-Net Coverage (Asia-Pacific)
- Off-Net Coverage (Asia-Pacific)
- Coverage (Outside Asia-Pacific)
- Ethernet-enabled PoPs (Asia-Pacific)
- Ethernet MANs (Asia-Pacific)
- Off-net Ethernet MANs (Asia-Pacific)

Services and Features

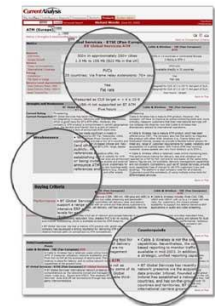
- Applications
- Dedicated Internet Access
- Voice-over-Ethernet
- Ethernet Access for Layer 3 VPN
- E-Line Services
- EVPL Supported
- E-LAN Services
- V-LAN Supported
- VPLS/VPWS Supported
- DWDM Wavelength
- Managed Option
- CoS
- MEF Certification 9 & 14
- Pricing

Service Level Agreements (SLAs)

- Network Availability
- PoP-to-PoP or CPE-to-CPE
- Proactive/Reactive
- Outage Compensation
- Packet Loss
- Latency
- Jitter
- MTTR
- Provisioning Time
- Online Provisioning
- Online Monitoring
- Monthly Reporting

Perform Insightful Product Comparisons

- Compare selected products, with **side-by-side listings** of product metrics and other factors, with a focus on actionable intelligence.
- View **analyst perspectives** on each product, including strengths, weaknesses, and buying criteria.
- **Point/counterpoint** arguments help you understand how to position or defend against competitive products.



Current Analysis provides a structured approach to better understanding and responding to your competition. By providing real-time business intelligence on competitor strengths, weaknesses, services, and trends, we enable Competitive Response™ - the process of formulating both strategic and tactical plans for responding to the competition's every move.

About Current Analysis

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making Current Analysis the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

Please visit us at <http://www.currentanalysis.com>

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