



Carrier Ethernet: Connecting new markets with new technology

Carrier Ethernet is fast becoming the product of choice for wholesale customers in rapidly emerging markets, such as Latin America, who expect to be able to reach destinations rapidly, reliably and affordably, all over the world.

THE LATIN AMERICAN ECONOMY, and specifically the Brazilian economy, is experiencing rapid growth, driving investments in communications infrastructure. Just recently, United World reported in *USA Today* that Brazil's economic prosperity has experienced a 7.5% increase in economic growth in 2010, with a bright, economic future ahead. In order to further explore the region's potential and elevate its global competitiveness, it's clear that the physical bandwidth infrastructure needs to rise to embrace the demand.

This is particularly evident with two major global events set to take place in Brazil: the 2014 FIFA World Cup and the 2016 Summer Olympic Games. With these sporting events comes the need for robust telecommunications infrastructure to ensure ample multimedia and broadcasting channels to cater to a global audience.

Carrier Ethernet, a ubiquitous, standardised, carrier-class service, is an ideal technology to shore up Latin America's burgeoning need for bandwidth and global connectivity. Among these attributes are scalability, reliability, Quality of Service (QoS) and service management. This is in addition to Carrier Ethernet's overall flexibility, interoperability, and relative ease of performance upgrades.

So who can deliver Carrier Ethernet in a timely manner, to ensure adequate infrastructure for Latin America? GlobeNet, the company known for being the first network operator to extend Carrier Ethernet services into Latin America, is enhancing its Carrier Ethernet portfolio to further ensure a variety of levels of service availability, security, privacy and pricing.

MARKET REALITIES ACCELERATE ADOPTION

So just a few years ago many variations of Ethernet were starting to take off in the United States and Europe and it was only a matter of time before Carrier Ethernet would be adopted globally. Providers serving Latin America began looking to replace legacy private line and international capacity services but required carrier-grade quality and reliability. The deployment started for Tier 2 and emerging ISPs attracted to Ethernet's flexibility, its lower cost of ownership for these customers, and its inherent ability for quick upgrades.

"Prior to the launch of our Carrier Ethernet services, providers had multiple E1s or DS3s and above, and they had to invest in PDH/SDH equipment," states Erick W. Contag, Chief Operating Officer of GlobeNet. "Our Carrier Ethernet launch enabled direct connection to their routers, reducing capital expenditures, adding flexibility and creating rapid expansion in a booming South American market. As such Carrier Ethernet has quickly become the product of choice for many carriers and service providers in the LATAM region."

"As the first submarine cable provider to offer Carrier Ethernet in South America, we continue to forge strategic partnerships that allow us to provide our wholesale customers the most flexibility and highest level of quality," states Contag.

GlobeNet is an international carrier's carrier that owns and operates the GlobeNet submarine cable network. The network links cable landing stations in Tuckerton, New Jersey and Boca Raton, FL, USA, with cable landing stations in Fortaleza and Rio de Janeiro, Brazil, St. David's, Bermuda, as well as Maiquetía (Caracas), Venezuela. Covering a distance of more than 22,000km, this sophisticated submarine cable network system is fully redundant and offers the lowest latency available between the Americas. GlobeNet is a wholly-owned subsidiary of Oi (a sponsor of the upcoming 2014 World Cup Games in Brazil).

ALWAYS LOOKING FORWARD

Not surprisingly, GlobeNet vigilantly tracks the developing standardisations of Carrier Ethernet by participating in internationally recognised associations and forums, including the Metro Ethernet Forum (MEF). The MEF, a global telecoms alliance, has been a long-time contributor to accelerating the worldwide adoption of carrier-class Ethernet networks and services. The alliance develops technical specifications and implementation agreements to promote interoperability and global deployment.

GlobeNet also works closely with providers to understand and ensure product roadmaps that cater to the development of emerging markets and technologies.

GlobeNet's Carrier Ethernet portfolio will include Ethernet Private Line (EPL) and two variations of Ethernet Virtual Private Line (EVPL). EPL will be implemented based on Ethernet over SDH (EoS) transport technology providing dedicated bandwidth for customers requiring a high level of privacy and security. The variations of EVPL will be packaged as either guaranteed or shared bandwidth to offer customers the flexibility to meet their budget needs. All enhancements have been designed in accordance to the MEF compliance standards.

These enhancements demonstrate GlobeNet's continuous commitment to meeting customers' evolving requirements - both regionally, in Latin America, and worldwide - while remaining competitive in the global marketplace. For more information on GlobeNet's growing Carrier Ethernet product portfolio in and to South America, visit www.globenet.net.

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