



# MEF 3.0 Carrier Ethernet Services Certification Benefits

---

**April 2022, v2**

MEF Research Service

Copyright 2022



# Executive Summary

This survey-based report draws attention to the value of MEF 3.0 Carrier Ethernet certified services as part of MEF's ongoing commitment to drive their adoption worldwide. Key findings are based on feedback from 18 of today's 51 MEF 3.0 CE certified service providers (March – April 2022).

## Key Motivations to Become MEF 3.0 Certified

4 top reasons service providers pursue MEF 3.0 CE certification:

1. Gain competitive advantage
2. Certification is a key part of their sales & marketing strategy
3. Validate performance excellence
4. Customers are asking for or requiring certification

## Key Benefits of MEF 3.0 Certification

Between 78% - 89% of respondents said they have experienced major or moderate benefits in 4 areas:

1. Address customer requests for certified services
2. Gain competitive advantage
3. Positively impact sales & marketing
4. Enable faster interconnection with service provider partners

## MEF 3.0 CE Certification Impact on Revenue

89% of respondents said MEF 3.0 CE certification has had some level of beneficial impact (major, moderate, or minor) on service revenues.

A strong majority have seen major or moderate revenue benefits in 2 areas:

1. Helping win new customers
2. Defending customer accounts vs. the competition

## Certification Experience & Platform

Certified companies gave high marks for MEF's Test & Certification Partner Iometrix and their testing platform.

- 94% to 95% excellent or good experience with Iometrix and their platform

66% stated that the average time to complete the testing process for a CE service was less than 2 months.

- 33% were able to certify a service, on average, in less than 1 month.

# Contents

## **Survey Results 4**

[Introduction & Survey Participants](#) 4

[Nearly 50 MEF 3.0 Certified Service Providers Worldwide](#) 5

[Motivations to Become MEF 3.0 CE Certified](#) 6

[Benefits Realized from MEF 3.0 CE Certification](#) 7

[MEF 3.0 CE Certification Impact on Revenue](#) 8

[Certification Experience with Iometrix & Testing Platform](#) 9

[Average Time to Complete Certification Testing Process](#) 10

## **Certification Process & More Information 11**

[MEF 3.0 CE Certification Test Environment](#) 12

[Engage in MEF 3.0 CE Certification – Workflow](#) 13

[Certification Contact & Report Feedback](#) 14



# Introduction & Survey Participants

This survey-based report draws attention to the value of MEF 3.0 Carrier Ethernet certified services as part of MEF's ongoing commitment to drive their adoption worldwide.

- Automation-ready MEF 3.0 certified CE services provide the highest level of performance, assurance, and agility available in the market. They incorporate dozens of published standards, substantially increasing capabilities and raising the performance bar well above globally ubiquitous and widely certified CE 2.0 services.
- MEF 3.0 CE certification is available for subscriber services (E-Line, E-LAN, and E-Tree) and operator services (Access E-Line and Transit E-Line).

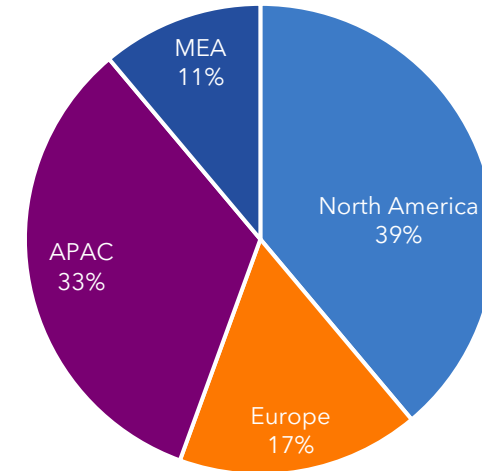
Key findings are based on feedback from 18 of today's 51 MEF 3.0 CE certified service providers (March - April 2022).

- MEF received input from service providers based in North America, APAC, Europe, and Middle East & Africa (MEA).

MEF 3.0 CE certification testing is carried out by MEF's Authorized Test & Certification Partner Iometrix, using its Lab in the Sky cloud-based testing platform.

- MEF 91 Carrier Ethernet Test Requirements and MEF 91.0.1 Amendment to MEF 91: Satellite Performance Tier specify test requirements for MEF 3.0 CE services.

Participating Service Providers by Region

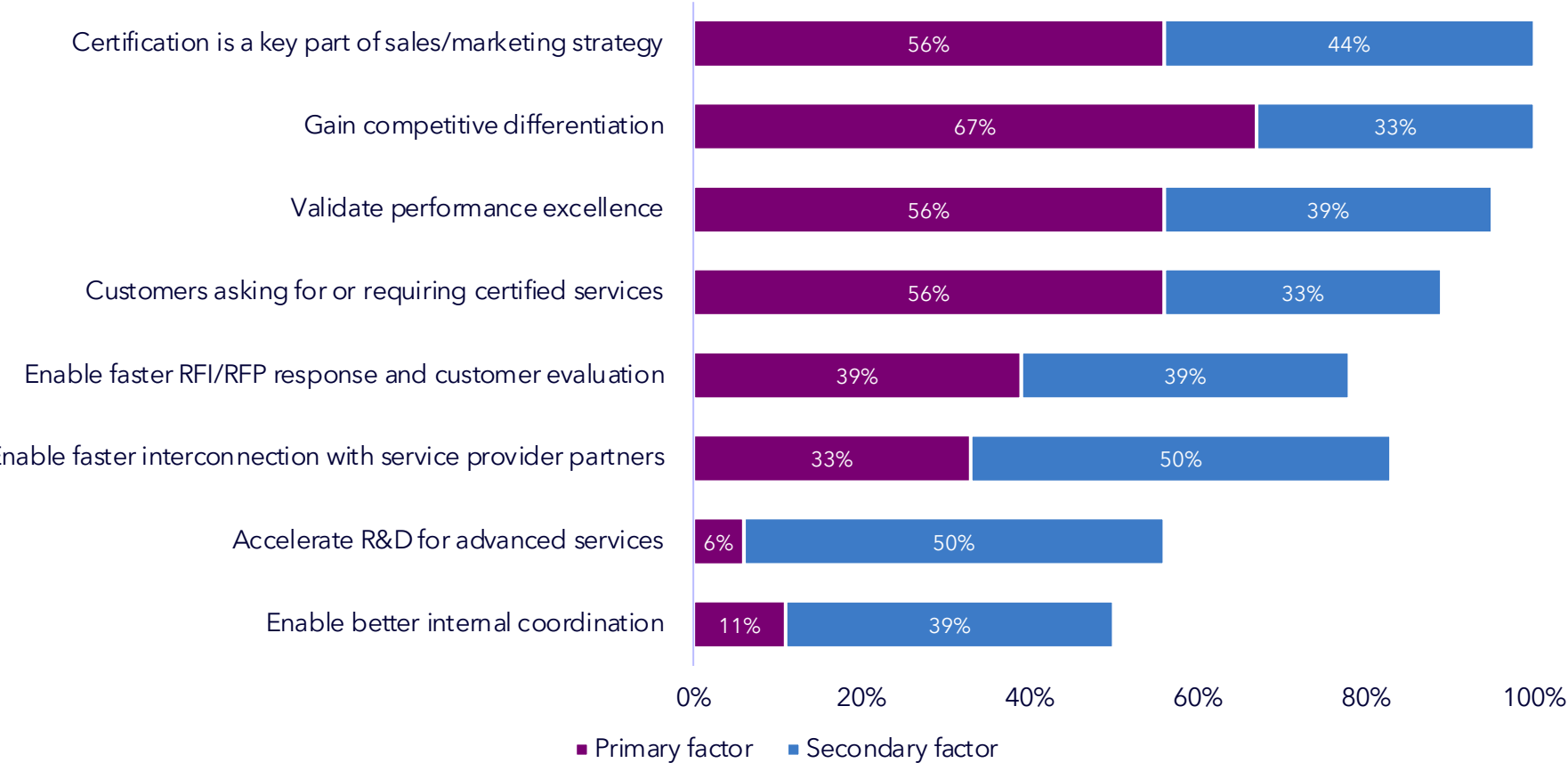


# 51 MEF 3.0 Certified Service Providers Worldwide



# Motivations to Become MEF 3.0 CE Certified

Service providers primarily pursue MEF 3.0 CE certification for the following reasons: (1) gain competitive advantage, (2) certification is a key part of their sales/marketing strategy, (3) validate performance excellence, and (4) customers are asking for or requiring certification.



"As a last mile carrier, we've had multiple national providers request MEF compliant services and ask for MEF certification."

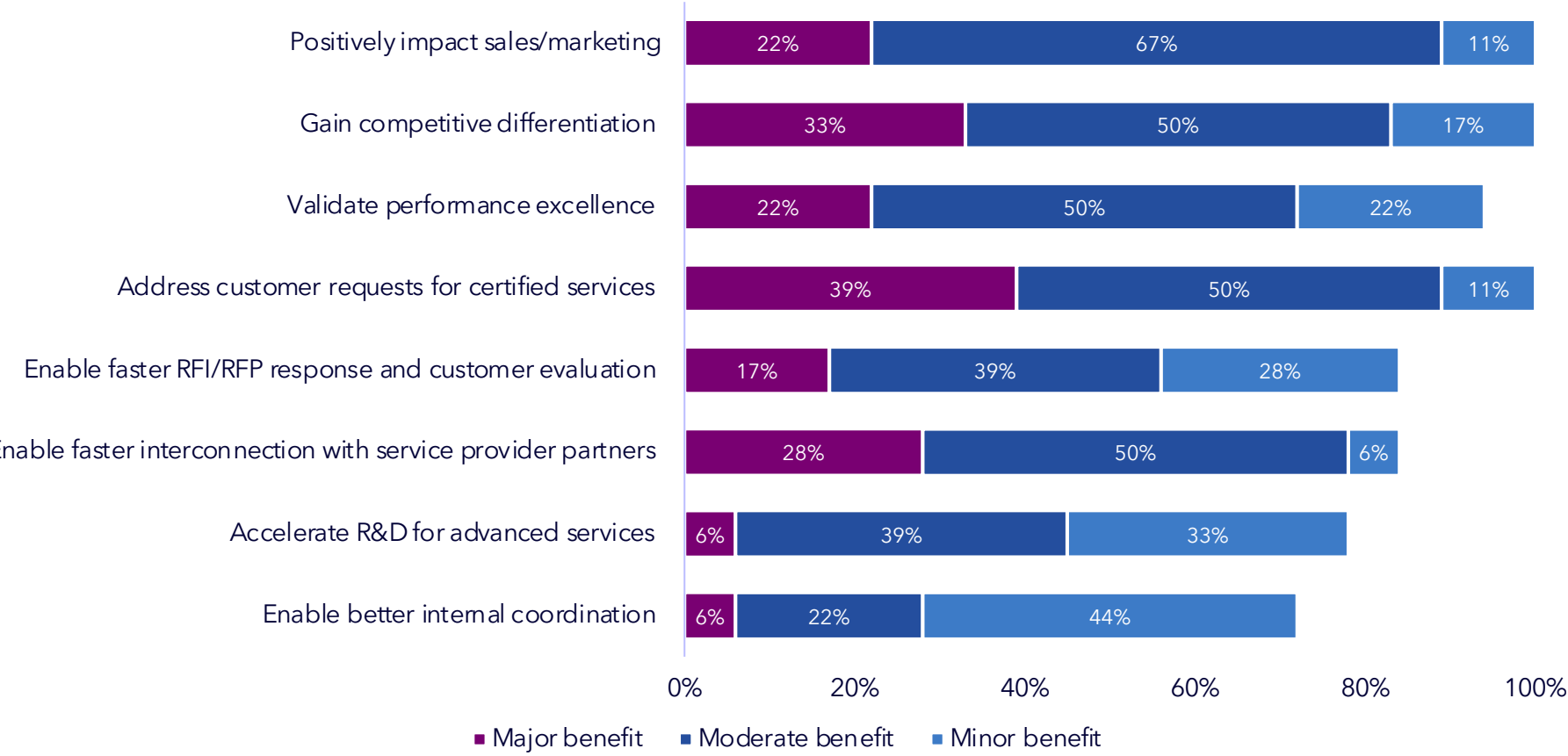
"Being MEF certified will be a major differentiator factor while participating in RFP writeups that would help secure more wins."

"With support for MEF 3.0 standards, many of the barriers to onboarding new customers and quickly activating new services will be removed."

"Interconnection with other 3rd party carriers is the key motivation in getting our network MEF certified."

# Benefits Realized from MEF 3.0 CE Certification

Between 78% - 89% of respondents said they have experienced major or moderate benefits in 4 areas: (1) address customer requests for certified services, (2) gain competitive advantage, (3) positively impact sales & marketing, and (4) enable faster interconnection with service provider partners.



"To be among the leading service providers around the world."

"Most valuable aspect of certification is gain competitive differentiation."

"In the increasingly automated and interconnected telecom landscape, it is critical to use standards-based services in order to inter-operate and extend service footprint beyond ones' own network. Enable faster interconnection with service provider partners is a major benefit for the 3.0 CE certifications."

"Using the certification logo grabs attention in our marketing and internal training materials."

# MEF 3.0 CE Certification Impact on Revenue

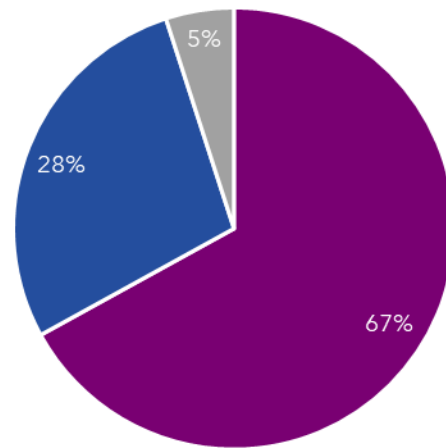
89% of respondents have experienced some level of beneficial impact on revenues, with a strong majority seeing major or moderate benefits in two areas: (1) helping win new customers and (2) defending customer accounts vs. the competition.



# Certification Experience with Iometrix & Testing Platform

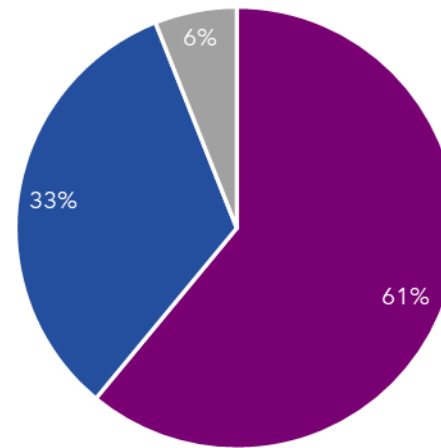
Certified companies gave high marks for MEF's Test & Certification Partner Iometrix and their Lab in the Sky testing platform. 94% to 95% of respondents reported an excellent or good experience with Iometrix and their platform.

Satisfaction with Iometrix



■ Excellent ■ Good ■ Neutral

Satisfaction with Lab in the Sky Testing Platform



■ Excellent ■ Good ■ Neutral

"Bob and team were very responsive and super helpful."

"Always a pleasure working with Iometrix."

"Lab-in-the-Sky" works wonderfully, and the automation associated with each service certification has greatly improved the customer experience since the days of MEF 1.0 and 2.0 certification."

"It's an excellent platform and detailed enough to help guide the engineers to successfully pass the tests."

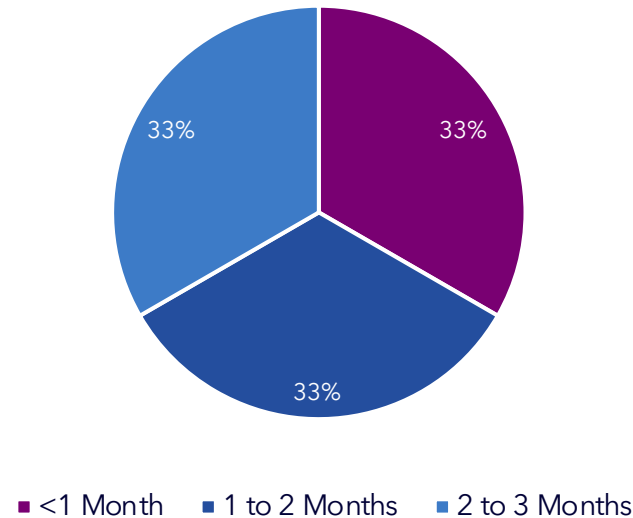
"Superb."

"Easy to work with. Innovative and contemporary. Debug capabilities were very good."

# Average Time to Complete Certification Testing Process

66% of surveyed service providers stated that the average time to complete the testing process for a CE service was less than 2 months. 33% of providers were able to certify a service, on average, in less than 1 month.

Average Time to Certify a MEF 3.0 CE Service



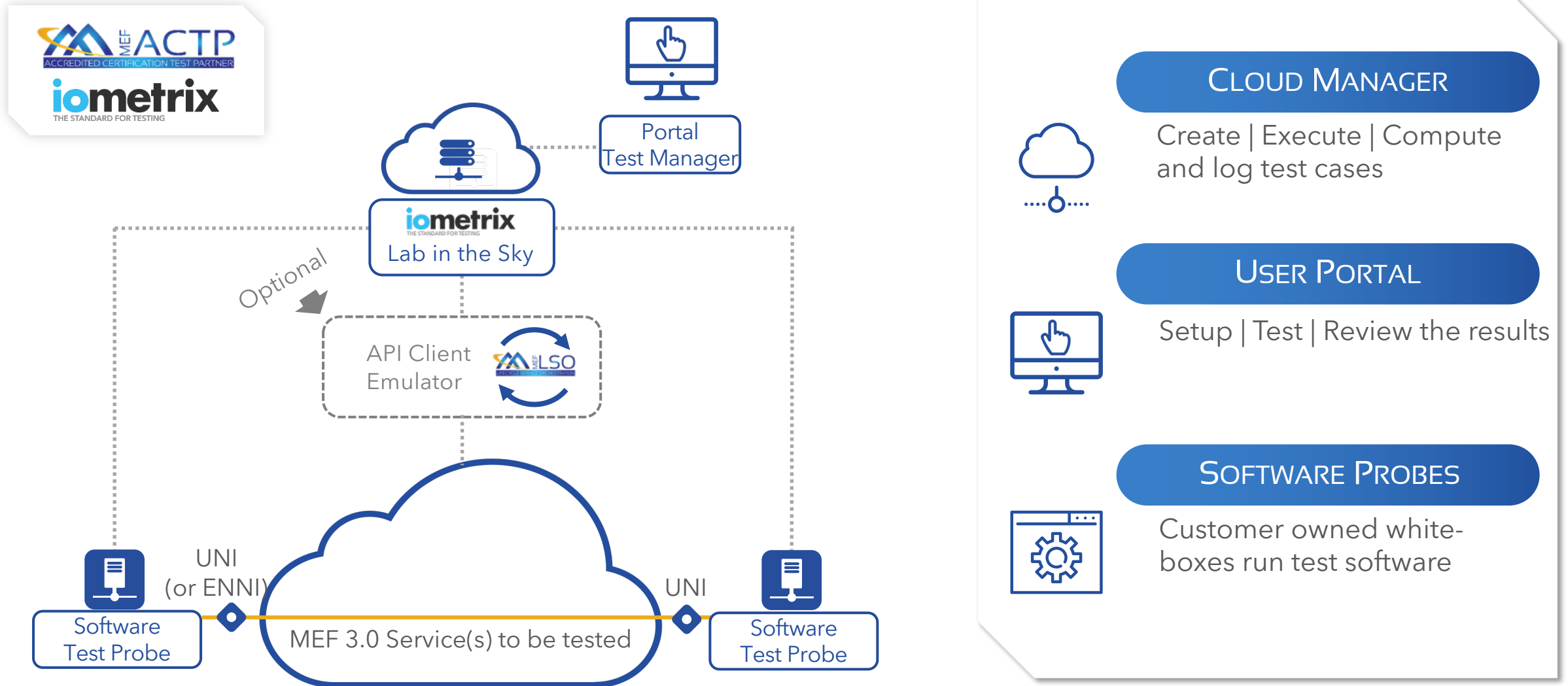
"We certified 6 services in approximately 2 months, so the average time taken to certify each service was close to a week and a half."

"We certified four services within 3-4 months. Basically, once the test setup was ready, it was easy to run multiple tests for each service and view results online."

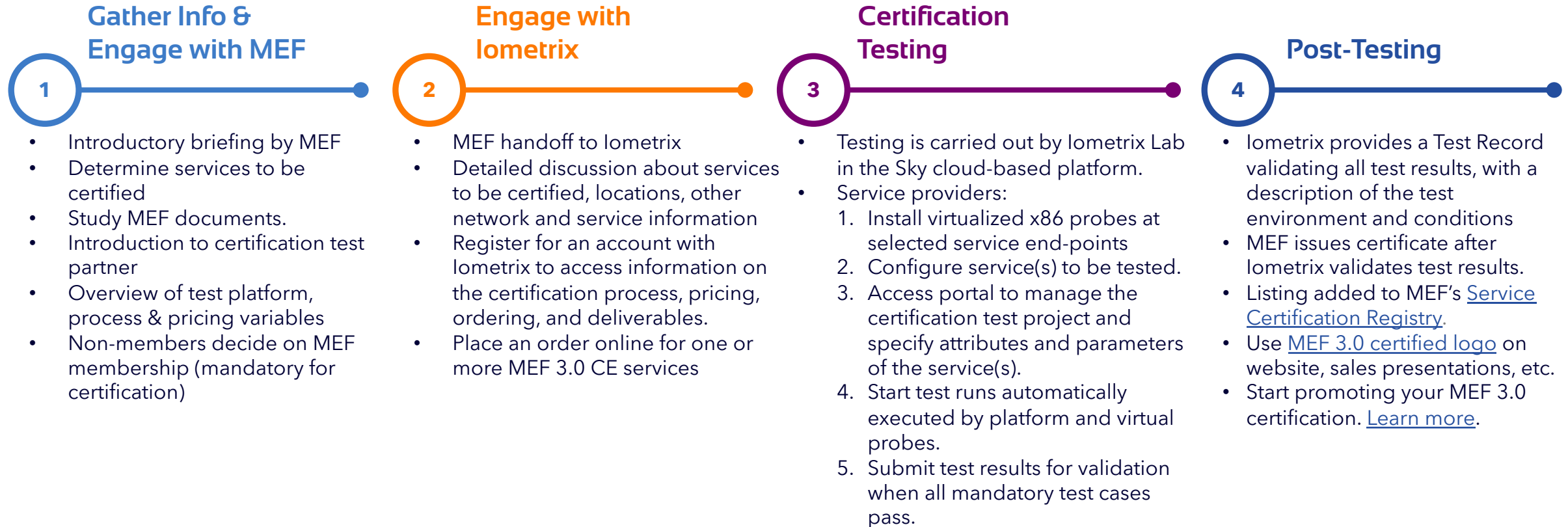
"Once we had our services in place, it took several weeks per service. Results are very quick upon test completion."

"We had some equipment challenges but running the actual tests went very quickly."

# MEF 3.0 CE Certification Test Environment



# Engage in MEF 3.0 CE Certification – Workflow



# Certification Contact & Report Feedback

## Certification Contact

Please contact [certification@mef.net](mailto:certification@mef.net) to learn more about and begin the process of MEF 3.0 certification.

## Report Feedback & Contact

Please contact author Stan Hubbard, Principal Analyst, [stan@mef.net](mailto:stan@mef.net), to provide feedback on this report. Your opinion is highly valued!



# MEF 3.0 Carrier Ethernet Services Certification Benefits

---

**April 2022, v2**

MEF Research Service

Copyright 2022

