Ethernet Alliance

Expanding the Ethernet Ecosystem, Supporting Ethernet Development

• **Promote** industry awareness, acceptance and advancement of technology and products based on, or dependent upon, both *existing and emerging IEEE 802 Ethernet standards* and their management.

• **Accelerate industry adoption** and remove barriers to market entry by providing a cohesive, market-responsive, industry voice.

• **Provide resources to establish and demonstrate multi-vendor interoperability.**

• **Facilitate interoperability testing**
  ○ Industry Plug Fests supporting member and technology initiatives

• **Interoperability Assurance**
  ○ PoE Certification Program

• **Collaborative Interaction with other Industry Organizations**
  ○ Multiple SIGs, Applications and MSAs
  ○ Industry Consensus Building

• **Global Outreach**
  ○ Worldwide Membership

• **Thought Leadership**
  ○ EA Hosts Technology Exploration Forums
  ○ Technology and Standards incubation

• **Promotion of Ethernet**
  ○ Industry Analysts
  ○ Education
  ○ Marketing
    ■ Trade shows & Panel Presentations
    ■ White Papers, Blogs & Social Media