



Ethernet Service Provider of the Year Finalists

OCTOBER 17, 2006

As the co-chair of *Light Reading's* Ethernet Expo 2006, I am proud to announce the finalists for [Heavy Reading's 2006 Ethernet Service Provider of the Year Awards for North America](#). The award winners will be announced at Ethernet Expo in New York City on Wednesday, October 25.

Over the past year, *Heavy Reading* has examined and interviewed dozens of North American operators that provide Ethernet connectivity services and Ethernet-based applications. We have not found a service provider yet that does not have a good story to tell about the growth opportunities for Ethernet. The market is on fire with investment in new service and network innovations that are transforming the enterprise data services landscape and enabling support for a wide variety of mission-critical and non-mission-critical applications.

While *Heavy Reading* found inspiring change taking place throughout the market, we concluded that the service providers named below are most worthy of consideration for this year's awards for: **(1) Market Leadership; (2) Product Portfolio; and (3) Innovation**. Enterprise customers and industry professionals will have a chance to hear directly from these carriers and learn about what makes them unique from *Heavy Reading's* perspective during next week's Ethernet Expo 2006.

Market Leadership Award Finalists:

- [AT&T Inc.](#) (NYSE: [T](#) - [message board](#))
- [Time Warner Telecom Inc.](#) (Nasdaq: [TWTC](#) - [message board](#))
- [Verizon Business](#)

This award is given to the service provider that has best demonstrated carrier Ethernet services leadership based on a broad set of factors, including:

- Carrier Ethernet services strategy and plans
- Ethernet services revenue momentum and customer traction
- Breadth, depth, and geographic coverage of Ethernet connectivity services and applications portfolio
- Demonstrated efforts to increase Ethernet service availability
- Demonstrated commitment to deploy new network technologies that enhance the feature-richness of the Ethernet portfolio
- Demonstrated leadership within industry standards bodies and at Ethernet-related public events

Product Portfolio Award Finalists:

- [AT&T Inc.](#) (NYSE: [T](#) - [message board](#))
- [Level 3 Communications Inc.](#) (Nasdaq: [LVLT](#) - [message board](#))
- [Verizon Business](#)

This award is given to the service provider that provides the strongest Ethernet services connectivity and applications portfolio based on the following criteria:

- Variety of Ethernet connectivity services and Ethernet-based value-added applications
- Geographic distance options

- Markets served
- Service reach and coverage density within markets
- Service speeds and bandwidth scalability
- Service performance and bandwidth profile attributes that can be used to make service-level agreements (SLAs)
- Proven means to smoothly migrate customers from legacy data services to next-generation Ethernet services

Innovation Award Finalists:

- [Cablevision Systems Corp.](#) (NYSE: [CVC](#) - [message board](#)) / [Optimum Lightpath](#)
- [Masergy Communications Inc.](#)
- [Yipes Enterprise Services Inc.](#)

This award is given to the service provider that has demonstrated the greatest sales, marketing, and product innovation based on the following criteria:

- Clear commitment to shift customers from legacy data services toward next-generation Ethernet connectivity services and applications
- Deployment of new network technologies that enhance the feature-richness of the Ethernet portfolio
- SLA leadership
- Choice of service access on-ramps
- Solutions tailored for particular industry verticals
- Web service portals and other means of improving the customer experience
- Innovative sales and marketing campaigns

— Stan Hubbard, Senior Analyst, [Heavy Reading](#)