



MOUNTAIN VIEW ALLIANCE

**Mountain View Alliance  
Overview  
January 26, 2005**

# Situation Summary

- Industry SIGs, Forums and Consortia working separately on elements of the ecosystem
  - Bilateral liaison relationships exist between orgs
- **Multi-lateral coordination** is needed to enable the COTS eco-system
  - The constituent specifications are maturing
  - Now is the time to fulfill the COTS promise

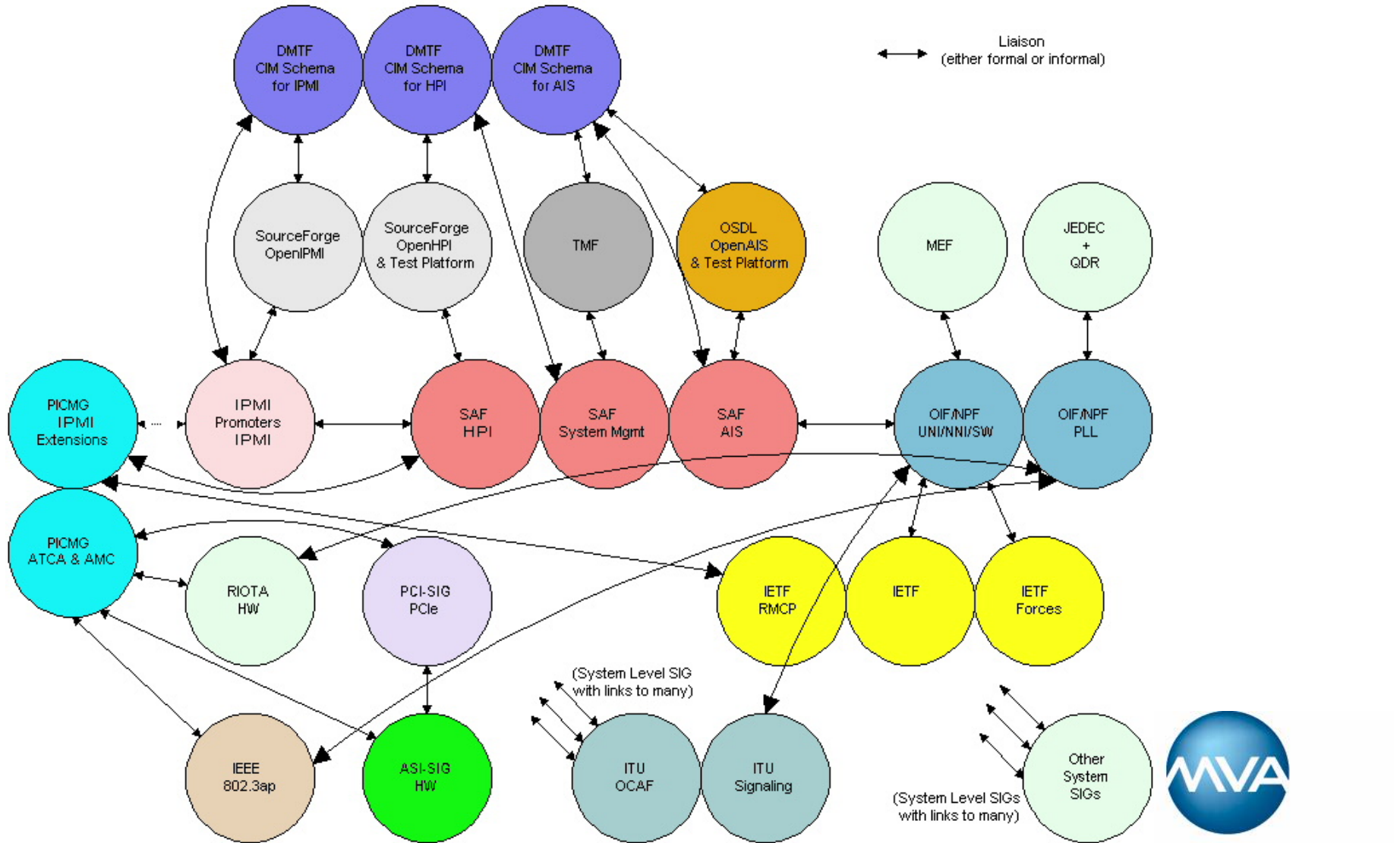


# Current MVA Members

- Network Processing Forum
  - Control and Data Plane interfaces
- PICMG
  - Hardware Platform
- Service Availability™ Forum
  - Service Availability middleware interfaces
- RapidIO Trade Association (joined Jan 2006)
  - System Interconnect



# Mt. View Alliance Map of Liaison Relationships



# MVA Objectives

Accelerate adoption of platforms and building blocks based on members' specifications

- Facilitate Harmonization of specifications
  - Facilitate:
    - Resolution of Contradictions in Specifications
    - Closing of (spec coverage) Gaps
    - Minimize coverage overlaps
  - Provide a forum for ongoing technical exchange
- Develop cooperative marketing activities
  - Articulate value proposition
  - Harmonize market messages and 'capabilities stack'
  - Coordinate group marketing activity schedule
  - Plan joint events
  - Encourage, create and promote proof points



# MVA Scope

- SIGs, forums and standards bodies ONLY
- Promote open specifications, not companies or products
- Focus on communications and manageability
- A working group - NOT an identified or separate organization
- Use existing bilateral liaison relationships to harmonize specifications
- Participants: NPF, PICMG, SA Forum, RIOTA
  - DMTF is an observer
  - Other organizations may be added



# MVA Value Proposition for Standards Organizations

- The whole is stronger than the sum of the parts
  - Adds momentum to its constituents' specifications
- Synchronization of efforts will result in better specifications
  - Strengthens technical credibility
- Exposure of efforts to a wider audience
  - Strengthens members marketing
- Cross-group communications will empower innovation



# MVA Value Proposition for End-users

- Coordinated effort creates a diverse and thriving ecosystem
  - The foundation of an expanded COTS ecosystem
- Synchronized specifications ease system integration:
  - Promote interoperability
  - Reduce risk of incompatibility
  - Reduce time to market, design costs, operating costs
- Coordinated efforts create a broader framework for innovation
  - Vendors focus on adding value





# Summary

- Synchronized specifications benefit end users
- MVA enables standards organizations to enhance the COTS ecosystem
- Enhances efficiency & effectiveness of open standards & specifications organizations

