



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

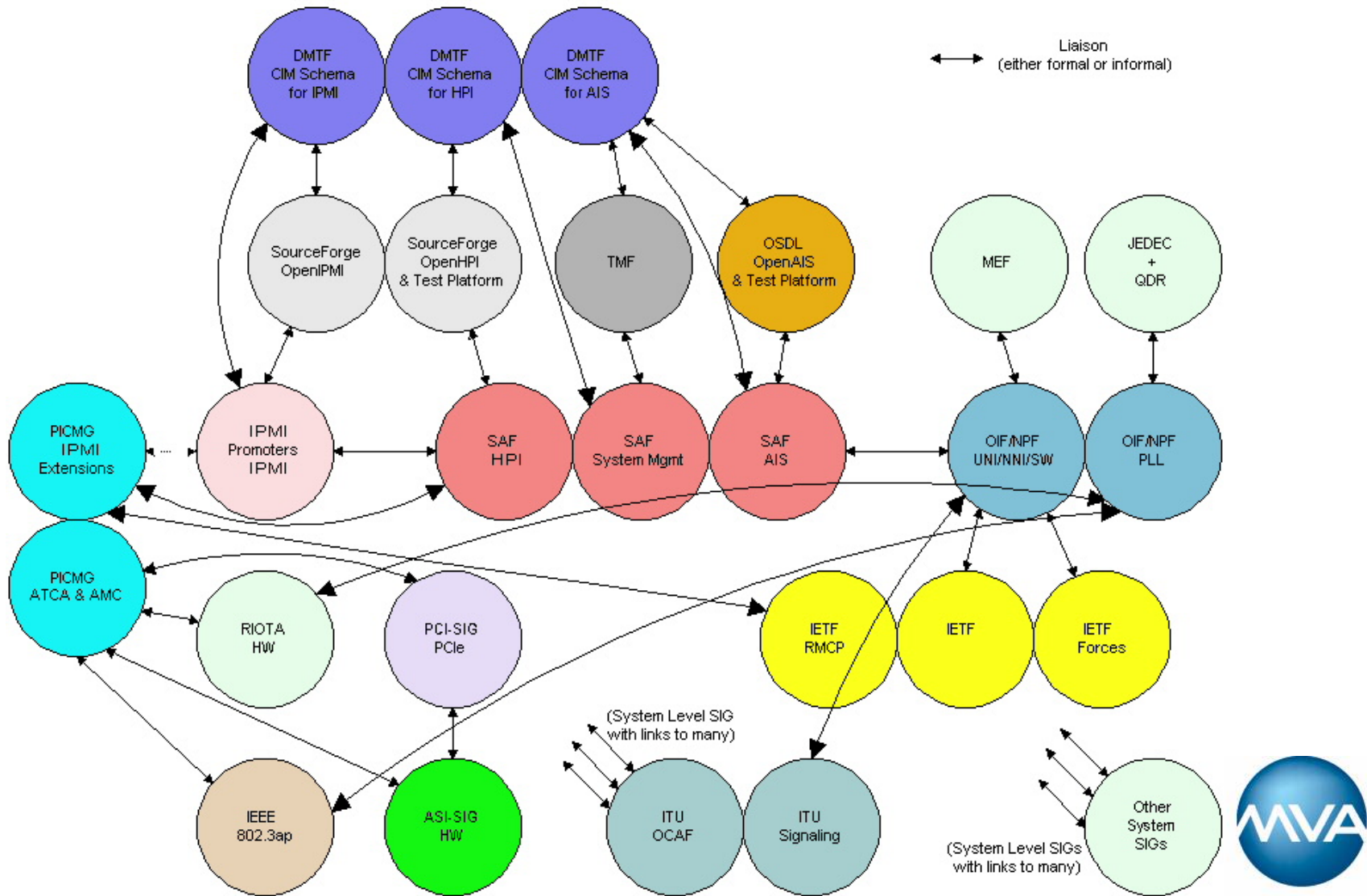


Current MVA Members

- 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

