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Mellanox Introduces the "Generation of Open Ethernet" First Open Switch Initiative

Generation of Open Ethernet™ delivers freedom and flexibility to adjust and optimize data center connectivity for maximum utilization and efficiency

SUNNYVALE, Calif. & YOKNEAM, Israel--(BUSINESS WIRE)-- Mellanox® Technologies, Ltd. (NASDAQ: MLNX; TASE: MLNX), a leading supplier of high-performance, end-to-end interconnect solutions for data center servers and storage systems, today launched the "[Generation of Open Ethernet](#)" initiative, an alternative approach to traditional closed-code Ethernet switches, which provides customers with full flexibility and freedom to custom-design their data center in order to optimize utilization, efficiency and overall return on investment. With this new approach, Mellanox is taking Software Defined Networking (SDN) to the next level and opening the source code on top of its existing Ethernet switch hardware.

For years, Ethernet switch vendors have locked down their solutions, providing no choice or flexibility for their users. In the era of cloud computing and Web 2.0 applications, IT managers must control their data center network in order to achieve higher levels of utilization and scalability. The trend of open source traditionally focused only on operating systems, standards and applications. Mellanox is taking this initiative and is leading the "Generation of Open Ethernet" to enable the next era of open data centers by expanding open source into the data center infrastructure.

The market's move toward SDN and open source networking offers a variety of advantages that help drive data center productivity currently not found with traditional proprietary software. Today's OpenFlow and SDN implementations are not delivering on the promise, since vendors continue to lock their networking OS, providing a narrow SDN API to some of the Ethernet switch's functionality. Mellanox Open Ethernet is the only framework that eliminates proprietary software and encourages the development of an ecosystem environment focused on building Ethernet switch software to move innovation forward. Open Ethernet also includes the capability to fully customize, through the open code, a variety of open source management software packages, support standard OpenFlow controllers, and more. Open Ethernet is supported on Mellanox's 10/20/40/56GbE switches, with forward compatibility to future Mellanox Ethernet solutions.

"The current landscape of proprietary Ethernet switches limits the foundation of compute and storage clouds and Web 2.0 infrastructures. We are excited to facilitate change and to lead the new generation of Open Ethernet that will enable a more open and collaborative world," said Eyal Waldman, president, CEO and chairman of the board of Mellanox Technologies. "Mellanox Open Ethernet allows users to gain control of their network and data center, and to achieve higher utilization, efficiency and return on investment, and will enable our customers to add differentiation and competitive advantages in their networking infrastructure. We have been seeing wide and strong support for this initiative from our partners and users, and expect to see a growing community around our initiative."

Open Ethernet is the latest value-add to further Mellanox's line of switch solutions which provide customers with the world's best price/performance ratio in the industry. With lower latency and dramatically lower power consumption, Mellanox delivers solutions with the highest density and overall ROI available anywhere in the marketplace.

Supporting Resources:

- Learn more about [Mellanox's Open Ethernet](#)
- Learn more about [Mellanox's complete 10GbE solution](#)
- Learn more about [Mellanox's complete 40GbE solution](#)
- Follow Mellanox on [Twitter](#) and [Facebook](#)

About Mellanox

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services. More information is available at www.mellanox.com.

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