



Marketing & Membership Committee
Quarterly Newsletter
May 2009

There has been a lot of activity within the TesLA Marketing and Membership Committee this past quarter, and momentum and awareness of the alliance continue to build with customers and prospective new members alike.

Within the Marketing and Membership Committee, weekly committee meetings are held each Thursday, with participation from members includes Fanfare, Gale Technologies, Ixia, Mu Dynamics, OnPATH Technologies, PacketStorm Communications, QualiSystems, and Shenick.

This Q2 2009 newsletter provides an update on the Marketing and Membership Committee activities to all of the TesLA Alliance members, and to provide information to members to help them in promoting the Tesla Alliance and activities.

This newsletter contains the following topics:

- New TesLA Members
- Cisco Toolapalooza Tool Event at Cisco HQ
- TesLA Webinar Series
- Interop Conference and TesLA Alliance Pavilion
 - TesLA Alliance Pavilion
 - Interoperability Demos and Data Sheets
 - Solution White Papers
 - Press Release
- Wikipedia Page Creation
- TesLA Website Updates
- Contacting the Committee

TesLA members should send an email to Mktg_Committee@teslaalliance.org to be added to the TesLA marketing email list and receive advance notification of events and the opportunity to participate in regularly scheduled TesLA Marketing & Membership committee meetings.

New Members

During the past quarter, three new members have joined the TesLA Alliance: Gale Technologies, OnPATH Technologies, and PacketStorm Communications. All members have been added to the TesLA website, data sheet and presentation content online.

- Gale Technologies is a pioneer of innovative solutions for lab and test automation, across networking, server, and storage technologies, and is listed in the TesLA Automation category.
- OnPATH Technologies is the leading provider of scalable connectivity & monitoring solutions for high-performance networks, and is listed in the TesLA Lab Infrastructure category.
- PacketStorm is the leader in advanced network emulators that allow users to emulate dynamic and complex network conditions, and is listed in the TesLA WAN Emulation category.

Please visit http://www.teslaalliance.org/tesla_members/ for a listing and description of all the TesLA Alliance members.

Cisco Toolapalooza Event

The Cisco internal tradeshow known as Toolapalooza was held on April 22-23 in San Jose, CA. This was the 10th year for this event, which features testing and development tools vendors who server the Cisco community.

Six (6) TesLA members participated this year, including Codenomicom, Fanfare, Gale, Ixia, Mu, and Shenick. Hopefully, awareness of the TesLA Alliance is beginning to spread within Cisco, as each member participating displayed a placard saying “Member of the TesLA Alliance”. Thanks go to Ixia for providing the TesLA Brand Signage/placards, and copies of the TesLA fact sheet and presentation to the members participating.

TesLA Webinar Series, Q2 2009 Edition Confirmed

The second in a series of TesLA webinars on key topics in test lab automation will take place on Thurs. May 14, at 10 a.m. PDT. This webinar features F5's Steve Mitchell, a TesLA Customer Advisory Board (CAB) Member, and TesLA's Adam Stein discussing the need for automating the provisioning and configuration of test architectures.

This webinar will cover how integration to ensure consistent and dynamic scheduling, with system-wide interaction within test architectures from various different automation systems, is essential. Helping both vendor development teams and operator support with home grown system automation, integration of unexpected test scripts and the adoption of

TesLA-led automation specifications will advance the reliability and security of many commercial products.

Please reserve your space at the webinar by registering at this link:

<https://www2.gotomeeting.com/register/886587307>

Interop Conference and TesLA Alliance Pavilion

The next big TesLA event is the Interop Conference and Exhibition, on May 17 – 21 in Las Vegas, NV. This is indeed a big event, not only because many TesLA Alliance members are participating, but because it represents, in a sense, an unveiling of the fruits of the alliance – the first public display of emerging TesLA standards and proof-of-concept demonstrations of interoperability for the same, based on runtime XML-driven standards. The TesLA alliance will be issuing a press release highlighting Interop details and featuring comments from TesLA’s CAB and industry supporters.

The Interop conference is the perfect setting for the first public demonstration of TesLA standards in action, since the traditional focus of the show is on interoperability.

Eight TesLA members are participating at Interop, including APCON, Gale Technologies, Ixia, Mu Dynamics, OnPATH Technologies, Shunra, and QualiSystems.

TesLA Alliance Pavilion

Among the more significant TesLA events and deliverables happening at Interop is the “TesLA Alliance Pavilion”. Located in booth 1813, adjacent to Ixia, the TesLA Pavilion will feature Gale, Ixia, OnPATH, and Mu. Ixia will also have its own exhibits in booth 1813, and elsewhere on the exhibit floor you can find APCON at booth 975, QualiSystems at booth 1956, and Shunra at booth 2235.

At Interop, at the alliance pavilion, TesLA will also unveil the first draft of its IP testing standards, due for ratification in June 2009. This draft is currently on the TesLA PBWiki site as “Draft for Comments”. Members are invited to review and provide feedback. For an account to access the TesLA PBWiki, please send an email to:

Mktg_Committee@teslaalliance.org.

Interoperability Demos and Data Sheets

As mentioned, Gale, OnPATH, and Mu will each host demos, showcasing one or more aspects of the emerging TesLA standards for test lab automation and interoperability. Each demo will have a TesLA-branded data sheet handout providing a summary of the TesLA Alliance on one side and a description of the demo scenario on the other side.

In a strict sense, the TesLA standards are still converging, so the interoperability demos are based on what we would consider to be the pre-standard implementations – which is a

normal step in the standardization process for any technology. But there is no question that this is a significant milestone in the short history of the TesLA Alliance.

The Gale Technologies demo will show the interoperability of Gale's AutoLab software with Ixia's Test Conductor, via an AutoLab plug-in to Test Composer. It will illustrate this interoperability at both the Device Control Adapter (DCA) and the Test Bed Markup Language (TBML) TesLA interfaces, based on pre-standard implementations.

The Mu Dynamics demo will show the Mu Automation and Unexpected Traffic Generation API integrated with Ixia's Test Conductor software, in several different security-testing scenarios, including a PVA test, a pass-through service level traffic variation test, an end point traffic variation test, and a denial of service test. It will illustrate this interoperability via a Device Control Adapter (DCA) TesLA pre-standard interface.

The OnPATH demo will show test lab connectivity and monitoring. It will demonstrate interoperability of the OnPATH physical layer switch and UCMS software with Ixia's Test Conductor software, illustrating how traffic generation and analysis, physical layer switching, and intelligent monitoring all work seamlessly together. It will illustrate this interoperability via a Device Control Adapter (DCA) TesLA pre-standard interface.

The fourth pod of the TesLA Pavilion will present an overview of the TesLA Alliance, and particularly of the Phase 1 standards that include the Test Authoring Tools (TAT), Device Control Adapters (DCA), and Testbed Resource Scheduling (TRS). This pod will also give participants the chance to discuss the TesLA standards via interactive whiteboard discussions with TesLA experts.

Solution White Papers

Each TesLA Interop demonstration vendor is also writing a white paper, featuring discussion of different TesLA principles and using their solution demo as an example. The titles and abstracts of the three white papers are shown below:

Architecting an Automated Test Environment – by OnPATH Technologies

In today's product development environments there is a driving need to decrease time to market while increasing test coverage and product quality. These two seemingly conflicting objectives are being accomplished by network and application product companies through well-architected automated test environments. The ROI for implementing test lab automation is compelling in terms of product development time saved, efficient sharing of test equipment, and last but not least in reduction of costly field defects. This paper will provide discussion and guidelines on the key components that must be considered when architecting and implementing an automated test lab environment.

The Importance of a Well-Formed Ecosystem for the Adoption of Lab and Test Automation
– by Gale Technologies

There is much discussion these days of "green" practices and compliance. Essential to the notion of green is the concept of the ecosystem. An ecosystem can be defined as an interdependent system of organisms that are functioning as a whole, within the context of their environment. In business and technology, an ecosystem is also a system of elements that are functioning in a well-coordinated way in order to achieve greater results than any of them can do individually. This paper draws an analogy between natural ecosystems and the importance of a well-formed ecosystem among technology partners, in order to achieve the best practices in test lab automation. In short, this paper demonstrates how the TesLA Alliance is establishing a well-formed ecosystem in the test community, one that will speed the efficient and effective adoption of lab and test automation for the benefit of its user community.

Real-World Unexpected Weakness Testing – by Mu Dynamics

As Network Operators look to migrate much of their infrastructure to real-time IP services, the reliability and security of the network has become increasingly important. But with increased complexity comes increased risk, and thus service providers and network equipment manufacturers must bear the responsibility of ensuring these networked applications and systems are going to be reliable, available and secure in a production environment. This paper will explore how an integrated approach to Service Assurance testing offers unique and powerful benefits to customers. In this case, the focus will be on the Mu analyzer's ability to integrate with Ixia's Test Conductor using the TesLA automation interface. This allows the Mu analyzer to be used along with the other test devices that can be controlled by TesLA and Test Conductor to gain a complete picture of the operational characteristics of the system under test.

These white papers will also be available on the TesLA web site, at the start of the Interop show on May 17.

Press Release

In conjunction with the Interop Conference, The TesLA Alliance will issue a press release to publicize the status and progress of the alliance, to promote the TesLA Alliance Pavilion, and in particular to unveil the first real, working demonstrations of the pre-standards-based interoperability between multiple products that address various aspects of test lab automation.

TesLA's XML-based run-time integration shows real-world interoperability scenarios from five TesLA members – Ixia, Shunra, Mu Dynamics, Gale Technologies, and OnPath Technologies. At Interop, TesLA will also unveil the first draft of its IP testing standards, due for ratification in June 2009.

The pre-draft integration demo – featuring Ixia's Test Conductor, Gale Technologies' AutoLab, Mu Dynamics' test suite, OnPath Technologies' 2908 PLS and Shunra's VE network emulator – provides a proof-of-concept of code-free run time integration of

multiple vendors' products to streamline lab automation. Together with the other TesLA members participating at Interop, the pavilion represents, in a sense, an unveiling of the fruits of the alliance – the public display and demonstration of interoperability using the emerging TesLA standards.

The press release is also slated to feature quotes from TesLA CAB member Steve Mitchell of F5, and Brian Chee, Senior Contributing Editor at InfoWorld.

As mentioned, the Interop conference is the perfect setting for the demonstration of TesLA standards, since the traditional focus of the show is on interoperability. And “first-time” announcements can tend to receive more coverage at such shows. So the Interop Conference and Exhibition is an important milestone for all members of the TesLA Alliance, whether or not they are directly participating in the conference.

Wikipedia Page

A TesLA Alliance entry has been created for the Wikipedia online encyclopedia and will be uploaded shortly. The page is currently up as a user page at http://en.wikipedia.org/wiki/User:Tesla_alliance.

Please provide your feedback which will be incorporated before it is made ‘live’ as a TesLA alliance page by May 17th, 2009. The Wikipedia entry defines the TesLA Alliance and its background, list the goals, describe the activities and standards committees, and list the current alliance members and the customer advisory board members.

This entry is just one more example of the various ways in which we are promoting the alliance and trying to establish awareness and credibility.

TesLA Website

A new Blog entry by Gale Technologies is up on the TesLA website at <http://www.teslaalliance.org/blog/>. There are also new blogs pending from Fanfare and PacketStorm Communication, which are currently under review and will be posted shortly. Please visit and leave any comments on any of the Blog entries.

The meeting summary and video highlights from the TesLA Alliance's last quarterly meeting (including CAB member outtakes), held February 25th 2009, are posted on the TesLA website at: http://www.teslaalliance.org/quarterly_meetings/02252009/.

The recording of TesLA alliance's first webinar with HP, held February 24th 2009 is available on the TesLA website under the events section at: http://www.teslaalliance.org/tesla_events/

Contacting the Committee

Comments and inputs from TesLA Alliance members and the testing community are always welcome. Emails can be addressed to Mktg_Committee@teslaalliance.org.

You can sign-up to receive the TesLA newsletter electronically by sending an email to newsletter@teslaalliance.org, or sign up for the [RSS feed](#) on the TesLA website.

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