



11<sup>th</sup> April 2008

**“Virtualization” projects undermined by legacy WANs warns  
Exponential-e**

*Over 100 delegates attending London seminar*

Exponential-e, the UK’s leading Next Generation Network (NGN) service provider today warned that large enterprises will compromise their “virtualization” initiatives if they try to implement them over legacy core network infrastructure. The comments come ahead of an industry seminar to be held in London which will discuss and illustrate the interdependency of Next Generation Networks, virtualization and service oriented architectures.

Managed well, virtualization can be a successful differentiator with a recent IDC survey indicating that it is set to dominate the CIO wish list in 2008. Virtualization’s premise is that it will significantly improve a company’s ability to respond to changing customer requirements. By pooling and sharing resources through virtualization, companies are able to achieve quantum leaps in business agility and flexibility. But as the market gains momentum, it is clear that not all organisations are considering core connectivity as integral to the project. Often the wide area network, which glues geographically-remote sites together and brings supplier and partner organisations into a single supply chain, is not able to support the full set of benefits possible through virtualization.

The advantage offered by next generation networking in a virtualization setting is that it removes the distinction between the LAN and the WAN by introducing previously unobtainable levels of versatility and control. Delivered over an Ethernet interface, NGN extends processes, procedures, services and applications that were once the preserve of the LAN into the WAN with significant cost savings when compared to traditional leased lines or fibre channel.

Lee Wade, Managing Director, Exponential-e said “Next Generation Ethernet networks provide a superior, flexible service-creation environment which can’t be achieved on legacy infrastructure. It’s a missed opportunity for enterprises to



create their virtual IT resource over twenty-five year old infrastructures. It's as futile as turbo-charging a 1980s sports car".

Exponential-e is holding an industry seminar on 24<sup>th</sup> April 2008 picking up this theme in more detail. Speakers will detail the advantages offered by VPLS and WAN-wide layer 2 connectivity and the synergies with virtualization. Over 100 delegates have already confirmed. More details about the event can be found at [www.exponential-e.com/mediaevent-registration-form.asp](http://www.exponential-e.com/mediaevent-registration-form.asp)

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### **About Exponential-e**

Exponential-e designs and deploys bespoke network solutions, connecting company LANs regionally, nationally and internationally to create global office networks. Customer networks are created within Exponential-e's VPLS-enabled NGN (known as the Service Creation Platform or SCP) and do not touch the Internet, ensuring they are totally private.

In addition to fast, high capacity, flexible connectivity solutions, companies also access a range of enterprise services and applications which are hosted on the network. Managed and unmanaged storage, voice services, video conferencing, surveillance and colocation, plus some sector specific services, are all available through a single access circuit onto the SCP.

As well as its national UK network, Exponential-e has a direct connection into New York, offering desktop to desktop transatlantic services. The company also has a number of strategic alliances in place, with like-minded Ethernet carriers, enabling the company to offer end-to-end Ethernet across most of the world.

Exponential-e's network solutions are fast, flexible and secure – giving customers responsive, scalable networks which reduce risks and costs while enhancing their business performance.

For more information contact:

+ 44 (0) 20 7096 4098.

[helen.simpson@exponential-e.com](mailto:helen.simpson@exponential-e.com)