

## Press Release

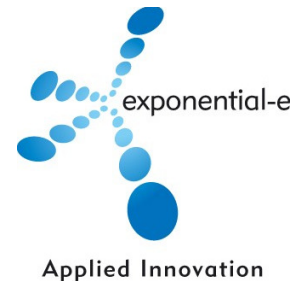
05 June 2009

### **Exponential-e beats tough competition to win award for "Most Innovative Channel Service"**

Exponential-e, the specialist provider of Next-Generation Ethernet Networks and managed applications has won the Comms Business awards for "Most Innovative Channel Service". The achievement ensues from a significant push by the company to help its channel partners identify and convert new business opportunities across a broader range of services and client segments.

The channel is increasingly realising that Exponential-e's layer 2 MPLS NGN and Ethernet (VPLS) interface is highly attractive for their customers who get all the simplicity and ease-of-use benefits of Ethernet with the robust networking characteristics of MPLS. Exponential-e's powerful Next Generation delivery platform is ideal for creating highly-innovative and unique new propositions. Its functionality is available to the channel as part of a pick and mix selection which can be combined alongside their own specialist services in highly-differentiated packages.

Simon Kelson, Managing Director of Atlanta Technology, an Exponential-e Channel partner explains: "Exponential-e lets us put on-demand applications alongside more traditional services as part of a converged solution. Atlanta would not have been able to deliver the value to the customers that they have without Exponential-e as a partner. The Exponential-e offering is disruptive in the market and has provided our customers with real choices when using our services".



Scalable Communications' Co-founder and CTO Denny Meijer, adds: "We now have the scalability; resilience; security and separation in wide area multi-site scenarios we'd normally only expect on the LAN and all delivered at a competitive price point. This makes it ideal for our best of breed technology solutions. In short we have one resilient platform from which we can do anything."

Simon Acott, Sales Director at Exponential-e, comments: "Our NGN offers the channel unparalleled competitive advantages. Our partners can hand-off any number of converged services via a single NGN access pipe as physically different cables out of separate ports at the customer premise."

He adds: "We can productise elements of our NGN such they can be packaged for the end-user as part of the channel's offering. Moreover, our solutions come with our NGN service wrap which includes end-to-end SLAs, 5 classes of service and per service QoS."

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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.

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