



PowerServe

DATASHEET

Our [PowerServe](#) range of products provides you with a number of data services that can be delivered through your Wide Area Network (WAN) using our Service Creation Platform (SCP).

The product range is:

- [PowerServe Internet](#)
- [PowerServe Hosting](#)
- [PowerServe Storage](#)

PowerServe Internet

[PowerServe](#) Internet is a high performance business grade Internet service designed to dynamically optimise your Internet service every time you connect.

[PowerServe](#) Internet delivers the high performance needed to support your mission critical business processes and applications, it will outperform a direct connection to a Tier 1 provider, typically reducing the latency by 20% to 50% and reducing packet loss to zero. Our Route 1 intelligent IP management functionality monitors real time traffic delivered by our five Tier 1 global providers so that when your users access the Internet they are automatically sent on the fastest route available, at that moment, for that destination. The bandwidth can be provided in any quantity to the limit of your PowerAccess connection. It is available as a fixed amount with the option of flexible, pay-as-you-go, bandwidth on demand to handle your high usage periods.

Features	Benefits
Dynamic best route selection	Reduce latency by 20% to 50%
Five Tier 1 Internet providers	Improved Internet performance and reliability
Fixed and on-demand bandwidth	Flex bandwidth as your needs change
Full DNS & IP registration and addressing service	Complete service
Resilient failover IP Gateways	99.999% reliability guarantee
24x7 monitoring & fault management	Fast, effective professional support
Industry leading SLA	Quality and performance guaranteed

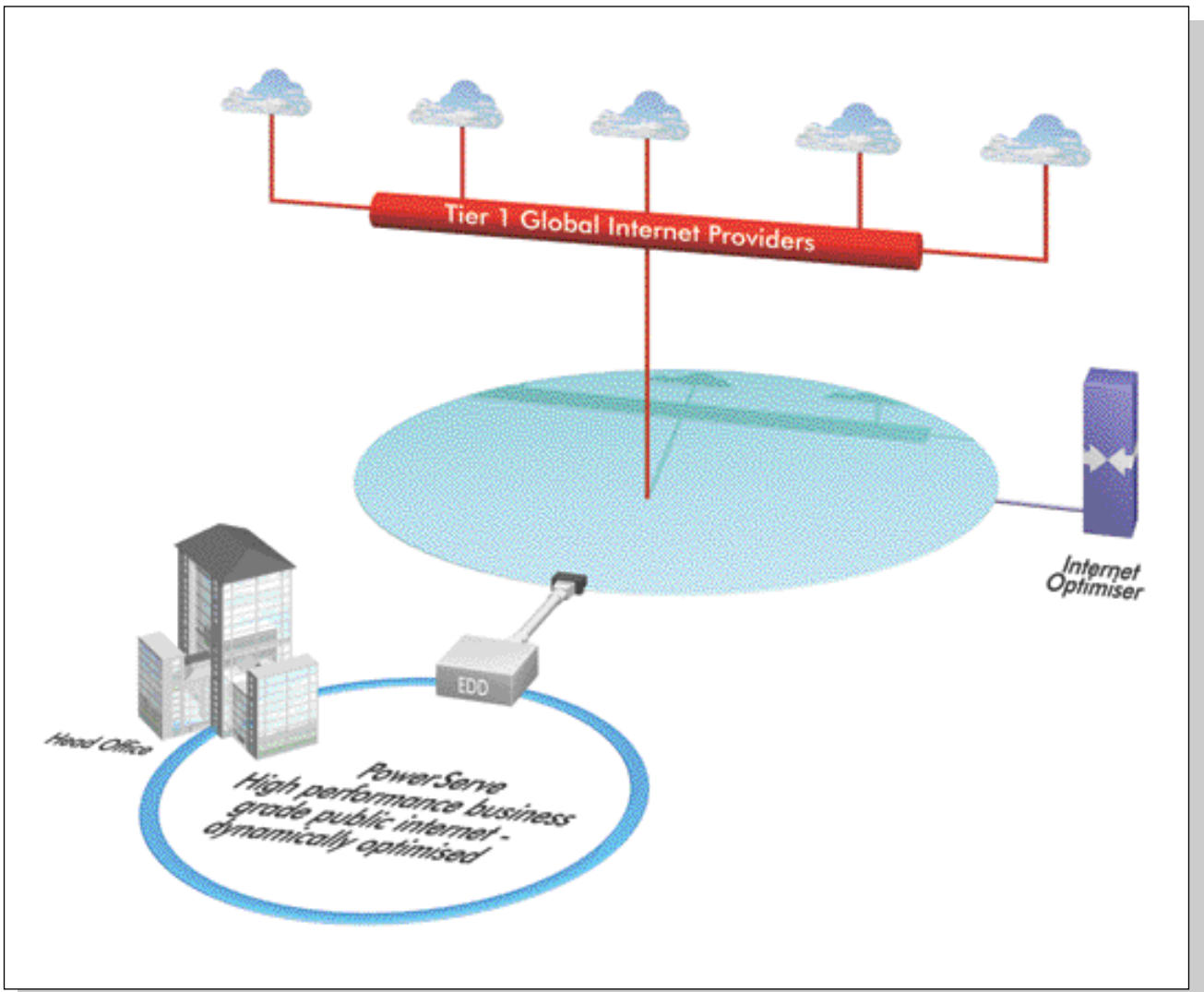


Fig.1 - PowerServe Internet is supplied by 5 Tier 1 global providers.

PowerServe Hosting

PowerServe Hosting provides carrier-neutral, state of the art data centre facilities at the heart of the Exponential-e Pure Ethernet network. This allows your enterprise to deliver web sites, back office services, Intranets and centralised Internet gateways with nearly unlimited on-demand WAN and Internet bandwidth.

PowerServe Hosting ensures that your IT equipment is safe, secure, highly available and running under the optimum environmental conditions. The standard features of our data centres are:

- Secure access through key pad locks and/or biometric security
- 24x7 manned security with CCTV cameras at every level of the facility and around the entire perimeter
- Motion detector alarm systems
- Full HVAC to maintain 20°C and 50% humidity
- VESDA smoke detection and inert gas fire suppression
- Fully redundant mains power circuits
- Diesel generator backup with fuel services to guarantee running for an indefinite period

PowerServe Hosting is available in Central London, London Docklands, London Heathrow and New York. We can provide space on a 'per cabinet' basis, with each cabinet being secured by locked doors front and back.

Data centre staff provide a remote hands and eyes service at an hourly rate to carry out simple non-specialist tasks when needed, such as reporting on indicator lights, resetting toggle switches or handling media such as tapes.

Features	Benefits
Highly secure	Minimise risk of damage or loss
Optimum environment	Maximise the life and performance of equipment
Highly resilient	Maximise the up-time of your IT systems
Connected to the heart of the Exponential-e network	High bandwidth available on demand through PowerAccess Connect
Remote hands and eyes service	Get simple tasks done without losing time to travelling
SLA guarantees on availability and response	Quality and performance guaranteed

PowerServe Storage

PowerServe Storage is a bespoke network-based solution delivered using a range of network capable storage technologies. It is ideal for those businesses that want highly available storage to improve business performance or meet regulatory requirements.

PowerServe Storage brings the powerful potential of enterprise storage delivered as a service to your business through your Exponential-e PureEthernet™ WAN. This is a service that can be used to form a crucial part of your answer to the following typical enterprise requirements:

- Storage consolidation
- Off site data backup
- Disaster recovery/Business Continuity
- Thin client desktop solutions
- Remote office file servers
- Data archive and Information Lifecycle Management

PowerServe Storage is bespoke and designed for your exact requirements as no off-the-shelf storage solution is ideal for all requirements. Exponential-e can then fully manage and support the system which reduces your administration effort and cost whilst giving you the reassurance that our storage experts will ensure that everything works end-to-end.

Features	Benefits
Solution built from full range of storage technologies	Your solution uses the best and most cost effective approach
Bespoke solution	Functionally and financially it fits your requirements
On-network service	Gain the economy of consolidation and the resilience and flexibility of network delivery
Expert-designed bespoke solution	A solution to fit your individual business needs
Expert monitoring and support	You do not require specialist storage skills
Industry leading SLA	Quality and performance guaranteed

Give your business the edge with network centric services

Traditionally, enterprise IT systems were provided to users with local site server rooms or, at main campuses, even full data centres. However, each site possessing its own applications does not work where a single application view is needed for all parts of a business, as is increasingly the case with CRM, ERP and MIS systems. This has led to a typical IT architecture today where these major applications reside in a hub site such as the head office and branch sites access them over a WAN. This architecture creates significant limitations for disaster recovery and scalability:

- 1 Placing these business critical applications at a hub site creates a single point of failure that will lose service to all of the spoke sites in the event of disaster
- 2 The connectivity for the hub site acts as a bottle neck and the limitations of the access circuit hold back the ability to scale up usage or scale out the number of sites connected

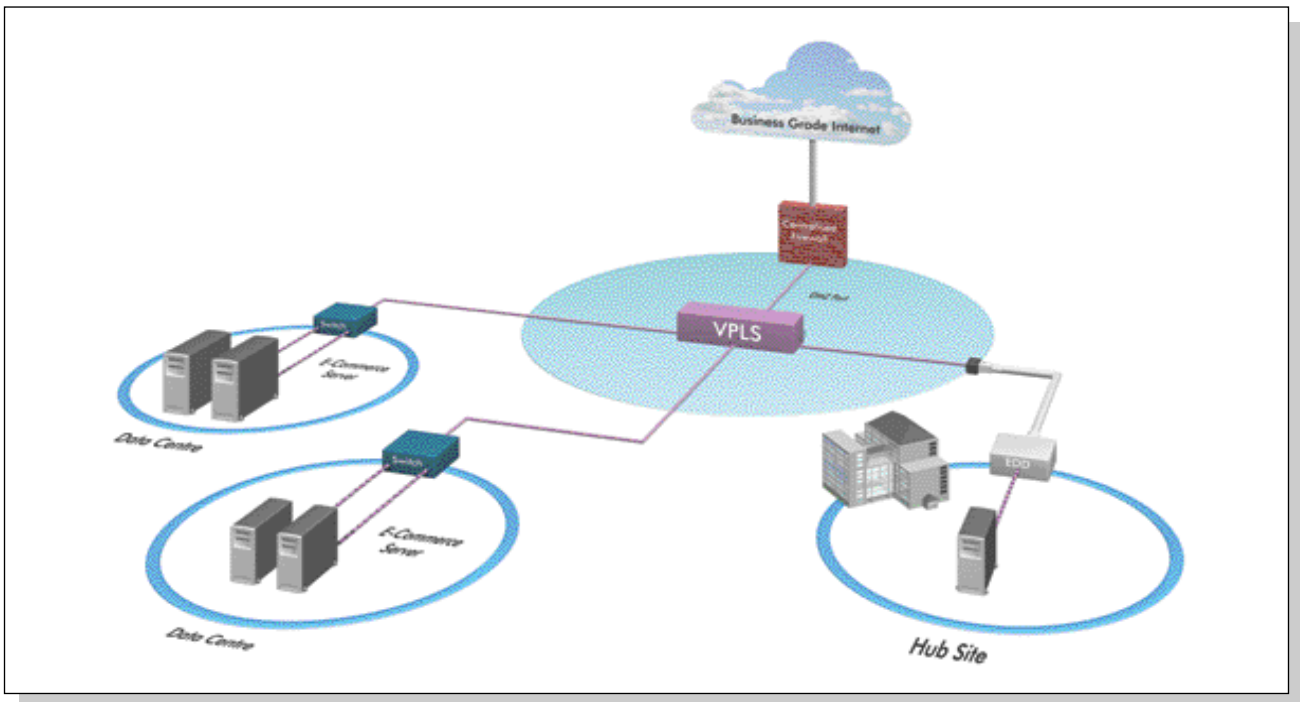


Fig.2 - The Exponential-e VPLS storage solution.

Now with Exponential-e's Virtual Private LAN Service (VPLS) PowerWAN solutions these problems have been resolved. The VPLS technology extends your LAN out to the WAN so the protocol problems are eliminated, server clusters can even be split across 2 data centres and perform in just the same way as they would if they were side by side.

The advantages of network centric systems are not limited to the IT applications but can also bring huge advantages with other shared services. For example, a [PowerServe](#) Internet service could be delivered through a central corporate 'on-net' secure gateway and then on to individual sites as a 'clean' Internet service. The network-centric, hosted, secure gateway is created with firewalls, web content filtering, spam filtering and anti-virus systems at an 'on net' hosting centre to provide the optimum centralised secure environment which makes it very simple to implement centrally controlled corporate security and usage policies. This eliminates the need for each site to have its own facilities for securing and filtering Internet traffic which saves CapEx and IT administrator effort.

Network-centric IT architectures are clearly a very powerful tool in meeting the challenge of creating scalable, agile and cost effective business IT systems.