

## **PRESS RELEASE**

8<sup>th</sup> June 2010

### **Exponential-e win top award for service innovation**

*Network-based application management solution attracts significant attention*

Exponential-e, the Next-Generation-Network and applications provider today announced that its new Application Performance Management solution known as "A<sup>3</sup>" has won the much coveted Global Telecoms Award for "Business Service Innovation". The winners, announced last night at a gala dinner, represent the most innovative projects in the industry worldwide and are awarded across five categories for both service and infrastructure innovation.

Exponential-e is the first UK provider to offer its customers an application-management capability already embedded into its corporate network and business Internet solutions. It is deployed without any need for dedicated, costly on-site appliances and can be delivered as a customer-controlled service or as a totally outsourced managed service. The solution provides application policy control and reporting to businesses at an affordable price.

Mukesh Bavisi, Network & services Director, Exponential-e said: "A<sup>3</sup> is an industry first. We see two significant applications for the new capability. The first is in helping businesses keep on the right side of the law in relation to the Digital Economy Act. Being able to identify exactly what traffic streams are running across their internet service will help them identify and prevent illegal content sharing at work. Secondly we see it as a vital tool in a WAN scenario in helping organisations align their network resource more closely to the needs of their business". He went on to say: "Business customers can manage and control the applications on their networks now without any need for dedicated customer premise equipment".

Over 300 guests attended a black-tie dinner and ceremony including chief executive officers, chief technology officers and other leaders from operators and vendors throughout the world including Europe, China, Africa, India, Russia, North & South America and the Pacific. Hundreds of nominations were received from the readers of Global Telecoms Business, who represent the industry leaders in the telecommunications industry worldwide. Global Telecoms Business is part of the Euromoney Institutional Investor Plc group. The awards were sponsored by Huawei Technologies and ZTE however neither organisation played any part in the judging process.

Alan Burkitt-Gray, editor of Global Telecoms Business commented:  
"Congratulations to the award winners. The industry is seeing a wave of innovation which is making a huge difference – to the companies working in the industry and to all of us in business as consumers. They are making such a difference to the world and we want to celebrate what they are doing".

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### **Editors' notes**

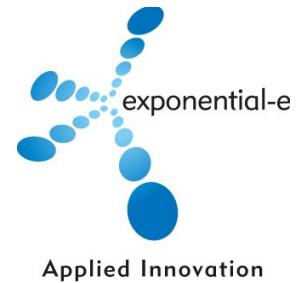
#### **About Application Performance Management (A<sup>3</sup>)**

A<sup>3</sup> allows businesses to reclaim control of their network by enabling corporate ICT teams to track and manage the performance of their business applications and ensure they are running as efficiently as possible. Delivered from Exponential-e's cloud, the service is built into the fabric of their network solutions and, uniquely, requires no dedicated onsite devices.

A<sup>3</sup> can be combined with any of Exponential-e's corporate network or business Internet solutions. When applied to their WAN portfolio, A<sup>3</sup> combines the established convergence, cost and simplicity benefits of multi-site, next-generation Ethernet with the ability to guarantee performance and availability of critical applications across the WAN.

A<sup>3</sup> can also be applied to Exponential-e's popular business Internet solutions to combine non-contended symmetrical Internet and a proprietary routing algorithm with the ability to identify and control different web-based applications.

As a network-based solution, A<sup>3</sup> is quick and simple to deploy and significantly less expensive to implement than appliance-based solutions.



### **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.