



8th December 2008

Exponential-e create channel margin for 100Mbps Internet offer

Exponential-e, the UK's most-established Next-Generation-Ethernet service provider, announced that from 1st January 2009 it will be reducing the channel price of its highly-successful 100mbps corporate Internet service. The announcement coincides with a major channel push by the company seeking to attract new channel partners to take the solution to market. It is expected that the channel will be attracted to the 100mbps Ethernet solution for its re-sell value and its ability to support additional new revenue streams in the form of a range of specialist WAN services.

From 1st January 2009, the solution will be available to channel partners at a substantial discount from the company's own retail offer that starts at £800, leaving significant room for the channel to add value and margin.

Lee Wade, Managing Director, Exponential-e said "Sales for our retail product have been phenomenal. But we just can't cover the market quickly enough to bring it to the attention of all those enterprise customers that would find it compelling."

He went on to say: "We've been able to lower our cost base as a result of significant investment in our NGN this year. We're in a position to pass these cost savings on in terms of increased support and better pricing for our channel."

Exponential-e's 100mbps corporate internet service will be attractive to a range of value-adding resellers and channel partners. The solution features 100mbps of high-speed, next-generation Ethernet connectivity pre-loaded with the fastest enterprise class Internet service in the UK¹. For



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an extra charge, channel partners can choose to split up the 100mbps by creating a series of secure VLANs from which a range of services can be delivered on physically different ports. Internet connectivity might be offered as one service alongside other specialist services, such as VoIP, DR or video, as part of a bundled offering.

To help channel take the solution to market, Exponential-e's channel programme for partners willing to sign up to volume targets includes:-

- A committed number of work days of intensive sales and marketing consultancy
- A news release articulating the new product, branded in the channel partner's name
- Joint development of "go-to-market" materials
- Reciprocal web links
- Training around the solution
- Online, instant pricing tool

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Editors notes

¹ Exponential-e's enterprise-class Internet service is the fastest available in the UK due to their use of a proprietary routing and traffic distribution algorithm. Exponential-e's Route 1 sampling algorithm effectively bridges the customer to multiple tier 1 Internet providers which ensure that their traffic takes the fastest possible route across the Internet at every second of the day.

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.



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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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