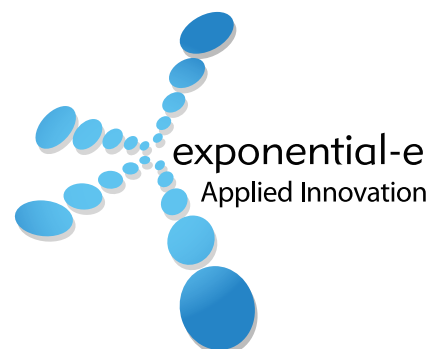




Smart Wires:

*Smart ICT Solutions
for Housing Associations*



Optimising your ICT Systems

Exponential-e has been designing and deploying next-generation networks for our clients for many years. We know through our experience working with Housing Associations, that for you to be successful, your network must:

- ✓ Enable efficient communication and contact management to deliver 1st class customer service
- ✓ Support remote workers with secure and fast access to internal systems, and video conferencing capability
- ✓ Deliver a best-of-breed platform that supports integrated maintenance and repair systems (including contract management, purchasing and store systems)
- ✓ Be able to prioritise internet traffic to control employee access to the Internet to ensure vital bandwidth isn't taken away from business-critical applications
- ✓ Drive efficiencies and cost-savings for your organisation to ensure your ICT investment is the best use of your corporation funds
- ✓ Have resilient and highly secure data centre connectivity that supports disaster recovery
- ✓ Optimise the value of your ICT infrastructure to provide affordable and decent housing to your customers
- ✓ Have flexible contractual terms to be scaled up and down depending on demand.

The Exponential-e difference

At Exponential-e, we are committed to working with Housing Associations, ALMOs and RSLs, helping organisations increase productivity, cost savings and operational efficiencies in their business.

As one of the first UK operators to embrace Ethernet Layer 2 connectivity, Exponential-e can offer a true fibre network that can be tailored to achieve an efficiency model in any social housing operation. We call this our Smart Wires technology, a next-generation high-performance network that provides the ideal foundation for your infrastructure.

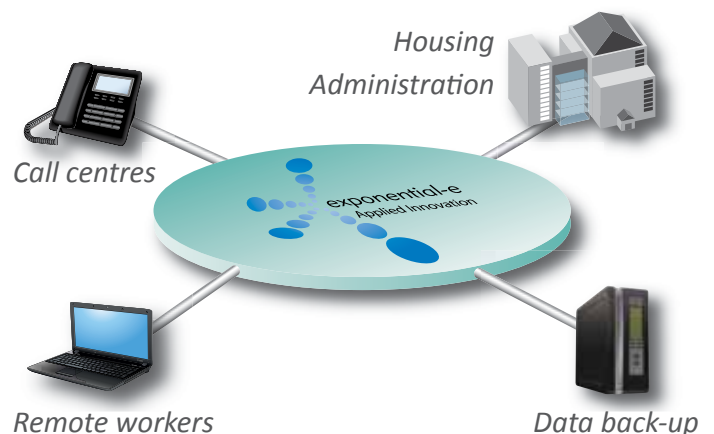
Superior 'Smart Wires' Connectivity

At the core of our Smart Wires lies a non-contended, low-latency connection, delivered over our own UK fibre network, guaranteeing a fast, seamless and cost-effective access for your organisation. The powerful capability of Ethernet Layer 2 allows us to create a hybrid infrastructure from different technologies (MPLS, VPLS, copper and fibre) ensuring the best fit for your requirements,

whilst providing optimum resilience, speed, control and versatility. The true flexibility of Smart Wires lies in the Layer 2 VPLS (virtual private LANs) technology which enables multiple private VLAN options to run across the same circuit, providing an easy-to-manage multi-site WAN, with stable and flexible networking for your systems.

Optimising the value of your systems

Our Smart Wires are a building block to other services, helping you streamline your ICT systems to provide a highly efficient and more responsive IT infrastructure. By converging multiple services across one connection, you can host applications like Cisco CallManager, Mitel Contact Centre and Citrix from just one easy-to-manage agnostic platform. You can then support multiple databases, Housing CRM, social benefits, council systems and contractors across a multi-site WAN, driving greater efficiencies and performance from your ICT systems.



Customer spotlight

We've helped Macmillian streamline its ICT with a tailored network that delivers video conferencing, streaming, disaster recovery, CRM, Internet, email, Sharepoint and Citrix all across one central WAN, linking all 15 regional offices UK wide.

Smart Wires can help you...

Support core activities

Once connected to our network, you have access to a wide portfolio of hosted products that can further simplify your ICT. These managed services can offer many advantages to your business:

- ✓ Security - Our network ensures your traffic is non-contended, and protected by robust security features, including centralised firewalls, dual authentication and DDoS mitigation
- ✓ Business assurance - Our powerful networking and data centre connectivity can safely host all your services, providing data back-up and co-location for peace of mind
- ✓ Non-geographically dependant Storage Area Networks (SAN) can increase the resiliency of your data centre services and offer significant cost-savings
- ✓ SSL VPNs support remote working, providing a highly-secure, easy access to central systems for your staff, from any location, any time
- ✓ 1st class voice product portfolio to support efficient call centres and better customer service.

Achieve great ratings for customer service

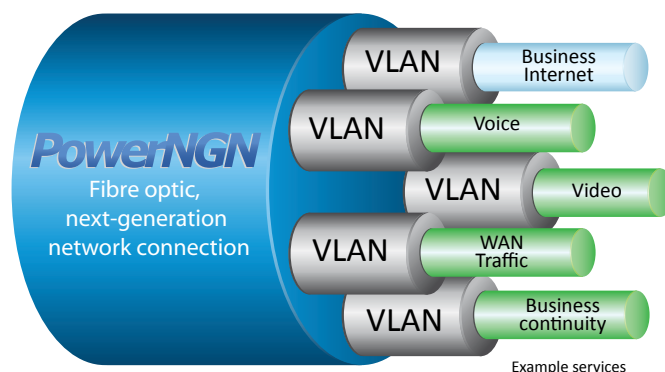
For you to be successful, your systems must not only support core activities, but be able to communicate effectively with tenants, contractors, Local Authorities, and Housing Inspectorate. Our Smart Wires can support CTI (computer telephony integration), providing the ability to have voice, video, email, video conferencing and your desktop served from the one connection. This not only improves the efficiency and responsiveness of your contact management systems and call centres, but provides a choice of access methods for your clients, be it SMS, email, web, telephone, helping to support your customers the first time around.

Realise cost-savings

Our managed hosting services can drive real cost-efficiencies for your business, providing a flatter and easier to manage infrastructure that eases the day-to-day technical and administrative burden on your staff. By consolidating services across one platform, you can significantly reduce your equipment, maintenance and support costs. Our simple plug-and-play installation does away with expensive hardware set-up costs, and the need for additional deployment engineers.

“ We have enjoyed an excellent working relationship with Exponential-e for several years during which time they have greatly impressed us with their reliability of service. We look forward to developing our relationship with Exponential-e over the coming years as we have great faith and confidence in their level of expertise. ”

IT Manager, St Mungo's Community Housing Association



Reach high level of compliance

Our Smart Wires platform enables network monitoring and reporting capability of latency, traffic patterns and data-packet response. We can guarantee a seamless end-to-end performance against agreed service level agreements, delivering a Quality of Service which you can rely upon.

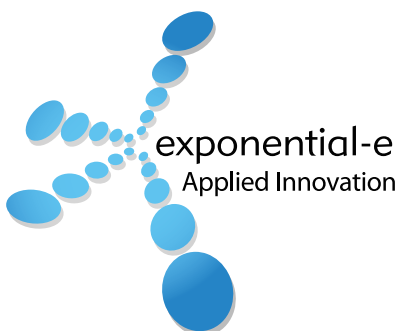
We can also provide you with your own web portal for real-time control and visibility of your applications. This lets you control employee access to the Internet and provide consistent service to all sites, helping you reach high ratings for viability, governance and management performance, in social housing assessments.

The flexibility to develop your business

We know the onus is on social landlords to use their ICT infrastructure to deliver business efficiency whilst reducing costs, and require an efficient and reliable network that is fit for purpose and the best use of corporation funds. Our next generation network can provide a leading edge solution now and well into the future.



ISO 9001:2008 – FS 54506
ISO 27001: 2005 – FS 54507
ISO 20000: 2005 – ITMS 562540



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