

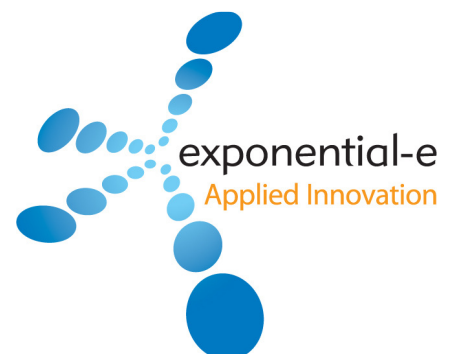
## *Dynamic disruption through applied innovation*

### **All England Lawn Tennis (AELTC) Club Case Study**

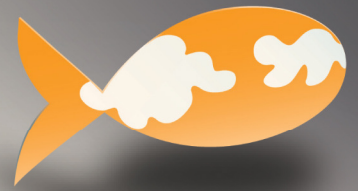
## **AELTC get Championship bandwidth from Exponential-e**

"We can quickly and easily flex the available bandwidth at different times of the year."

[www.exponential-e.com](http://www.exponential-e.com)



# Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



**The All England Tennis Club (AELTC)** is a not-for-profit organisation, responsible for staging Wimbledon, the world's leading tennis tournament and the only Grand Slam tennis event still held on grass. The event attracts over 450,000 visitors and a following of millions throughout the world via press, radio and television. Wimbledon's demand for bandwidth is strongly seasonal. The world's media attend the Championship for two weeks each year and need to be able to file stories, upload images and conduct online research as the action unfolds. In keeping with the professionalism of the Championships, Wimbledon's media centre must provide state-of-the art facilities.

Exponential-e worked closely with AELTC's voice and data solutions consultancy, MAC Systems, during the planning, design and implementation stages of the overall project.

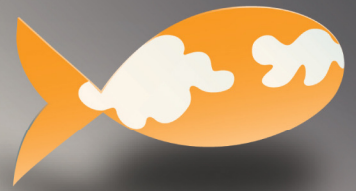
"We had to take a careful approach in selecting the right partner for this client as they have some unique requirements together with a vision on how they want to operate the voice and data services at a world leading sports venue. MAC Systems working with the AELTC team, coupled with Exponential-e's innovative approach further enhances Wimbledon as a world class venue"

**Paul Burns, Project Director MAC Systems**

AELTC decided to install Exponential-e's Powerserve Internet solution which is a high-performance business-grade Internet Service which offers the following benefits:

- **Flexible Bandwidth.** The Ethernet-over-fibre solution enables AELTC to quickly and easily flex the bandwidth it has available at different times of the year. Simple keystroke re-configuration, done remotely by Exponential-e, flexes the bandwidth significantly to the optimum available on the optical Ethernet circuit. Bandwidth can be flexed for as long as it is needed and AELTC only gets charged for the higher bandwidth rate when, and for as long as, it is activated.

## Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



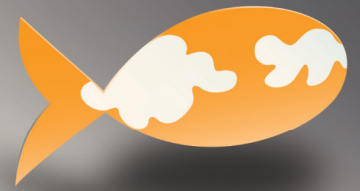
- **Internet Route 1 algorithm.** Route 1 is a proprietary piece of technology that sits on top of BGP routing and analyses the Internet traffic passing through Exponential-e's Tier 1 providers. It performs real-time tests on each possible route the data could take to get to AELTC's desired destinations. It then routes the data via the pathway offering the best available performance on: response time, hop count, jitter and packet loss. Route 1 is unique to Exponential-e.
- **Self-healing and fully backed up solution.** Engineered to provide full back-up in the event of any network problem, two separate circuits connect to two different Exponential-e network locations and are presented to AELTC via two different communications rooms on their campus. Network traffic is load-balanced across the two circuits with each circuit backing the other up in the case of a problem.
- **Fully Managed.** End-to-end management is provided by an Ethernet demarcation device (EDD). This gives both Exponential-e and the customer full visibility of the circuit and allows faults to be easMukesh Bavisi, Network and Services Director, Exponential-e commented: "AELTC is now connected onto our services creation platform so it's simple to provision new services such as voice and SIP trunking just by creating additional virtual circuits as and when they are needed".

*"We always try to ensure that we have sufficient bandwidth capacity to support our media. We have gradually increased this over the years but felt we needed to make a step change for 2008. Exponential-e's highly flexible network and its tailored costs enabled us to do that".*

**Jeff Lucas, IT Director AELTC**



## Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



Mukesh Bavisi, Network and Services Director, Exponential-e commented: "AELTC is now connected onto our services creation platform so it's simple to provision new services such as voice and SIP trunking just by creating additional virtual circuits as and when they are needed".

---

### Exponential-e Ltd

Central House, 25 Camperdown Street, London E1 8DQ

**Tel:** +44 (0) 207 096 4100 **Fax:** +44 (0) 207 096 4101

**Email:** [enquiries@exponential-e.com](mailto:enquiries@exponential-e.com)

[www.exponential-e.com](http://www.exponential-e.com)

