



PRESS RELEASE

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Customers sing praises of cloud-optimised business Internet from Exponential-e

Exponential-e announce free trial and introductory offer

Smart wires and applications provider, Exponential-e, is offering free trials of its award-winning, cloud-optimised business Internet, known as PowerNGN*plus*. Made available to customers via a self-service portal, PowerNGN*plus* is available as an upgrade to the service provider's highly-popular business Internet portfolio, PowerNGN. Customers get to view different traffic flows running over their PowerNGN Internet service and can control each type directly themselves via their own self-service portal. PowerNGN*plus* is cloud-optimised in that it enables businesses to identify, monitor and directly control the different web-based applications the Internet service supports. Bringing performance certainty to the vagaries of best-effort Internet, PowerNGN*plus* is ideal for supporting the delivery of public cloud services.

Exponential-e is offering free trials, lasting two months, to their existing PowerNGN customers and to new customers placing orders between midday on 11th March to 30th April 2011. At the end of the trial customers can choose to continue with the service for a special introductory price or have it turned off.

The Wellcome Trust is just one of the customers who have seen the business value of the service. "We provide free WiFi access to the public within the café area of our exhibition space, Wellcome Collection. The PowerNGN*plus* Portal revealed that in just one week 20 gigabytes of non-critical applications were running over our



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service. Analysis showed this was made up of large quantities of bit torrent, rapidshare and eDonkey. The portal has let us block these applications directly and put rate-limits in place for the use of social media" said Paul Stafford, Infrastructure Service Manager, Wellcome Trust

Maritime and Underwater Consultants (MUSC) is another happy customer. "We are now using Exponential-e's service to support our 200 global users. We subscribed to a 50mb line which was separated into two VLANS for our hosting/office environment and one as our VPN gateway. The PowerNGNplus service allows me to monitor the activity for all remote connections and for all internet activity from our Head Office without the need for software installed on clients' workstations. The reporting in the service also allows me to quickly drill down to the information I need and export it easily for reports" said Sean Hennessy from MUSC.

PowerNGNplus has received considerable interest since its launch last year and has already received an industry award for innovation. The award-winning portal gives companies a much better idea of the type of traffic running across their Internet service and allows them to intervene to manage the performance of each type. The customer is in full control. Traffic flows can be totally blocked, rate-limited or optimised on a dynamic basis and at a highly granular level – right down to the application type - without any need for customers to refer to Exponential-e.

About Exponential-e

Exponential-e is serious about business, business-only networks and being the best in the business. So our founding philosophy was and remains simple; to build the premier network to support UK enterprises that are equally serious about their business.

Since our foundation (2002), we have adopted the policies and the leading edge engineering technologies that offer UK companies resilience, speed, control and versatility – the prerequisites for a non-stop compute network platform. In order to achieve this, we took network engineering decisions with only corporate clients in mind. Most importantly, we insisted that no consumer broadband traffic would disrupt our network's resilience and have any impact on our clients'



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business. This is a peerless and crucial differentiator to achieving the optimum up-time and low latencies required for your business.

VPLS is now the cornerstone of our Smart Wires® approach to cloud computing – both private and public cloud applications where we can offer the important end-to-end SLAs to support your cloud applications. Our VPLS experience is peerless and invaluable when it comes to meeting the design objectives for the most complex networks.

Today, we have 1,000 blue chip corporate clients and a balance sheet worthy of Dun & Bradstreet's coveted No.1 credit status. We offer old fashioned quality of service sustained and supported by world-class leading edge network solutions.