



PRESS RELEASE

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Channel IPv6 event declared ‘major success’

Fast-growing business technology enabler and Ethernet Carrier, Exponential-e, has declared its channel IPv6 event a “major success” after it was attended by around 100 delegates.

The event - *IPv6 – The Channel Opportunity* – proved especially beneficial due to the wealth of information made available to delegates about the range of commercial opportunities offered by IPv6.

Exponential-e experts explained how embracing the IPv6 challenge could lead to business growth and allow companies to set themselves apart from the competition, without the need to become technical experts in the process.

Attendees at the event at Wembley Stadium, held on September 13th, were also told how:

- Choice of partner carrier for IPv6 integrations can mean “make or break”
- Early adopters of IPv6 can benefit most from short and long-term commercial opportunities
- Leaving IPv6 transitions too late could have disastrous implications.

Buoyed by the success of the event, Exponential-e is already starting to plan for a similar event to be held at another prestigious venue in the first quarter of next year.

Luke Hunt, Network Services Director at Focus Group Ltd, an Exponential-e partner, said: “We gained an enormous amount from attending this event. It is vitally important we are fully aware of the implications of IPv6 migration and how it impacts on the future of our business. The bottom line is that it presents us with another revenue stream opportunity with existing customers.

“The knowledge we’ve gained from the event strengthens our business further and allows us to stay a step ahead of competitors. Our partnership with Exponential-e, and understanding of what IPv6 entails, also provides us with another key differentiator from our competitors.”

Exponential-e's Head of Indirect David Joplin said: "We are delighted that this event received a full attendance. In every way imaginable it was a major success. We are now actively engaging with many existing partners to start the migration of their customers to IPv6.

"Some of the prospect partners who attended are already making appointments with us to become channel partners. Furthermore, when using Exponential-e's network, if end users ask our partners if they can migrate them to IPv6, the answer is unequivocally: 'Yes!'

"We stated earlier that we believed IPv6 is the biggest universal business opportunity for channel in years and yesterday's event showed people are taking the first step to maximise it."

Recently Exponential-e reported that its channel sales team had recorded a huge 43 per cent growth in new business sales revenue. The substantial growth, since last January, is attributed, in part, to four new dedicated teams that report to Mr Joplin. The teams are: SI/VAR (Systems Integrators/Value Added Resellers), Resale, Referrer and Carrier.

Exponential-e's channel team is set to expand further to cater for a sharp rise in demand for its services and expertise in Smart Wired communications.

Ends

Photo caption: Around 100 delegates attended Exponential-e's channel IPv6 event

Notes to Editors:

Since our formation in 2002, we have adopted the policies and the leading edge engineering technologies that offer our channel partners the network, support and expertise they need to future-proof their customers' single-site or multi-site capabilities. This allows our partners to lock their customers in whilst locking-out their own competitors through the convergence of their own specialist solutions, and those of their trusted partners.

Channel is the biggest single source of revenue to Exponential-e, and with good reason. We pride ourselves on the flexibility we offer our partners and the multiple ways in which we can work with them. With Prince 2 Practitioners, our ISO:9001 & ISO 27001 accreditations and D&B Rating 1 status, our partners know that they are in safe hands when working with us. Being industry-leaders in Ethernet in the WAN (VPLS), owning an ever-expanding fibre-based network footprint, and having a 4 star IPv6 readiness rating from RIPE, it is no surprise that in our latest channel partner satisfaction survey, 86 per cent of our partners reported increased revenues since joining us, while 87 per cent stated that they can now offer a more competitive service to their customers.

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 the reliable delivery of cloud-based applications & services. Our VPLS experience is peerless and invaluable when it comes to meeting the design objectives for the most complex networks.