



## **PRESS RELEASE**

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### **Exponential-e focuses on “dual stack” networking to prepare customers for IPv6 switch**

Fast-growing business technology enabler and Ethernet specialist Exponential-e - which is taking part in World IPv6 Day – is meeting the Internet addressing challenge head on by ensuring its network is equipped for both IPv4 and IPv6 schemes.

World IPv6 Day, which is being hosted by The Internet Society (ISOC) on June 8, is a 24-hour trial period where a number of major content providers, including brands such as Facebook and Google, will be providing content from sites based on both IPv4 and IPv6 addressing. The event’s main goal is to encourage organisations across the industry to prepare their services for IPv6 to ensure successful transition as IPv4 addresses run out.

Exponential-e, which showed a £1.9 million profit in 2010 on a £25 million turnover, builds its portfolio from a Layer-2 core network capable of supporting any protocol. The company has for some time been planning for IPv6 - and has a range of services in place to ensure all its existing and future customers make the right moves.

The service provider’s IPv6 enabled core has been successfully tested and is now being trialled with customers. Exponential-e is supporting the IETF (Internet Engineering Task Force) “end to end” principle by deploying IPv4 and IPv6 in parallel – an approach known as “dual stack” – throughout its network.

The company, listed as one of the UK’s fastest growing technology companies in The Sunday Times Tech Track 100 league table every year between 2007 and 2010, has been awarded 4 stars of IPv6 readiness by RIPE NCC (the European Regional Internet Registry). This means – out of 6748 European service providers – it is among the top eight per cent that are actually ready to connect their customers to the whole Internet when IPv4 runs out.

Expert consultancy will also be available to advise and assist customers with their own migrations. Exponential-e will be holding a series of workshops and events starting next month with this in mind.

Mukesh Bavisi, Managing Director of Exponential-e, said today: “We are rolling out a dual-stack approach across the network as we believe this is the only way of



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delivering the high level of performance, user experience and reliability our customers expect. Dual IPv4 and IPv6 connectivity will become a standard feature of all Exponential-e business Internet services this autumn.

“The UK is expected to run out of IPv4 addresses by the end of this year and from this point all companies requiring an IP address will be given one based on IPv6. The problem that organisations face is that there is no migration path between the two and some experts believe that there will be a partitioning of the Internet with services based in separate silos. This represents a threat to any business with an online presence that needs all their customers to be able to find them. It will be particularly pertinent for e-commerce organisations or businesses that provide cloud services.

“Whilst we will take steps to ensure that our own supply of IPv4 addresses lasts as long as possible, eventually, like everyone else, we will run out. We are intending however, with careful planning, to be assigning IPv4 space for as long as possible.”

From this point Exponential-e will issue new customers with IPv6 addresses. The company is testing a number of options for transitional technology, including Carrier Grade NAT, which will allow it to maintain connectivity to the IPv4-only Internet for new customers.

Mr Bavis added: “We are delighted to be participating in World IPv6 Day. It’s an excellent way of raising awareness of what amounts to a major landmark in the Internet’s history. We know that Internet access is critical, meaning a failure or degraded level of service can have a serious impact on workforce productivity, core business activities, ability to compete, business growth and business continuity.

“The Internet economy is worth £100bn in the UK alone. While the switch to IPv6 poses challenges, there are also great opportunities for those that adopt it in good time in terms of providing a competitive boost in sales, perception and potential improved technical performance.”

Exponential-e is also preparing for the changes by implementing an ongoing R&D project to audit and document the IPv6 paths for customer premises equipment and any compatibility issues. It can point to a long history of being its own “proof of concept” – its own corporate LAN and business Internet portfolio were the first to become IPv6 enabled.

“Exponential-e is committed to supporting our customers in understanding and deploying IPv6 in the LAN,” pledged Mr Bavis. “We will help you establish the hardware and software dependencies, plan and execute your deployment, and help you develop the skills needed within your business. In readiness for migration to IPv6



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we will be offering customer seminars, consultancy, staff training and LAN management services.”

- Exponential-e is holding an IPv6 breakfast briefing in September. For more details visit <http://www.exponential-e.com/media-centre/events/ipv6-event-registration>
- IPv6 will also be discussed at Exponential-e’s forthcoming half-day seminar: “The Smart Wired Cloud”. Visit <http://www.exponential-e.com/media-centre/events/the-smart-wired-cloud-event/>
- For more information about World IPv6 Day visit [www.internetsociety.org/worldipv6day](http://www.internetsociety.org/worldipv6day)

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### **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’ 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.