

PRESS RELEASE

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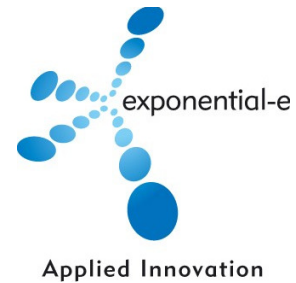
Application Performance Management from Exponential-e puts customers in control

Altium & BBVA London first to deploy device-free service

Exponential-e, the next-generation corporate networks and applications provider today became the first telecoms company in Europe to give customers the ability to directly manage and control the performance of their own network applications via a self-service portal. Uniquely the solution needs no dedicated equipment at the customer premise. Delivered as a managed service, the solution will help businesses cost-effectively align their network resources more closely to their specific needs and guarantee the performance and availability of critical applications.

The new service is called A^3 (*A-Cubed*) to illustrate its three key **A**pplication, **A**wareness and **A**ssurance features. Exponential-e is offering its new solution as a next-generation evolution to its market-leading corporate networking and business Internet solutions. The solution gives customers the ability to guarantee the performance and availability of critical applications in the network. A^3 is the perfect solution for organisations seeking direct insight into the type and mix of application traffic running across their networks without a need to invest in, deploy and support complex appliance-based solutions.

Grupo BBVA and Altium Capital, both international investment banks, were the first of Exponential-e's customers to deploy the solution. Luis Santiago, Vice President, Organisation & IT, BBVA-London said, " A^3 gives me the ability to provide service level guarantees by application and I can also see clearly whether I really need to upgrade my underlying infrastructure. A^3 makes a significant



difference to my ability to see what is actually going on and to align my available resource to the most critical business processes”.

An industry first, A^3 recognises the complexity of today’s networks. With more and more applications playing an integral role to the success of an organisation, a finer level of filtering, reporting and management is now needed. By actively interrogating and investigating the application layer, A^3 provides detailed reports into specific applications and their behaviour. Customers can generate their own inventories of the business applications traversing their network together with their performance and behavioural information. They can measure the volume of traffic being generated as a result of each application and can set up usage thresholds which alert when the threshold is exceeded.

Mukesh Bavisi Director of Engineering, Exponential-e explains: “ A^3 enables ICT teams to fine-tune their own business applications directly and ensure they are running as efficiently as possible”. He added “This kind of control has never been available before. Organisations can now procure any of our network solutions with application management and policy control capabilities already embedded”.

“ A^3 ” will be available directly to Exponential-e’s business customers as well as via select channel partners. Exponential-e has launched the new solution in conjunction with its partner Alcatel-Lucent.

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About Exponential-e

Back in 2006 Exponential finished its second generation network and became the first service provider to offer VPLS in the UK. Since then Exponential-e has deployed such solutions for over 600 customers.

Exponential-e designs and deploys bespoke corporate network solutions, connecting company LANs regionally, nationally and internationally to create global office networks. Customer networks are created within Exponential-e’s VPLS-enabled NGN and do not touch the Internet, ensuring they are totally private.



Applied Innovation

In addition to fast, high capacity, flexible connectivity solutions, companies also access a range of enterprise services and applications which are hosted on the network. Managed and unmanaged storage, voice services, business continuity services, virtualisation, video conferencing and collocation plus some sector specific services are all available through a single access circuit.

As well as its national UK network, Exponential-e has a direct connection into New York, Frankfurt and Chicago offering desktop-to-desktop transatlantic services. The company also has a number of strategic alliances in place, with like-minded Ethernet carriers, enabling the company to offer end-to-end Ethernet across most of the world.

Exponential-e's network solutions are fast, flexible and secure – giving customers responsive, scalable networks which reduce risks and costs while enhancing their business performance.