



PRESS RELEASE

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Huge channel sales growth reported by Exponential-e

Fast-growing business technology enabler and Ethernet Carrier, Exponential-e, announced today that channel at the multi-award winning company has recorded a huge 43 per cent growth in new business sales revenue.

The 'exponential' sales hike – since last January - is being attributed to a raft of influential changes made to Exponential-e's channel team.

The recruitment of high calibre individuals, combined with the development of home-grown talent, has played a leading part in the pleasing results.

Exponential-e has attached more prominence to the channel this year with the creation of four new dedicated and focused teams who all report to Head of Indirect David Joplin.

The teams are: SI/VAR (Systems Integrators/Value Added Resellers), Resale, Referrer and Carrier.

Welcoming the results, Mr Joplin said: "We have a very talented team in place – a fine balance of some of the channel's most experienced and skilled operators, combined with some of Exponential-e's best emerging home-grown talent. The growth figures are a testament to their hunger, skill and dedication.

"We have also doubled the size of our channel-only pre-sales resource, allowing us to be even more responsive on a technical level."

Mr Joplin added: "Our experience delivering products, services and connectivity to many verticals, SMEs and multi-nationals, is reaping rewards because our Channel Account Managers and Engineers have an excellent technical and commercial understanding of the wider solution.

"We give all the flexibility and control that our partners require so that we can deliver the right solution, and that includes being completely agnostic when it comes to choice of supplier for all added services – large or small."

Exponential-e's soaraway channel wing is set to expand further to cater for a sharp rise in demand for its services and expertise in Smart Wired communications. It has also won recognition for its dynamic approach to IPv6 transitions for both channel and direct customers.

Meanwhile, in Exponential-e's recent channel partner survey, 86 per cent of partners reported increased revenues since forging links with the company, while 87 per cent stated that they can now offer a more competitive service to their customers.

- Exponential-e will be revealing to the channel why IPv6 is its biggest universal opportunity in years at a breakfast briefing being held at Wembley Stadium on September 13. Attendees should register now at www.exponential-e.com/channel

Ends

About Exponential-e

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.