



PRESS RELEASE

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Exponential-e bolsters private SIP interconnect to enable Gamma's channel to produce bespoke solutions

Exponential-e, the next-generation network and applications provider, today announced that it has strengthened its private Ethernet integration into the Gamma SIP network with additional geographically-dispersed private interconnects. The move will support new SIP trunking and voice breakout services. The private nature of the interconnect means at no point do SIP calls touch the internet. Channel partners get toll-quality voice with no compromises.

Gamma Telecom is one of the UK's largest providers of voice services and applications, switching in excess of 900 million minutes a month and serving over 400 channel partners. The organisation's voice solutions are designed for the SME end-user market and are taken to market via the channel.

Exponential-e's ultra-fast, resilient, next-generation network is based on an emerging new standards-based technology called VPLS and is ideal for voice specialists in need of a highly-reliable and flexible converged platform. The new combined proposition is purpose built for supporting carrier-class voice connectivity along with other converged services as part of a channel unified communications solution. QoS protected bandwidth supports toll quality voice codecs such as G.711 and CD quality wideband audio such as G722.2.

Significant network investment and collaboration between the two market leaders now means that Gamma's services come with a next-generation service wrap.



Fully-resilient interconnection agreements are now in place between the two organisations creating a voice application delivery platform without any single points of failure. For the first time Gamma' services are now available to the channel via a private next-generation network dedicated to business traffic.

The new service will be attractive to systems integrators and value added resellers wanting to provide SME end-users with hosted voice or SIP trunking applications bundled with their own specialist services.

Dave Joplin, Channel Manager, Exponential-e said: "Gamma resellers can now enjoy private, protected SIP handoff via Exponential-e's next-generation network. Robust firewall and security policies allow the voice VLAN to be plugged straight into the customers PBX".

The new solution can also be combined with Exponential-e's highly-popular PowerNGN offering to allow resellers to produce their own compelling, converged bundles with far better investment returns than achievable with traditional PSTN and legacy data networks.

Alan Mackie, Senior Product Manager said: "We are pleased to be working with Exponential-e to offer our channel partners a highly available, secure and optimal call quality SIP Trunking solution.

Gamma's industry leading SIP Trunking service, IP DirectConnect, coupled with Exponential-e's Ethernet services provides a platform to support Channel Partners selling Voice Services to SME, Enterprises and Local/Central Government Customers.

This unique service allows channel partners to provide a bundled voice, VPN and Internet solution to customers allowing significant cost savings and number flexibility when compared to IPVPN and ISDN based services."



Gamma and Exponential-e's channel partners now have a toolkit to deliver large scale unified communications solutions. The bespoke nature of the new solution and its ability to support insulated and separate VLANs means that the channel can build in additional value by adding in other services, such as video. The nature of Exponential-e's layer 2 MPLS-based VPLS network also allows the partner to be in full control of the WAN and add all the value compared to layer 3 MPLS where change control can be restrictive and at times costly.

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About Exponential-e

Exponential-e designs and deploys bespoke 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 (known as the Service Creation Platform or SCP) and do not touch the Internet, ensuring they are totally private.

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, video conferencing, surveillance and colocation, plus some sector specific services are all available through a single access circuit onto the SCP.

As well as its national UK network, Exponential-e has a direct connection into New York, 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.

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