

e-volution

Issue 1

MAY 2009

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New survey uncovers WAN frustrations

Our survey discovers the current thinking behind Wide Area Network policy across the UK - **Page 2**

6. Which of the following would you regard as the 'pain points' of your organisation's existing WAN? (Select all that apply)

	Response Percent	Response Count
Bandwidth restrictions	65.5%	175
Inability to run multiple services	8.6%	23
Lack of QoS monitoring	22.1%	59
Over-reliance on one provider	23.6%	63
Lack of scalability when bringing up new services/sites	22.5%	61
Other (please specify)	15.0%	40
answered question		267
skipped question		0

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New survey uncovers WAN frustrations

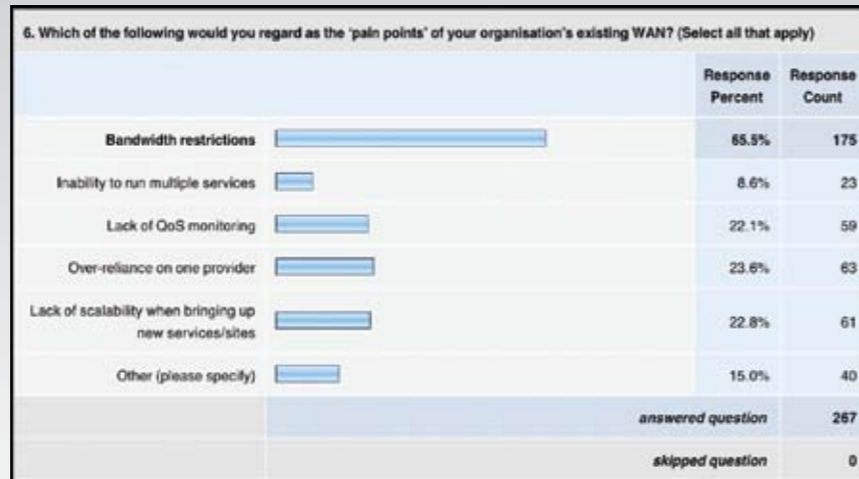
Wide Area Networking has become a fundamental capability on which most mid to large-sized organisations have come to rely. Our survey, conducted in conjunction with trade magazine Information Age, set out to discover the current thinking behind Wide Area Network policy across the UK.

Multi-site WAN penetration is high with 32.5% of respondents running a WAN with 2-3 sites. 35% of respondents say they have a WAN which stretches across 21 or more sites. Nearly two-thirds of respondents are using the Public Internet to create VPNs but 54% believe that the public Internet is not capable of delivering the quality of service and security required for all their services and are also using, what they find to be, highly-expensive leased lines. This figure is likely to shrink given that "cost reduction" was by far the most frequently cited goal for respondents' future WAN strategies. A significant proportion of respondents described their 'ideal WAN' as something resembling a 'hard-wired LAN' with a fifth predicting that VPLS would be "the technology that the majority of companies will be using in the future". The chief bugbear with existing WAN services highlighted in the research is crippling bandwidth

restrictions. Two thirds of the survey participants regard bandwidth limitations as their most severe pain-point. Adrian Hobbins, CTO at Exponential-e says: "VPLS makes bandwidth capacity cheap and freely available. Comparing traditional technologies with Ethernet-based VPLS is like comparing a Reliant Robin with a 26-wheel juggernaut: you can now move 50,000 boxes when before you could only move four - but for roughly the same price." He adds: "Many IT Managers have to keep next-generation applications in the bottle because of their network constraints. Desktop virtualisation is, for example, beginning to happen, but nobody is contemplating doing it with servers 50km away. Most of the thinking has been that it only works if the server is local because nobody's network has been capable of distributing it". The bandwidth problem is compounded by the high

prevalence of 'hub and spoke' topologies in use (40% said they used this topology). With all network traffic having to pass through the hub site - all WAN locations get impacted by the "trombone effect" of the hub sites trying to communicate to each other via the central site. In a mesh environment, such as that facilitated by VPLS switching and purportedly being employed by 17% of respondents, traffic can flow directly between any site, therefore making more efficient use of the network resource. Not unexpectedly in today's climate, the vast majority (73%) of organisations' WAN strategies involve cutting costs. Interestingly, however, over a third of respondents said integration of their WAN with a disaster-recovery policy is important and a quarter cited the need to integrate WAN strategy with policies related to virtualisation or Software-as-a-Service. However, cost was a recurring theme; several respondents pointed out that

connecting a leased line to a remote site tended to cost seven times more than doing so using ADSL broadband. Hobbins commented, "Solutions such as leased lines are still painfully expensive, while running WANs over a public IP VPN was fine until someone remembered the Internet is rubbish for business-quality services at a 200-seat office". He went on to say, "Traditional carriers are coming around to the view that VPLS provides the "bang-for-the-buck" for which corporate clients are looking. For example VPLS is scheduled for phase two of BT's 21CN deployment". In the meantime, there is still a steep learning curve for VPLS ahead. Two-thirds of the survey's respondents say they have only limited knowledge of the technology. To receive the full report or to attend one of our free VPLS seminars visit our website at www.exponential-e.com

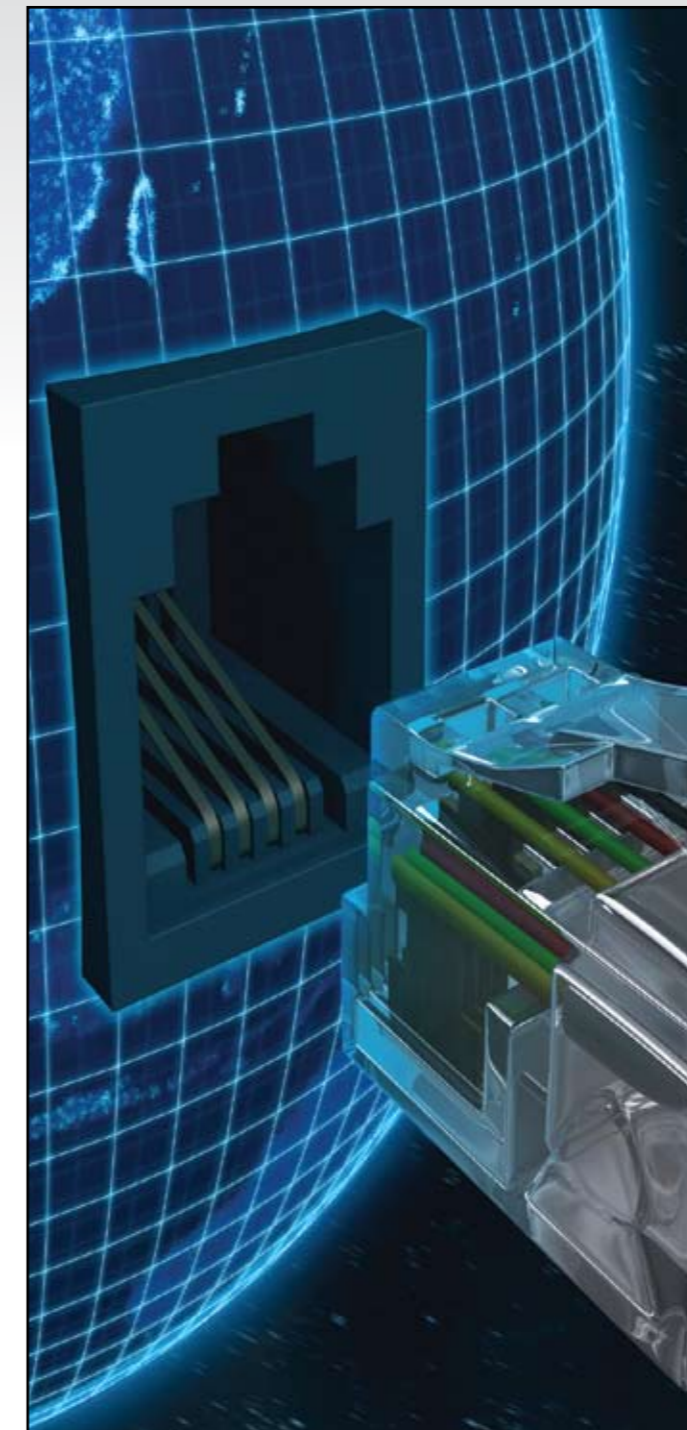


The survey polled 267 senior ICT staff across a range of industry sectors throughout March and April 2009.

New services added to PowerNGN suite



We kicked off the first quarter with gusto with three exciting product launches.



Firstly, we introduced PowerNGN 25 and PowerNGN 50. Delivered using 100mbps of our powerful Next Generation Network, the services are pre-loaded with either 25mbps or 50mbps of Exponential-e's carrier-class Internet service as standard and cost from £550 and £650 per month respectively. Overnight, the launch of these two solutions made a business-class fibre-based solution affordable for clients seeking lower bandwidths.

Hot on its heels, we launched a Gigabit service, including 200mbps of carrier-grade Internet from only £1250 per month - a price which is more than five times cheaper than similar legacy solutions. The new service, dubbed PowerNGN 200, is ideal for bandwidth-hungry enterprise customers wanting affordable high-bandwidth connectivity to support their remote storage, data-mirroring and virtualisation efforts. Our PowerNGN suite is the ideal starting point for customers wanting a converged platform for their different services. Each of the PowerNGN solutions includes extra unallocated bandwidth which can be flexibly and simply allocated via keystrokes to support other services for an extra charge. With PowerNGN 100, a customer may choose to take a 6mbps VLAN to support 60 channels of IP telephony with another 40mbps used as a direct connection to the customer's disaster-recovery centre. A further 20 mbps could be used for Internet. Should the organisation decide to move to a Software-as-a-Service delivery model, it will have already made the necessary network investment to roll SaaS out quickly and easily. Customers can flex up to the total capacity of their connection by way of a simple software reconfiguration with no need for further infrastructure investment - a truly future-proof solution. With our PowerNGN suite of products the options are limitless!

Lee Wade explains how to make a difference in

So here we are, deep into the recession in spring 2009 and people everywhere are worried. Top talking point is jobs and in particular the safety of your own job. So here's how to help save it . . . **make a difference!** Get positive, get more creative, go the extra mile and just do it! Your 'difference' will be noticed. If you are reading this newsletter, there is every chance that you work in either IT, telecoms or networks. There are no new investment budgets in any of your departments, so ask yourself, 'how can I help the company?'

Firstly, look at all the component costs of the technology your company is using. Then ask yourself what technological innovation has occurred during the last 1-2 years that could be applied to my business that will deliver greater benefit at lower cost? Look into this – start the research. Get meetings with suppliers and ask them to update you. Show them what you are trying to achieve and, if they are at the 'cutting edge' in their sector, they will be able to show how the latest offering will be able to meet your requirements.

For example, what do you know about VPLS and the cost benefits it could deliver your company? In our recent survey with Information Age, 65% of IT Directors/CIOs acknowledged the cost benefits that VPLS could deliver to their WAN, but admitted they lacked the knowledge and information about VPLS to do anything about it. Let's take an

example. We were asked for some help by a large financial organisation. Their WAN was based on 2Mbps E1s and 34Mbps E3s and was creaking at the seams, unable to cope with the volumes of data flows that had increased 10-fold since they procured it 3 years ago. As a result, the organisation was unable to compete with the superfast low latency networks of their competitors. They knew what they wanted. A layer 2, superfast, high capacity and versatile, VPLS network. Problem: They had no new IT budget and believed that such a network would cost at least three times more than they were currently paying. By way of research, they asked Exponential-e to design a VPLS solution upgrading their network to 100Mbps and 1000Mbps links. The challenge: Can Exponential-e achieve this with our current WAN budget? It was difficult, but we did. Another technology – another scenario:

Virtualized servers . . . okay, so the IT world has been banging on about 'virtualisation' of everything during the past two years, but hey, it ticks all the boxes; saves money, saves power, is greener . . . If you are already one of our customers, then you already have an Ethernet Internet connection or WAN, so why not look at using this same connection/WAN to virtualise/consolidate your servers/storage/desktop/firewalls so they can sit anywhere in the world and not on your LAN? Exponential-e will show you how this can be achieved and the cost benefits it will deliver your company. It costs you nothing to ask us to show you.

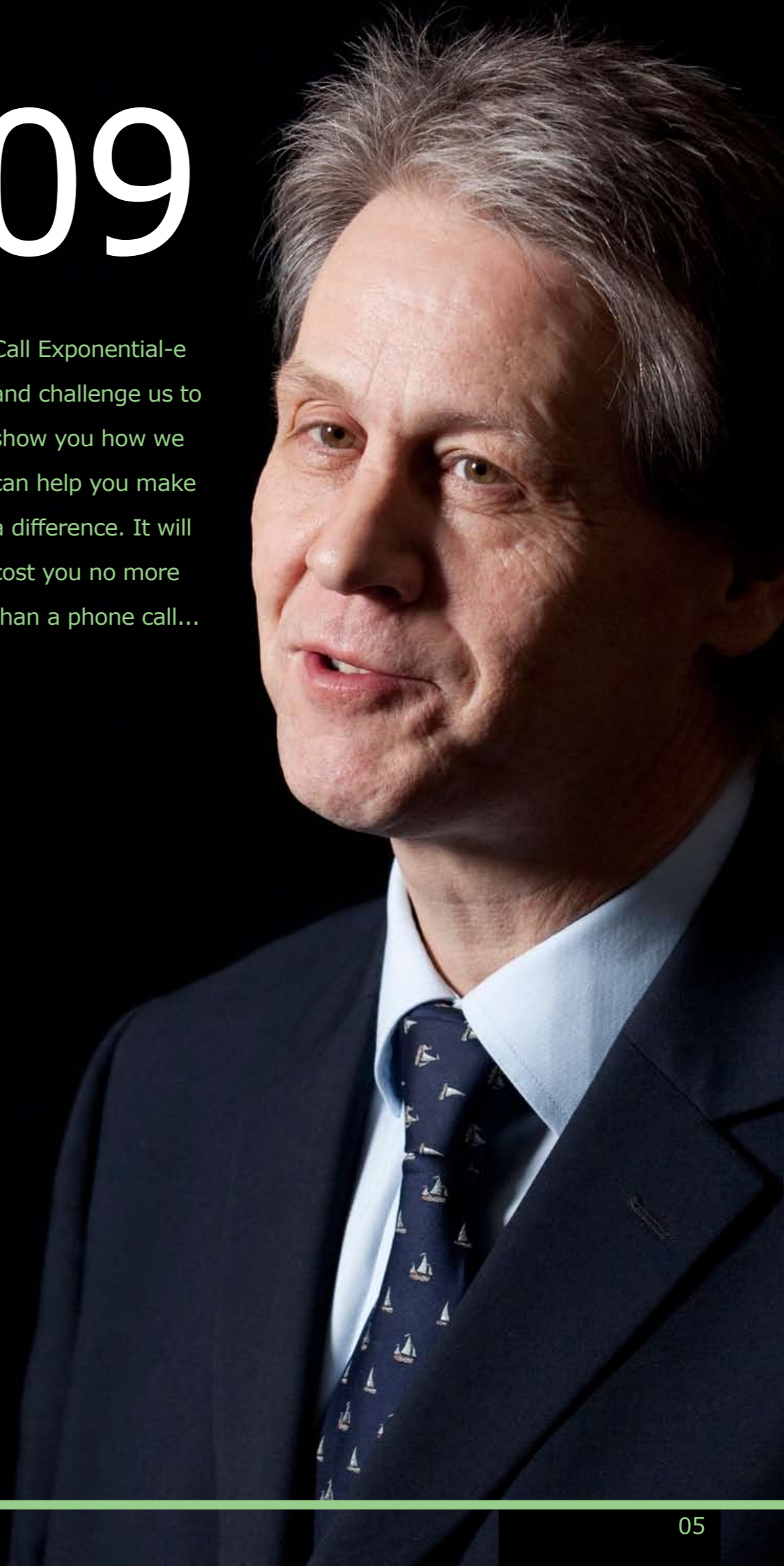
On that note, I would like to talk briefly about our primary initiative for 2009 . . . IP Managed Services. As you are aware, you can run multiple services and applications with multiple levels of QoS across your Ethernet connection.

Indeed, we recently launched our new 1000Mbps Ethernet service and campaign with the slogan 'Think Gig . . .'. This service was aimed at companies running multiple E1s, E3s and expensive STM1s and consolidating all those services onto a low cost 1000Mbps (1 Gigabit) connection. Ideal for powerful Internet connectivity, off-site storage data transfers, VoIP etc . . . But what we aim to introduce throughout 2009 is a multitude of new applications and services. Some of these new services are already under development, in-house, with our new product/service specialists and engineers and some are being developed with best-of-breed partners. Our primary objective is to develop only those services that will complement the existing Ethernet/VPLS technologies that we supply and which will deliver real tangible benefits and utility to our clients.

2009

The first suite of products and services due for release in the summer are centred around Managed Network Security. Our new Product Manager Gary McCullough – a former veteran of Siemens believes we now live in an environment where service is king and says:- "Our clients are looking for flexible, secure, robust services to address their business needs and take away the onerous task of administration and management and reduce their ongoing operational costs. Our soon to be launched holistic suite of Managed and Professional services complements existing network connectivity and facilitates a "pick and mix" approach to "value add" services delivered from the core of our network."

Call Exponential-e and challenge us to show you how we can help you make a difference. It will cost you no more than a phone call...



Adrian Hobbins assesses the advantages of Voice on a true Next Generation Network

VoIP has become synonymous with compression. Even if compression technologies have come a long way in improving the quality of VoIP calls, the prevailing view is that voice, delivered as packets, must involve compression to make it less bulky for transfer.

With a typical 64kbit/s TDM call inflated to as much as 100kbit/s once it gets its IP wrap and with so many service providers overbooking their networks, it's perhaps not surprising that this view pervades.

Bandwidth limitations aren't just restricted to DSL. What about those service providers whose Next Generation Networks (NGN) must carry residential consumer traffic (perhaps viewing iPlayer™ from their homes) alongside the business-critical telephony of their public sector call-centre customers.

Contention AND compression – no wonder voice quality deteriorates and latency increases. All that investment in compression costs money too.

VoIP doesn't have to mean

compression. Channel must quiz their network provider about their traffic-shaping and compression policies. If bandwidth is readily available, why would you want to compress? Compression-free VoIP calling, of the kind enabled by a true NGN, lets you go after the new voice gold-standard – that of wide-band audio.

It's essential for NGN service providers to build their networks with the channel in mind. Productising the unique functionality of NGN by the channel is an essential revenue stream if the service provider is to quickly recoup its investment. Channel partnerships are the most effective way for NGN service providers to move up the value chain.

A 100mbps converged NGN bundle might include insulated VLANs for business Internet, IP telephony, a centralised firewall and perhaps a VLAN for Disaster Recovery to your Data Centre. The bundle might contain niche applications like a financial data feed from NASDAQ OMX Europe or ERP using the SaaS model. Importantly for channel, an NGN allows them to make and manage these decisions allowing them to maximise revenue streams and extend lock-in.

In an NGN world each of these services can be delivered from a single delivery platform with Ethernet used to create high-bandwidth connectivity between locations across a WAN. At the customer premise, though, each service can be securely separated and presented as different cables

with each service carrying its own QoS guarantees. Once such a broad range of services are considered as one converged bundle, it's much easier to see how the channel can show ROI to their customers. Converged networking means services don't have to be stove-piped on legacy circuits. Integrated solutions lead to consolidated costs. It doesn't make sense, in an NGN world, for costs and ROI to be assigned by service. It misses the point. Investment is holistic and should be amortized across the life of the platform as well as across all the services it supports. A solution like the one detailed here could save as much as 30-40% compared to the cost of running distinct networks.

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Many of our channel discussions are now reaching maturity as a result of the significant work we have been doing in this area. We've always believed that the unique characteristics of our Next Generation Network is ideal for taking bespoke solutions, developed with channel partners, to market.

Partnership with TeleWare delivers high-quality hosted solutions for the UK Small Business market



Our tie-up with TeleWare created a new portfolio of networking and hosted communications packages for business.

We were particularly excited about this launch because it followed three months of planning and design and signified the end of TeleWare's quest for a carrier-grade, Next Generation Network partner. The new NGN partnership will deliver corporate-style functionality at prices attractive to the small to medium enterprise sector. Pricing is on a per-person-per-month basis and enables deployment of telephone

services without significant up-front capital expenditure. Next Generation components, such as centralised services; per-service QoS; hosted firewalls; flexible bandwidth and high-availability are available on a 'mix and match' basis and sit alongside feature-rich hosted telephony applications such as IP Centrex telephony; Auto Attendant, IVR and fixed-mobile convergence services. There are solutions to suit all business needs.

Small business owners need only take a single connection to the combined TeleWare and Exponential-e platform to

rapidly select and deploy their chosen solutions.

Lesley Hansen, Group Marketing Director at Teleware comments on the deal: "We needed a business-grade, Next Generation Network provider to support our hosted communications. When we investigated, we were very impressed with the real benefits of the Exponential-e VPLS solution over a standard NGN. Working with Exponential-e has allowed us to design and deliver our solutions in a way we couldn't do before. The new packages enable our customers to rapidly deploy high-quality

VoIP services and telephony applications without the complexity of other solutions on the market". She went on to say "VPLS makes the ideal delivery platform for deploying our hosted communications and for supporting our OPEX-based, application-on-demand delivery model".





Our burgeoning channel sales business is testimony to how we help our partners identify and convert new business opportunities across a broader range of services and client segments. Channel sales today account for approximately 37% of total sales revenue at Exponential-e and we have around 50 active channel partners across a range of specialist areas which include voice; disaster recovery; virtualisation; SaaS; and video...

Mark Roach talks about the significant work undertaken by the channel team in 2008 and the plans ahead.



More and more of our channel partners are finding that the Ethernet over MPLS interface of VPLS is highly attractive for their customers who get all the benefits of Ethernet (scalability; ease-of-use; familiar environment akin to the LAN; low-cost) with the robust networking characteristics of MPLS (control; reliability; integrity). One of the most important features of our NGN is the ability for channel to take advantage of end-to-end QoS and per-service SLAs which can be applied even as part of a converged service.

We have taken to market numerous highly innovative joint product offerings via our tie-ups with our various partners. For example the TeleWare article in this newsletter is a good example of how the channel can benefit from our NGN. We're also excited about our work with Scalable Communications which is why we have interviewed their Technical Director in this issue. But we are doing some really exciting things with other partners

too. For instance, Atlanta Technology is a longstanding partner with whom we are able to offer disaster recovery solutions, cloud computing and server and desktop virtualisation services. Simon Kelson, Atlanta Technology's Managing Director, sums up the relationship "Exponential-e's use of VPLS lets us put on-demand applications alongside more traditional services as part of a converged solution. Atlanta would not have been able to deliver the value to the customers that they have without Exponential-e as a partner. The Exponential-e offering is disruptive in the market and has provided our customers with real choices when using our services". Atlanta Technology chose Exponential-e as its channel partner when they were planning and designing their managed services. For example their "Cloud Service" enables Atlanta's customers to operate virtual servers within a discreet network connected to their offices via Exponential-e circuits. As a result, the customer gets to restructure

their IT costs by moving from significant upfront capital expenditure to "pay as you go" operational costs.

Additionally, our work with Gamma Telecom has really strengthened our channel proposition. Gamma 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 of which we are one. We support Gamma's best of breed IP telephony services from our next generation platform and it is here where we can really bring value for our own channel partners. They can include this hosted voice or SIP trunking proposition with their own specialist services as part of a converged solution offered at disruptive prices to suit their end users needs.

Our channel partners might want to offer SIP trunking from 1 to 25000 channels, including a simple converged voice and data service for SMEs desperate to find cost

savings. For larger customers, they might choose to offer a multisite WAN with voice break out and additional services like video conferencing, data back-up and IP security cameras. These produce a distinct proposition that is high in margin and can lock business in to the partner.

Our Channel partners understand the power of our Next Generation Network and how it can be leveraged to support value-added enterprise. Through our NGN platform they now have the scalability; resilience; security and separation in wide area multi-site scenarios that they would only expect on the LAN. What this means, in short, is that we have one resilient platform from which our partners can do anything they want!



Platinum Innovation at Scalable Communications

We awarded Scalable Communications with our coveted 'Platinum Innovator' accreditation in reflection of our symbiotic relationship

Scalable deploy unified ICT solutions to improve their customers' competitiveness, productivity and corporate efficiencies and will use our Next Generation Network as a delivery mechanism for their services.

Jointly we will offer a highly-resilient, secure and private SIP Voice solution to enterprises wanting converged telephony backed-up by strict SLAs and QoS guarantees. Enterprise customers might also wish to bundle in our cost-competitive carrier-class Internet service; co-location or off-site storage alongside a converged SIP-based voice solution.

Scalable's specialist IP Telephony service is in high demand due to its innovative features, such as real-time billing, click-to-call dialling and self-initiated video confer-

encing, which help to improve employee productivity at their clients. Their services are also highly popular because of the opportunities they present for cost saving.

Denny Meijer, Co-founder and CTO at Scalable Communications, says: "We are impressed with Exponential-e's VPLS network, with its meshed layer 2, MPLS, switched Ethernet core. We now have the scalability; resilience; security and separation in wide area multi-site scenarios we'd normally only expect on the LAN and all delivered at a competitive price-point. This makes it ideal for our 'best of breed' technology solutions. In short, we have one resilient platform from which we can do anything."

The partnership has already brought dividends.



Denny expands: "We have just completed the implementation of a Next Generation Exponential-e solution at the Bank of Cyprus (BOC). The solution seamlessly interconnects five sites and enables resilient VMware DR replication and centralised VOIP Call recording across the sites. Exponential-e is one of the very few providers in the UK able to provide VPLS today. What this means in this context is that each of the BOC five sites now behave as though they are on the same LAN, even though they are in

different geographic locations. The latest implementation of a Next Generation Exponential-e solution will secure and converge these applications running throughout the five sites; providing greater ease of management, better use of bandwidth and considerable cost savings to the bank."

As a result, the Bank will be able to continue to offer an improved customer experience and be able to support flexible working and employee mobility whilst at the same time deliver operational cost savings.

Sabrina Mayeen interviews Denny Meijer

Co-founder and CTO at Scalable Communications talks about their Platinum Innovator status.

Q: Why did Scalable recently announce a partnership with Exponential-e?

A: Over the last 5 years Scalable have tried to partner with a number of other, larger service providers. Some worked better than others, but in general it was pretty difficult for these companies to be proactive, they lacked flexibility in their engagement with us and offered a fairly 'bland' solution, without many USPs. This typically resulted in Scalable experiencing problems with:

- Conflicts between direct and indirect sides of their business,
- Their insistence to use their own (Cisco) CPE router equipment, leaving little room for the VAR to add value
- Their preference to offer the customer their own CPS minutes and/or hosting services
- Reliability issues and subsequent problems resolving faults

Our engagement with Exponential-e is in stark contrast with this and from the start, about 6 months ago, we found that Exponential-e offers us a solution with clear USPs that leaves sufficient room for us to add value with our own

CPE equipment, Minutes and Hosting services. In particular, we have been pleasantly surprised by the very proactive and engaging account management, the mature attitude to channel conflicts and the general 'can do' attitude of the company.

Q: What do you see as the benefits of the two companies working together?

The Exponential-e relationship enables Scalable to add a competitive Next Generation Network offering to our portfolio that is an asset rather than a liability. It enables us to significantly deepen our penetration into key accounts and it helps us to improve customer retention.

Q: What business user trends do you see in the market at the moment?

Scalable believe the current economic climate is forcing many customers and prospects to look critically at their overall IT spend as the running of network services typically comprises of a large chunk of a company's Opex. This tends to make them more receptive to alternatives outside the scope of their incumbent suppliers and vendors. It is also encouraging businesses

to look into how Unified Communications can, not only improve operational efficiencies, but also consolidate and reduce this Opex.

Q: What do these trends mean for your business?

Scalable's approach with Exponential-e and our other partners looks to achieve significant cost savings by combining multiple services over a single access circuit and to use innovative network design to eliminate complexity and associated cost.

Q: How will Scalable beat the recession?

We believe the current market trends and Scalable's approach are well matched and that, as a result, we will continue to meet our growth targets for 2009 and beyond.



Once again we are able to announce some of the Here, we showcase our work with four, very VPLS Next Generation Networking has made a

Havas remove duplication and increase security with sixteen-site WAN

Our work with Havas provides us with a wonderful opportunity to really highlight the malleability of VPLS. Havas is one of the world's leading groups in communications consulting. Over time, Havas has grown through acquisition and as a result, the Group consists of a number of decentralised specialist business units supported by a hotchpotch of different networks and technologies. Their key objective was to consolidate these disparate WANs into one unified platform. At the same time they wanted to move to centralised internet provision so they could eliminate a complex array of providers, bandwidths and underlying technologies. They were faced with the additional challenge of maintaining network security between each of their distinct businesses, some of which are housed in the same customer premise. Exponential-e deployed a multi-site Virtual Private LAN Service (VPLS) WAN solution using single converged connections from each of the Havas offices. Each Havas business unit is supported by our highly resilient Next

Generation Network. Dedicated VPLS instances or VLANs were created for Havas business units who needed to sit within their own secure community. This approach essentially created mini-WANs - VPLS communities insulated within their own layer-2 broadcast domain - within the WAN. Tony Farrington, Director of IT at Havas said: "The IP VPN solutions which we first considered required us to use highly complex access-control lists to keep different business unit traffic secure from each other. With VPLS solutions designed by Exponential-e, you don't get this headache as it's all done via secure layer-2 broadcast domains." Mukesh Bavisi, Engineering Director at Exponential-e says: "The prime objective for Havas was to have one unified network but with 100% security and separation for some of its business units. VPLS gives us a flexible toolkit which allowed us to overcome this challenge with a relatively simple network design. Most importantly, the customer is in control and unnecessary cost and duplication has been eliminated."



Ryman Group Ltd boosts e-commerce with Ethernet in the WAN

Another well-known household name, for which we have recently deployed a WAN solution is Ryman - the leading stationery retailer. We deployed a resilient VPLS based corporate WAN designed to support the company's growth and increasing focus on e-commerce. The new multi-site company network centralises services and hardware, puts business continuity at its heart and ensures the company can scale and flex as its business needs require. The flexible bandwidth characteristic of the solution makes it capable of sustaining the

rigorous demands placed on Ryman's e-commerce systems which fluctuate significantly by season. During the Christmas rush there can be an immediate real-time adjustment of bandwidth with no additional pressure on the network and this can be easily downgraded once the peak season is over. Jeremy Fiddler, Head of IT at Ryman commented: "VPLS's scalability option means that as our business grows, especially in the online sector, the network can be easily adapted without significant additional cost or hassle. This means that our network is now future-proof."

really exciting work we are doing with customers. different, customers all of whom have found that significant difference to their businesses.

Mentorn supports BAFTA programming on VPLS NGN

Mentorn is one of the UK's longest established independent television producers. Mentorn's new Ethernet corporate WAN gives the television producer the flexibility to easily relocate or add sites and scale bandwidths among services to suit its business needs without any upheaval. Rob Atkinson, IT Manager at Mentorn says: "VPLS for us means simple network design. When we relocated our Oxford site, we could do so with no disruption to our existing network. Most importantly, we are in control at all times and unnecessary costs and duplication have been eliminated. Our solution from Exponential-e has delivered quality and performance throughout. Moreover, Exponential-e has kept ahead of our changing business needs and proven to be a reliable service provider in the most testing times." With heavy-bandwidth offices in London and Oxford, Mentorn has a track record of high-profile, BAFTA-winning programming. The organisation now benefits from a fully-meshed VPLS solution which extends the plug-and-play functionality of the LAN across the wide-area via a

completely private, Layer 2 virtual cloud. The transparent WAN created across Mentorn's sites allows devices, sat on physically different LANs, to communicate with each other as though they are all sat on the same LAN. The highly-sophisticated VPLS solution supports true convergence by delivering multiple services through separate and secure VLANs over one converged pipe. This approach gives rise to significant cost-savings by obviating the need for numerous access circuits. In the event of any circuit failure, automatic failover will re-establish the inter-site WAN connectivity, making Mentorn's Ethernet-NGN solution highly resilient with a very high SLA (service level agreement). All Mentorn premises were equipped with Ethernet Demarcation Devices (EDD) to provide last mile visibility- a capability that was first introduced by us. As the layer 2 network is switched, rather than routed, Mentorn has direct control, enabling the media organisation to make changes to their own network as and when they want. As the VPLS solution is protocol-agnostic, Mentorn can support all protocols and services, not just those delivered using IP.



Latitude select VPLS WAN for converged services

Latitude, a leading performance-led digital marketing agency, depends on high-speed connectivity for delivering its service. Having selected Exponential-e, the company now has a scalable, resilient and high-availability Next Generation Network capable of supporting its growth. The new corporate VPLS WAN connects Latitude's regional offices in Warrington and London. What stands out about Exponential-e's VPLS solution is that it is a site-to-cloud service with voice; video and data converged on the same access circuit. Scott Sargeant, Head of Technical and Professional Services said: "Exponential-e delivered a truly bespoke network solution specifically tailored to meet all our business objectives and

growth plans." Latitude now benefit from a range of centrally-hosted services, including high-speed, private Internet Access, Voice Telephony and Video Conferencing. The WAN includes connectivity to Latitude's preferred "Voice" provider for PSTN breakout - a benefit rarely available from other network service providers who normally tie customers into their own services and applications. One major feature of the Ethernet-based NGN is its service-aware Quality of Service (QoS). This enables higher priority traffic to take precedence over non-critical services. The service-aware feature identifies different traffic flows and automatically prioritises certain services according to customer's needs, making network management much simpler.

Dealing with Technology (DWT):

Date: 13th May 2009

Venue: Hilton London; Tower Bridge

Subject: Europe's leading forum for the global trading and information-technology community.

Detail: As an associate sponsor, Exponential-e will be highlighting the benefits that our dedicated financial services platform can offer the global trading and IT community.

Weblink: www.dwt-event.com or www.finance.exponential-e.com



Calyx Symposium:

Date: 14th May 2009

Venue: Hilton, London Tower Bridge Hotel

Subject: Breakout sessions, seminars and one to one vendor interaction.

Detail: The highly-strategic Symposium will feature presentations and tailored sessions from Calyx and a range of its specialist channel partners and cover subjects to include CRM; virtualisation; cloud computing and managed services. Exponential-e will be running a break-out session to explore the benefits of VPLS networking.

Weblink: www.calyxgroup.com/symposium09



Financial Services Networking Event:

Date: 21st May 2009 Time: 6.00pm until late

Venue: The Wall, 45 Old Broad Street, London, EC2N 1HU

Subject: Networking drinks for the Finance industry.

Detail: Sentronex and Exponential-e are hosting a champagne networking event to mark our partnership in offering high quality, innovative and cost-effective IT and network solutions to financial services organisations. It will provide a fantastic opportunity for networking with your peers from the financial community, alongside some of the industry's most prominent individuals over a selection of canapés and drinks.

Weblink: <http://finance.exponential-e.com/champagne-networking-event-2nd-april>



SENTRONEX

Channel Expo:

Date: 20-21 May 2009

Venue: Stand 534, Hall 9, NEC Birmingham

Subject: Channel Expo | 09

Detail: At Channel Expo 2009, Exponential-e will be showcasing the benefits of its VPLS network over standard NGNs. Experienced consultants will be on hand to discuss how they can work with you so you can provide your customers with a unique bundle of high-performance services at a competitive price.

Weblink: www.channelexpo.co.uk/



VPLS Primer:

Date: 18th June 2009

Venue: Charing Cross Hotel, Central London

Subject: Seminar: Virtual Private LAN Service (VPLS) – A WAN that thinks it's a LAN.

Detail: The latest in this successful series, Exponential-e once again discuss how VPLS is the de-facto technology for any organisation wishing to improve the performance of their WAN infrastructure - whilst making a significant reduction in IT expenditure.

Weblink: www.exponential-e.com/vpls/vpls_seminars.html



IP'09:

Date: 7th – 8th October 2009

Venue: Earls Court, stand number 735

Subject: IP09.

Detail: Exponential-e will show how clients can access a range of enterprise services and applications hosted on its network; managed and unmanaged storage, voice services, video conferencing, surveillance and co-location, plus sector-specific services, are all available through a single access circuit into Exponential-e's network.

Weblink: www.ipexpo.co.uk/



Best Companies Accreditation awarded

We gained "Best Companies Accreditation 2009" status. The award recognises our excellence in every area throughout the workplace and our commitment to the our most important asset - our people.



The accreditation is based on confidential feedback from an employee survey which measures workplace performance and best practice according to eight key categories.

We are very proud and we believe the award validates our culture of wanting to look beyond the bottom-line and rewarding individuals for their hard-work, industriousness and creativity.

Exponential-e in final for 'Most Innovative Channel Service'

Comms Business shortlist recognises the power of VPLS networking

We are delighted to have reached the final of this year's Comms Business Awards - one of the Channel's most acclaimed and sought-after accolades. We battled it out with other high-quality entries to make the shortlist in the category of 'Most Innovative Channel Service'. The achievement follows hot on the heels of a 12-month channel push by the company during which it has significantly boosted its channel community.

Simon Acott, Sales Director at Exponential-e, comments: "Our NGN offers the channel unparalleled competitive advantages. Our partners can hand-off any number of

converged services via a single NGN access pipe as physically different cables out of separate ports at the customer premise."

He adds: "We can productise elements of our NGN so they can be packaged for the end-user as part of the channel's offering. Moreover, our solutions come with our NGN service wrap which includes end-to-end SLAs, 5 classes of service and per service QoS."

The judging of the awards will take place behind closed doors and all of the winners will be announced on 4th June at The Royal Lancaster Hotel in London.

Cloud Computing service from Atlanta Technology & Exponential-e

Recently, we teamed up with our channel partner Atlanta Technology to jointly announce the launch of a Cloud Computing service. The new service is ideal for the small to medium enterprise sector wanting enterprise-class server infrastructure without the capital investment and combines both storage and server virtualisation into a centrally-hosted cloud.

The new service provides corporate customers with their own "cloud" from which virtual servers - independent from both physical infrastructure and geographic location - can be hosted. The communication between the client enterprise customer and their server infrastructure takes place across a high-speed and powerful layer 2, MPLS, network dedicated to business traffic. The service is based on a subscription pricing

model and reduces the need for significant capital investment.

The service employs server virtualisation software from VMWare to create a pool of physical server resource that can be allocated dynamically from a central cloud to where it is most needed. Savings in space, power and cooling are made available as a result of server and storage consolidation and the more efficient use of resources. Built over a layer-2 MPLS Next Generation Network, customers can rationalise their corporate infrastructure into one converged, highly flexible platform.

Simon Kelson, Managing Director of Atlanta Technology, said: "Our cloud computing service allows our clients to free up their ICT resource and re-align it to drive value for their businesses through applications and processes."

Launch of new website and brand

The website helped to launch our new brand and our iconic "man", "fish" and "bird" images



In March we launched our new brand and website to better represent our full capabilities and company ethos. The new site is easy to navigate and is segmented into specific customer groups to make it much more accessible.

Highlights include our new VPLS podcasts; WAN survey; better articulated solutions and

a densely populated media centre. The new website helped to launch our new brand and our iconic "man"; "fish" and "bird" images which are seen breaking away from the crowd and setting off in a new visionary direction. Both brand and website are ideal for supporting Exponential-e's plan for growth and development in the coming months.

For more information contact us at:

E: marketing@exponential-e.com **T:** +44 (0) 845 470 4001
www.exponential-e.com

