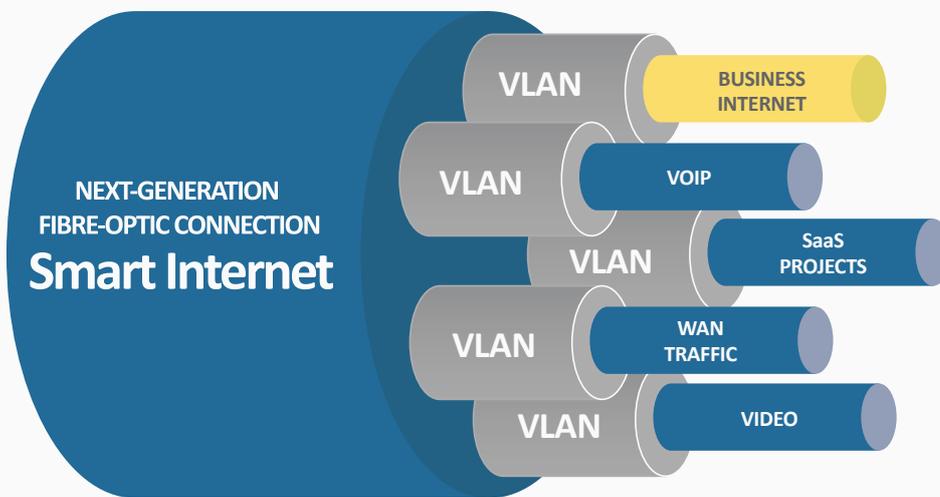


# Smart Internet

The business Internet service that is a gateway to your Cloud services



## Multiple services over one connection.

Exponential-e's business Internet service; Smart Internet, provides business-grade, end-to-end fibre from your premises all the way to our 100GigE core Network. Our Network is a business-only Network with no disruption from consumer peaks in traffic. This means our customers receive ultra-fast, symmetrical and fully scalable Internet connectivity.

Once connected, you can expect to receive uncontended business Internet delivered over fibre with the same high-speed uploads as for downloads. Smart Internet scales up the full capacity of your connection, meaning it can continue to serve your needs as your organisation grows, thus future-proofing your investment in connectivity.

### What's smart about Smart Internet?

The service provides uncontended and scalable bandwidth for all the critical services your company needs - both now, and in the future. What's more, one connection from us provides you with a seamless route into Exponential-e's Layer 2 Access Service - Smart Wires.

Over our Smart Wires Access Service customers can run all the different types of services and applications Exponential-e offers. These include; Wide Area Networks, Hosted Telephony, Cloud Services (including Online

Back Up, Server Replication and Data Centre Connectivity). Customers can also connect to 3rd Party Cloud services including AWS and MS Azure.

The clever part is that if you don't need the entire capacity of your connection for Internet, you can split the circuit using secure VLANs and use it to deliver other services and applications, reducing infrastructure costs.

Consolidating services across one connection means you get a flatter and easier-to-manage Network, reducing the day-to-day technical and administrative burden placed on your staff.

### IPV6 Ready Internet

Having plenty of IPv4 addresses doesn't protect a business from other organisations running out of IPv4 elsewhere on the Internet. When IPv4 runs out, businesses can no longer make the assumption that the entire

Internet will be reachable or that they themselves will be universally reachable. We advocate that our customers take steps to prepare their Networks for 'both Internet's'.

Smart Internet has a dual-stack approach which means our services are both IPv4 and IPv6 compliant. Exponential-e has been awarded 4 stars of IPv6 readiness by RIPE NCC (the European Regional Internet Registry). This puts us amongst only 18% of UK providers that are most prepared to provide Internet Connectivity when IPv4 expires.

## Want to have absolute visibility and control of your Internet service?

Exponential-e also provides an application control system via it's Bandwidth Management System.

It is a unique service delivered from the Cloud via a web portal which means expensive appliances are no longer required to shape your application and Internet bandwidth. To find out more, please visit:

[www.exponential-e.com/bandwidth-management](http://www.exponential-e.com/bandwidth-management)

### SMART INTERNET FEATURES

- Fully managed service with our Ethernet Demarcation Device (EDD).
- Service is IPv4 and IPv6 compliant as standard.
- Scalable capacity over our 100GigE core Network.
- Hundreds of peering relationships and integration with the world's major content providers make the Internet just one hop away.
- Cloud-ready Internet.
- Uncontended Internet with symmetrical upload and download speeds.
- 24 / 7 x 365 technical support for assistance.
- Split the connection into multiple secure VLANs to deliver several services over the same pipe.

### SMART INTERNET BENEFITS

- **Cost Savings, including:**
  - Consolidating voice, video and data services across one connection with one connection fee.
  - Our installation process is a simple plug-and-play deployment, doing away with expensive hardware and set-up costs.
  - Adaptable and scalable, our infrastructure can easily grow with your requirements.
- **Highly available support** - backed up by strict Service Level Agreements. 24 / 7 x 365 technical support.
- **Extensive peering arrangements** with the world's major Internet content providers. Thus, minimising Network latency to just one routing hop away.
- **Customer first approach** - We work as a trusted partner. All customers are assigned their own account manager who will work with you to better understand your business needs.
- **Building block to other services** - Smart Internet is the first step to accessing multiple services at a key stroke.
- **Peace of mind** that your traffic is not diluted with consumer traffic.

## ABOUT EXPONENTIAL-E

Innovation is at the core of Exponential-e, and has been since our inception in 2002. We wholly own our super-fast Network, and our fusion of complementary technologies - a carrier-class Network and Cloud infrastructure - means we can deliver enterprise applications at wire speed for a superior end-user experience. We deliver scalable, dynamic and bespoke solutions. Renowned for our

responsiveness, coupled with our customer centric approach, and a UK based 24 / 7 x 365 service desk, means we offer unrivalled expertise.

To find out more about Exponential-e visit [www.exponential-e.com/SmartInternet](http://www.exponential-e.com/SmartInternet) or email [info@exponential-e.com](mailto:info@exponential-e.com)



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