

Companies can now prioritise and accelerate business critical applications over their network

Colt launches application aware networking services with Ipanema and introduces new application-centric SLAs

August 31, 2010 - Colt, the leading business communications and IT managed services provider, announces that it has launched Application Aware Networking (AAN) Services through a partnership with Ipanema Technologies, a leading developer of next-generation solutions for application traffic management and WAN optimisation. The provision of AAN services will allow Colt to help European enterprises prioritise and accelerate business critical applications, greatly improving the quality of user experience. Colt will also guarantee the performance of applications with customised Service Level Agreements (SLAs).

65 percent of CIOs say application performance is top priority. As the complexity of managing WAN traffic is increasing, organisations need more capabilities for optimising application performance than just WAN acceleration. They are looking to couple application technologies with capabilities that would allow them to have full visibility and control over their WAN traffic*.

Colt will use Ipanema's technology to deliver AAN services that allow customers to see at any time which applications employees are using over the network and then allocate network resources and accelerate business critical applications in order to optimise business operations. Colt is furthermore differentiating itself by SLAs set against each business-critical application (e.g. Voice over IP, Oracle) – thereby shifting away from the traditional pure network-centric SLA model.

Mike Hollands, Head of Solution Marketing at Colt, said "Applications are the life blood of today's businesses and we're seeing an increasing demand among our customers for services that go beyond traditional network availability guarantees to also guarantee performance on business-critical applications. Thanks to our partnership with Ipanema we are now ideally positioned to include application performance in our end-to-end solutions and that is an important step forward for our customers".

Jean-François Rousseau, Vice President Telco and Service Provider Business Development at Ipanema Technologies, added "We are very pleased to partner with Colt. By using AAN, Colt customers will get full control of their application traffic on top of a best-in-class transport network. Fully integrated into Colt's

offering, Ipanema's application-centric visibility, QoS & control and WAN optimisation will guarantee the user experience for all business applications, and automatically adapt to any change in the IT infrastructure."

Colt AAN services were made available to new and existing network customers in June and can be provided globally.

*TRAC Research "Ipanema Technologies: A True Synergy Between WAN Optimization and Application Performance Management", Bojan Simic, April 2010.

- Ends -

About Colt

Colt is Europe's leading information delivery platform, enabling its customers to share, process and store their vital business information. Colt is an established leader in delivering integrated networking and IT managed services to major organisations, mid-sized businesses and wholesale customers. COLT operates a 13-country, 25,000km network that includes metropolitan area networks in 34 major European cities with direct fibre connections into 16,000 buildings and 19 Colt data centres.

Colt is listed on the London Stock Exchange (COLT). Information about Colt and its services can be found at www.colt.net.

About Ipanema Technologies

Ipanema develops next-generation solutions for enabling large enterprises to have full control over their global network. Ipanema's unique patented technology guarantees business application performance and continuity in a cloud computing world no matter where or when. With solutions used extensively by many of the world's largest telecom providers and enterprises across business and public sectors, Ipanema controls and optimizes close to 100,000 sites among 1,000 customers. www.ipanematech.com

For more information, please contact:

Mike Hollands
Head of Solutions, Colt Technology Services
DDI: +44 (0) 20 7863 5126
Mob: +44 (0) 7958 074420
Email: mike.hollands@colt.net