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Corporate Solutions



## Introducing the New Smart Telecom

**Smart Telecom** is an Irish telecommunications service provider, servicing the Business, Government and Residential markets in Ireland since its inception in 2000.

### New Management Team, New Financing, New Focus

An extensive restructuring has now been concluded and the company has made the transition from a public company to a private company, owned by the investment company Smart YuRoE Broadband (SYB). Smart Telecom now has a fully financed business plan following a €90M refinancing.

The new Smart Telecom is now ready to offer greater choice and value to Business and Residential customers, and to develop the Irish telecommunications market in the process.

The restructuring of Smart Telecom is led by **John F Riordan**, who came on board as CEO and Chairman in February 2007. John was the former Chairman and CEO of UPC, the largest cable company in Europe. There, he was credited with turning around operational profitability from a €353M loss in 2001 to a profit of over €500M in 2003, on the back of exceptional improvements in customer service.

### The first Next Generation Network (NGN) in Ireland - The Smart NGN

Our Next Generation Network offers you an extensive range of voice, data and video services nationwide. Take a look at the difference:

- **Greater Speeds without Contention**
- **Greater Responsiveness**
- **Greater Reliability**
- **Greater Value for Money**
- **Greater Flexibility.**

### The experience to succeed

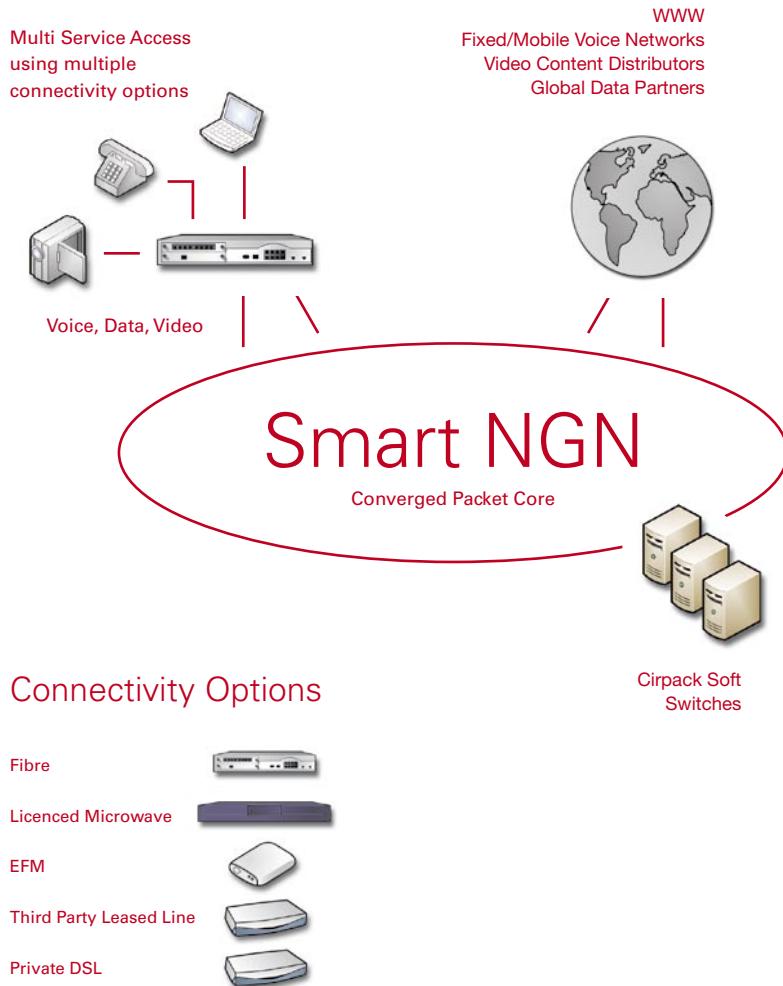
Smart Telecom has already built up a customer base of hundreds of blue-chip corporate and Government customers and tens of thousands of broadband customers, (see website for latest numbers).

With our SmartVision offering, we are breaking new ground by offering next generation IP Digital Television, Broadband and Telephone in one single package. Find out more on our website. We are also the second largest operator of payphones in Ireland, with approximately 2,000 payphones under management.

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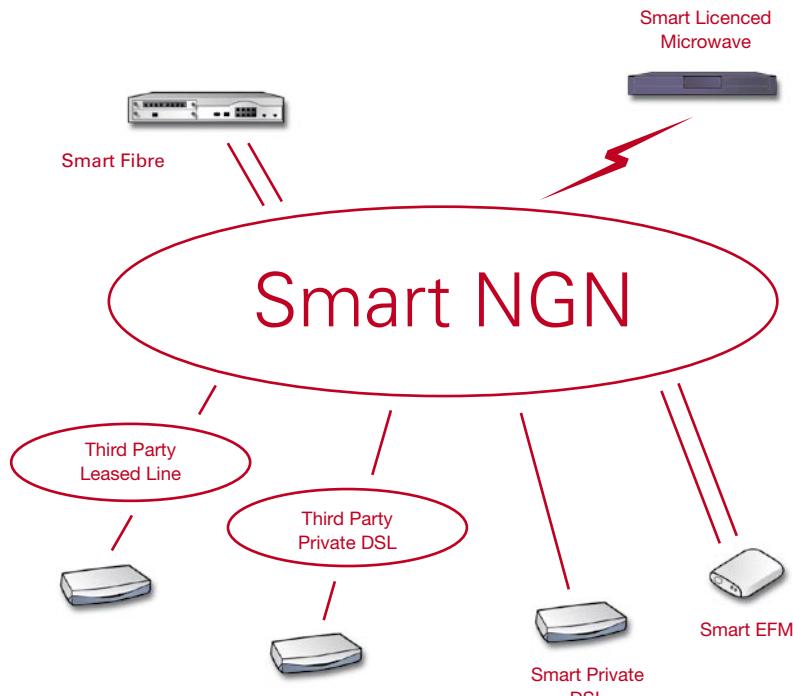
## The Smart NGN



The **Smart Next Generation Network (NGN)** is the foundation for all Smart products and services. It comprises a fibre network, unbundled exchanges, licensed microwave access, plus network management and processes which allow us offer next generation services nationwide.

Based on a single high-speed packet network design, it requires only one node on the customer's premises to simultaneously handle voice, data and video communications varying from 1Mb to 1Gb. It is ideal for VoIP, IPTV and many other modern applications that are packet-based but require strict quality control.

A further plus is that multiple connectivity options increase flexibility to connect a range of customer sizes to a range of voice, data and video networks.



## NGN Benefits

### Greater Responsiveness

- Provided through **better design, bandwidth-on-demand and service-on-demand**. Why put up with 'industry standards' of up to 8 weeks when Smart can upgrade you within just 24 hours? The Smart NGN design requires only one customer premise node and one installation to support bandwidth and services on demand. Voice, data and video services with speeds up to 1Gb can be provided within 24 hrs. Quite simply, nobody can facilitate your business's growth like Smart Telecom.

### Greater Reliability

- Provided through **simplicity, better management and independence**. The Smart NGN replaces the multiple legacy old technology networks of previous generations with one simple network. With reduced

complexity comes greater reliability. We also include next generation management with full SLA and 24x7x365 support, providing even greater peace of mind for our customers. The Smart NGN offers independence from other networks as it connects directly to customers via Smart Telecom fibre or licensed microwave offering a fully resilient solution.

### Greater Value for Money

- Provided through **simplicity, Ethernet interface and better design**. Simplicity means that we enjoy even lower operational and equipment costs. We pass these cost savings directly on to our customers, while they also save as a result of Ethernet presentation, which means that no extra equipment is required to connect their LAN to our network. Finally the Smart NGN enables solution designs that optimise the cost of routers, pbxs and security equipment by enabling the centralisation of such equipment and thus saving on such items on smaller sites.

### Greater Flexibility

- Provided through **better design, and connectivity**. The Smart NGN means that you can choose the network design and the exact speed that is right for you. In addition you can also choose from Fibre, Licensed Microwave, Ethernet First Mile (EFM), Leased Line or Private DSL connectivity.

### Greater Speed without contention

- Provided through **direct connection to the Smart NGN**. When our customers connect directly to our network via fibre, licensed microwave, EFM or DSL they experience greater speeds for the same money. The bandwidth is not shared so that they get all of it. We ensure that bandwidth does not dictate what applications or what network design our customers use. The Smart NGN gives you enough bandwidth to ensure that it can be forgotten about.

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# Smart NGN Network Management

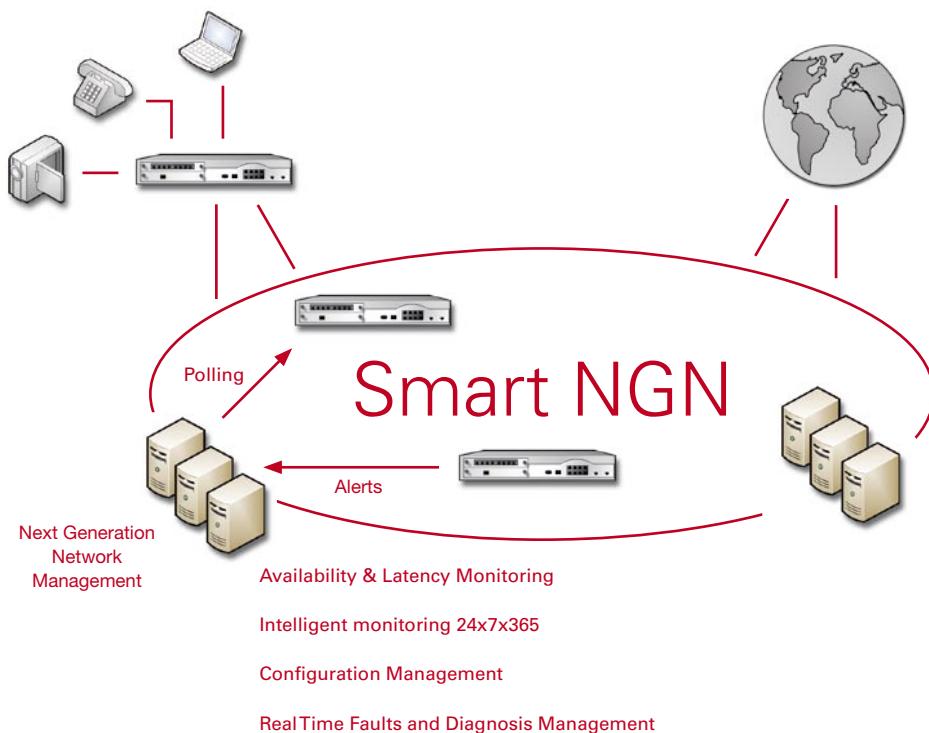
Next generation network management involves our centralised systems and processes working in tandem with the intelligent network nodes and the intelligent nodes on the customer's premises.

Even more reassuring is the fact that intelligent monitoring on a 24x7x365 basis means that Smart Telecom knows about service issues even before you do.

## Smart Telecom's Next Generation Network Management includes:

- Availability & latency monitoring
- Configuration management
- Real-time faults & diagnosis management
- Report creation
- Dual fault reporting

Network nodes report faults to Network Operating Centre, while continuous polling of network nodes ensures no faults are missed.



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# We've Got You Covered

The Smart NGN coverage, combined with the support of our partner companies, gives our customers great flexibility in connecting to their sites in Ireland, internationally and globally.

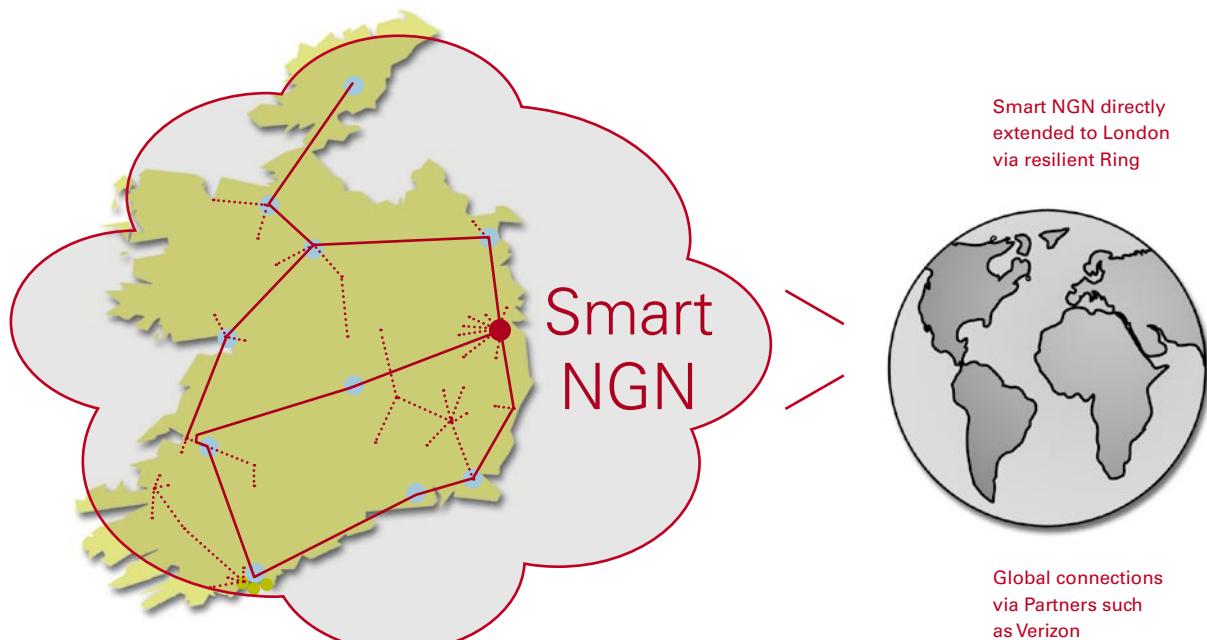
## Nationwide Coverage

- Smart NGN is available nationwide through Fibre, Licensed Microwave, EFM, Leased Line and Private DSL connections.
- Smart Telecom has major fibre assets including the T50 in Dublin, a substantial Licensed Microwave network and numerous unbundled exchanges in key population centres - (see website for latest coverage status).

- Smart Telecom is the second largest provider of connectivity to the Government. Government VPN interconnects are in place and available at the Government Campus in Merrion Square and at the eircom 4050 hosting facility in Citywest. Smart Telecom offers diverse connections into both sites.

## International Coverage

- Smart Telecom has extended its Next Generation Network to London via a resilient fibre ring to Telehouse North.
- Connections to other international and global destinations are provided by international and global network partners such as Verizon, exponential-e and epsilon.



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## Corporate Solutions That Work

If your communication is mission-critical, if you have lots of data to transmit, if you need a solution that allows you to change quickly, if you require high quality customer care, then Smart Telecom's Corporate Solutions are for you.

### Solutions for organisations that have:

#### **High usage requirements**

For applications with large data, symmetrical communication, low delays and low jitter

- Large data transfers
- Videoconferencing
- VoIP
- Streaming media
- Enterprise Applications such as SAP or Oracle CRM or ERP

Or for larger number of employees (typically greater than twenty)

#### **Complex evolving needs**

- High speed connectivity between staff, customers and partners over multiple sites
- Growing fast, evolving fast with changing usage and connectivity requirements

#### **Mission-critical communications**

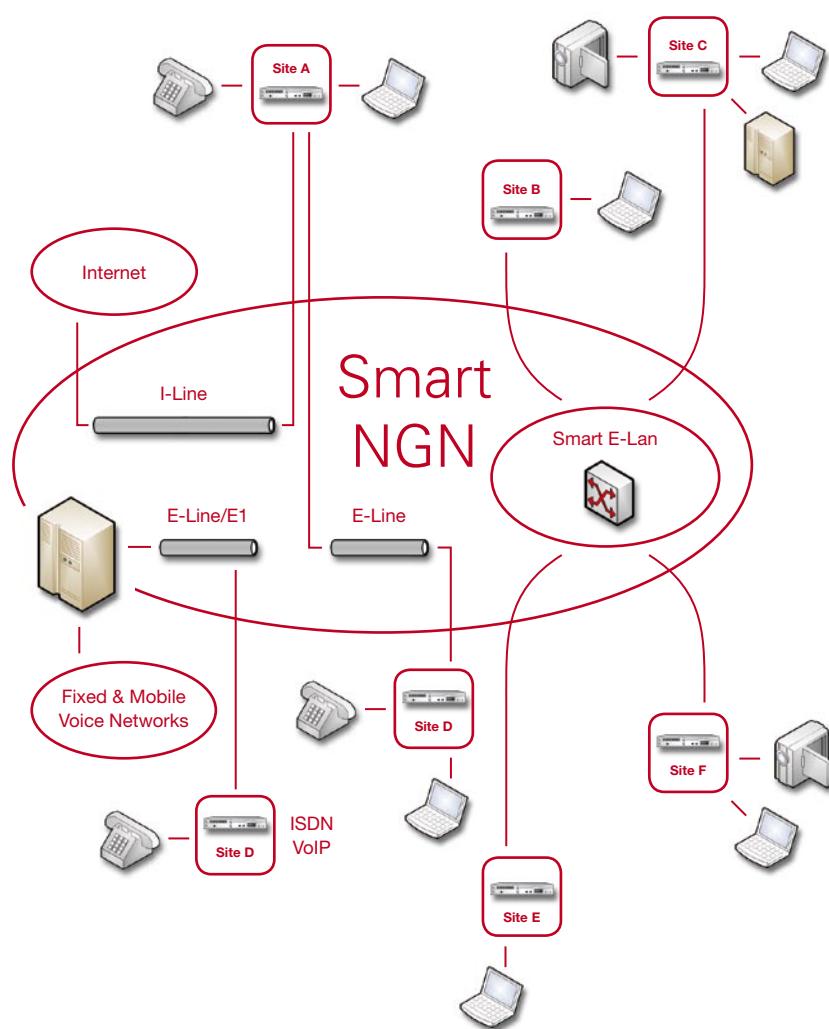
- Require highest levels of reliability
- Backed by a full Service Level Agreement and a rapid response repair unit

#### **High quality customer care**

- Dedicated Account Managers
- Online status
- Access to dedicated engineers to diagnose faults rapidly

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# Corporate Solutions Services Overview



## Data

- Smart E-Line: point-to-point Ethernet circuit
- Smart E-Lan: multi-point Ethernet service enabling any-to-any communications
- Smart E1: 2Mb service presented as E1/PRA

## Internet

- Smart I-Line: high quality Internet service presented via an Ethernet connection

## Voice

- Smart Voice: traditional ISDN primary-rate interface (PRA) ports.  
IP presentation to enable connectivity to new VoIP enabled PABXs.

## Customer Support

- Smart Account Management: single point of contact, order submission & tracking, access to technology experts, advice on choosing the right solution.
- Smart Customer Portal: for viewing the performance of services online
- Smart Fault Reporting: 24 x 7 x 365 rapid response fault unit.  
Direct access to qualified engineers

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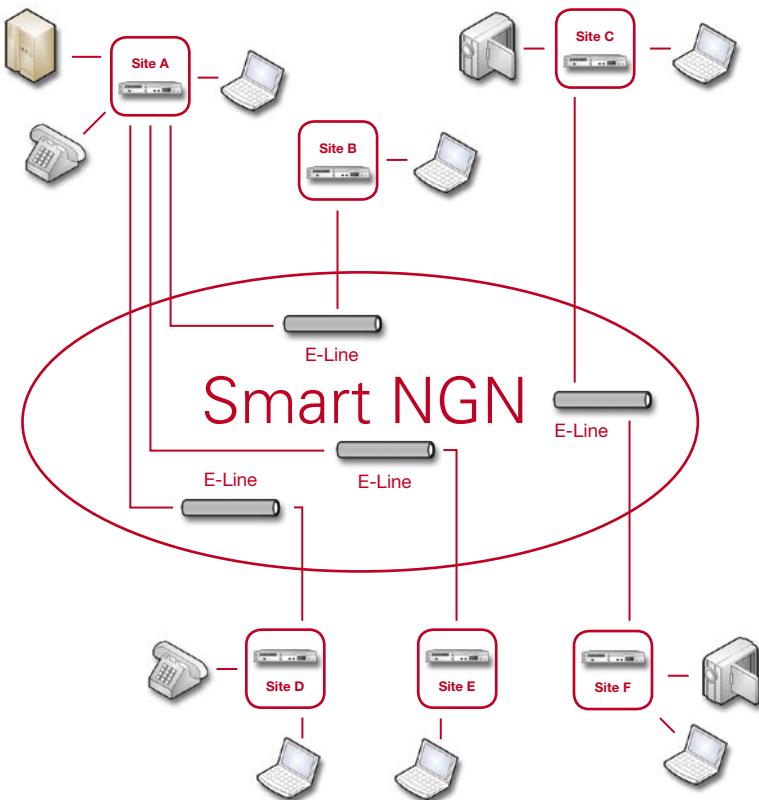
## Smart E-Line

A point-to-point Ethernet circuit offering nationwide connectivity which acts like a point-to-point cable connection.

### Features

- Point-to-point Ethernet circuit
- Simple Ethernet RJ45 interface
- Enables point-to-point and point-to-multipoint (hub and spoke) designs
- Enables LAN speeds over the Wide Area Network
- Transports VoIP, Data and Video
- Connectivity Options
  - Fibre: 1Mb-1Gb, Full SLA - Premium
  - Licensed Microwave: 1Mb - 40Mb, 1Mb - 155Mb, 1mb-620Mb Full SLA - Standard
  - Ethernet First Mile (EFM): 2Mb-10Mb, Full SLA - Standard
  - Third party leased line: 64Kb- 2Mb - Full SLA - Standard
  - Smart Private DSL & Third party Private DSL: ADSL speeds - No SLA

**Greater Speed, Responsiveness, Reliability, Value for Money and Flexibility** provided by the Smart NGN.



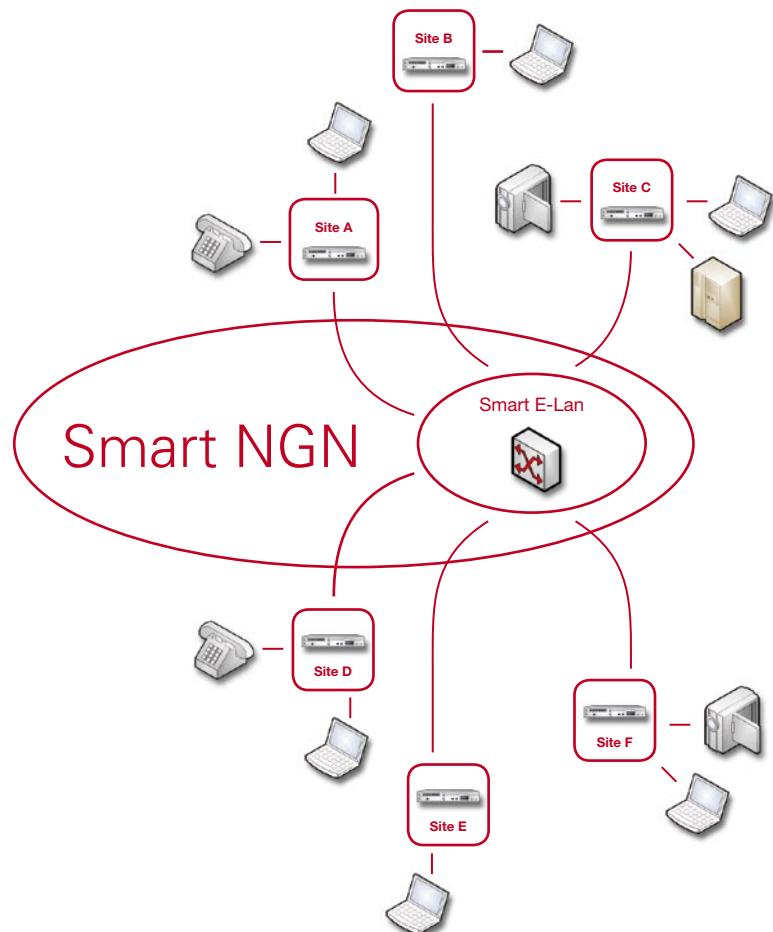
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## Smart E-Lan

A multipoint Ethernet service that enables any-to-any nationwide communications.

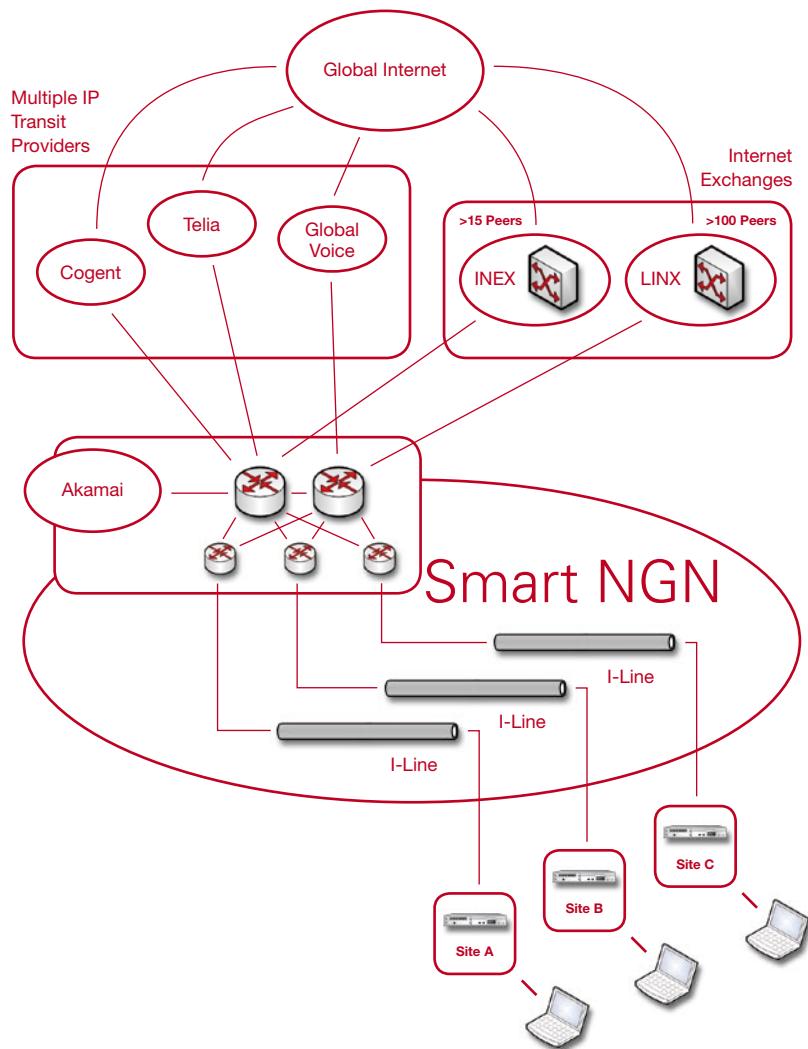
### Features

- Layer 2 Ethernet VPN providing multi-site LAN connectivity
- Simple Ethernet RJ45 interface
- Enables LAN speeds over the Wide Area Network
- Provides the scalability and resilience of MPLS VPN, but without the complexity and cost. In many cases, the cost & complexity of routers can be eliminated altogether.
- Greater data privacy is built-in as an E-Lan provides the same level of data separation as traditional networks such as Frame-Relay or ATM.
- Transports VoIP, Data and Video
- Connectivity Options
  - Fibre: 1Mb-1Gb, Full SLA - Premium
  - Licensed Microwave: 1Mb - 40Mb, 1Mb - 155Mb, 1mb-620Mb Full SLA - Standard
  - Ethernet First Mile (EFM): 2Mb-10Mb, Full SLA - Standard
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## Smart I-Line



A high quality internet connection specially designed for government, medium and large businesses.

### Features

- Simple Ethernet RJ45 interface
- Greater Speed
  - Non contended (no sharing by others)
  - Direct access to multiple Tier 1 providers in Dublin, London and to INEX and LINX
  - 4ms within Ireland, 20ms to London and 80ms to New York
  - Data acceleration through local Akamai system
  - Symmetrical (equal upload and download speeds)
  - Unlimited data transfer
- Supports multiple connectivity options:
  - Fibre: 1Mb-1Gb, Full SLA - Premium
  - Licensed Microwave: 1Mb - 40Mb, 1Mb - 155Mb, 1mb-620Mb Full SLA - Standard
  - Ethernet First Mile (EFM): 2Mb-10Mb, Full SLA - Standard
  - Third party leased line: 64Kb- 2Mb - Full SLA - Standard
  - Smart Private DSL & Third party Private DSL: ADSL speeds - No SLA

**Greater Speed, Responsiveness, Reliability, Value for Money and Flexibility** provided by the Smart NGN.



## Smart Voice

A high quality voice connection specially designed for government, medium and large businesses.

### Great Flexibility

It's easy to install. Because the Smart NGN onsite node supports voice, data and video, there is no extra hardware to install. Voice calls can be made by connecting the VoIP enabled PBX to one of the existing ports on the node. Migration is simple. If your PBX is not VoIP enabled today, then simply connect with a standard E1/PRA RJ48 G.703 connection now and migrate to VoIP later by connecting to an Ethernet RJ45 port on the existing Smart NGN node.

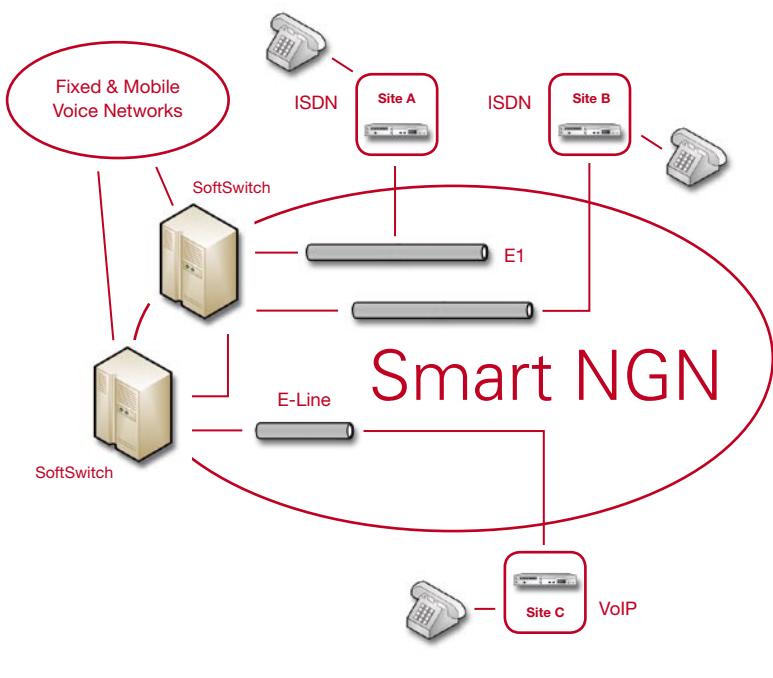
### Great Voice Quality

Using the Smart NGN means that you are using a network designed to provide carrier-grade voice quality for VoIP calls. And because the calls do not go anywhere near the public Internet, there is no contention to impair call quality. When you make international calls, The Smart NGN connects only with quality carriers to ensure the clarity of the calls is maintained.

### Great Savings

By combining VoIP with the Smart NGN, you can make great savings on your current voice bill. You can save €1000s.

## Features



- Simple Ethernet RJ45 interface with SIP protocol support for VoIP enabled pbxs
- Standard E1/PRA RJ48 G.703 ISDN interface supported for non VoIP enabled pbxs
- Carried over the Smart NGN, a next generation network designed specifically for applications such as VoIP
- Excellent VoIP quality equalling the best standard voice as no connection to the public Internet and usage of quality carriers for international calls
- Simple migration from non-VoIP to VoIP enabled pbxs with no Smart Telecom upgrade costs
- Supports multiple billing options
- Supports multiple connectivity options
  - Fibre, Licensed Microwave and Third party leased line
  - Wholesale Line Rental(WLR) option available for larger sites as part of an overall solution

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## What Our Customers Say About Us

### *'Reliable and responsive to our needs'*

'The Smart Telecom service is reliable and responsive to our needs.'

**Ann Stevens, Head of IT  
Mc Cormick McNaughton**

### *'Flexible and scalable to meet our changing business needs'*

'Smart Telecom has been able to provide us with a highly reliable service that is flexible and scalable to meet our changing business needs.'

**Stephen Fay, IT Infrastructure Coordinator  
SAP Ireland**

### *'Smart Telecom service is very responsive'*

'Smart Telecom service is very responsive, providing bandwidth on demand and enabling us to grow at our own pace.'

**Gordon Donnelly, IT Manager  
Fehily Timoney & Co.**

### *'Exceptionally flexible and responsive'*

'We have found Smart Telecom to be exceptionally flexible and responsive to our needs, while offering significant value for money.'

**Martin McCarrick, Technical Officer  
Computer Services, ITNet/AnCheim**

### *'I would without hesitation recommend Smart Telecom'*

'As a leading technology business campus, with 69 small developing enterprises employing 318 people, the Guinness Enterprise Centre (GEC) felt that it was essential to have a telecommunications provider that understood our clients.'

**John McInerney, General Manager  
Guinness Enterprise Centre**

### *'The Smart Telecom service to date is excellent.'*

**Michael Martyn, IT Technical Development Project Leader, Galway County**

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