



## Internet 3.0 – The Internet Performance Edge

You have e-business customers to satisfy. You demand an Internet access service with consistent, reliable connectivity that optimizes the performance of your application. Internet 3.0 is a high performance Internet access service that uses paid transit connections to Tier-1 Internet Service Providers (ISPs) and guarantees 100% uptime for your mission-critical applications. Internet 3.0 delivers the Internet performance edge that you demand.

### Internet 3.0 Benefits

- Reduce Web Page Download Time by Directly Connecting to ISP Backbones Where Your Customers Reside
- Four Levels of Redundancy Ensure 100% Uptime
- Internet 3.0's 4 Gbps Architecture Delivers Scalable Bandwidth to Your Applications
- Variable Pricing Options to Fit Your Business Needs
- Guaranteed Performance Gives You Confidence and the Ultimate in Reliability

### Internet 3.0 SLAs

- 100% Satisfaction
- 100% Availability
- 30-Day or Less Installation from Contract Date
- 40 ms Maximum Roundtrip Latency Between Your Application and Each Backbone ISP

### Performance is Not an Option

An independent study conducted by Zona Research reports that poor performing websites have cost e-commerce companies as much as \$4.35 billion in annual revenues. An extra second of web page download time can cause 30% more visitors to leave your website. You can't afford poor performance

The network that delivers your applications critical to your success. You need a high-performance network to maximize revenue, and Internet 3.0 is that network. Internet gives you guaranteed, availability, maximum reliability, closer proximity to the end user and increased scalability. The end result – optimum performance.

### Availability – Uptime all the Time

Internet 3.0 features four levels of redundancy within its design architecture to ensure no single point of failure between your application and the Internet (see illustration on back). Multi-homing takes redundancy to the next level by connecting your web traffic to multiple Tier-1 ISPs and providing diverse paths to your end users. If an ISP backbone goes down, or local fiber is cut or a hardware component fails, you're still in business. Guaranteed.

### The Best Way to Deliver Data

Enterprise Hosting connects to our ISPs through direct, paid transit lines – the only type of ISP connection backed by service level guarantees. Paid transit is more reliable than either private or public peering and ensures your data travels over the highest quality connection available. This gives you improved reliability you can count on.

### Proximity – Get Closer to Your Customers

The key to reducing web page download time is to place your application closer to your customers. Internet 3.0 directly connects to Tier-1 backbones and guarantees 40 ms maximum roundtrip latency between your application and each ISP. Internet's state-of-the-art architecture puts your web traffic in the fast lane.

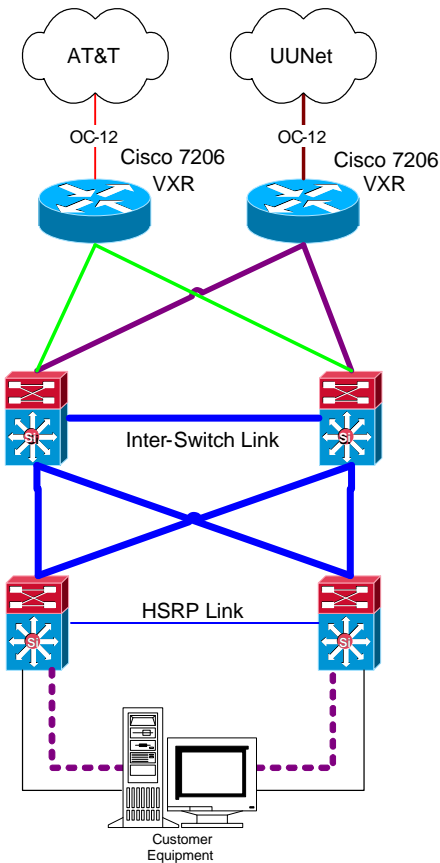
### Scalability – The Bandwidth to Support Your Growth

The Internet 3.0 architecture is a Cisco Powered Network capable of 4 Gigabits per second throughput. Additionally, E-Hosting offers full Gigabit connectivity to individual customer applications. Internet 3.0's capacity is so robust, we can quickly scale to meet even the most demanding bandwidth needs.

## Internet 3.0 Options

- **BURSTABLE FAST ETHERNET:** Redundant fast Ethernet connections and burstability to 100 Mbps
- **GIGABIT ETHERNET:** Redundant Gigabit Ethernet connections and 1 Gbps burstability
- **BGP PEERING:** Directly connect to additional ISPs and manage your own BGP solution
- **PRICING FLEXIBILITY:** Three different pricing plans to fit your company's unique needs
  - Flat Rate
  - 95th Percentile

### 4 LEVELS OF REDUNDANCY CREATES 100% AVAILABILITY



#### Levels of Redundancy

**Level 1:**  
Multiple Tier 1 Backbones

**Level 2:**  
Diverse Local  
Exchange Carriers

**Level 3:**  
Fully cross strapped  
infrastructure and BGP  
(Border Gateway  
Protocol) ensures  
complete redundancy  
within the Internet 3.0  
Mesh

**Level 4:**  
Redundant Ethernet  
connections and use of  
VLANs and HSRP (Hot  
Standby Router Protocol)  
ensure redundancy to  
Customer's equipment

#### Managed Internet Connectivity – The Internet is Our Network

Internet 3.0's availability extends far beyond our ISP connectivity. Our team of network experts help you architect a solution to effectively connect your network to Internet 3.0 and our suite of managed services. Local IP engineers troubleshoot network issues and resolve them before they affect your business. E-Hosting processes and procedures ensure quick, flawless initial installations and smooth continual operations.

#### Guaranteed Satisfaction – An Industry First

Internet 3.0 is a Cisco Powered Network that gives you the Internet performance edge. We stand behind that promise with the industry's first 100% satisfaction guarantee.