

Vanco Positioned in the Leaders' Quadrant for Pan European Network Service Provider 2007 Magic Quadrant

Vanco has been positioned by Gartner, Inc. in the 'Pan European Network Service Provider 2007' Magic Quadrant report.*

The two broad measurement criteria used in the Gartner evaluation were:

- Completeness of Vision – including market understanding, marketing strategy, sales strategy, offering (product) strategy, business model, vertical/industry strategy, innovation and geographic strategy.
- Ability to execute – including product/service, overall viability, sales execution/pricing, market responsiveness and track record, marketing execution, customer experience and operations.

Using these criteria, Vanco has been positioned in the Leader's Quadrant by Gartner, Inc.

Allen Timpany, Vanco's founder and chief executive officer, commented, "We consider Vanco's position in the Pan European Magic Quadrant as evidence of increasing recognition of Vanco's 'strong growth' and ability to consistently perform as one of the 'Big 5' NSPs globally. The VNO model, pioneered by Vanco, now stands head to head with the largest Asset Based Carriers (ABCs) in Europe and globally. We are the only company that is totally dedicated to enterprise networking demands. We don't have to balance what is best for enterprise network customers against the demands of a consumer and SME business as our ABC competitors do."

Vanco has high quality managed WAN and remote access services, supplemented by the introduction of fixed and mobile voice, LAN and PBX services. Vanco is able to keep its pricing typically competitive, especially in hard-to-reach areas, due to its relationships with local providers.

Allen Timpany added, "Our asset-light model, which gives our customers access to 100% of the available solutions and technologies in the market, and our commitment to focus on customer service and delivering solutions in line with their changing requirements makes us stand apart from the market. With further expansion in our range of services, Vanco's role in the market is increasing and growing stronger, and we continue to win larger and larger clients year on year."

* 1) Gartner Inc., "Pan European Network Service Provider 2007' Magic Quadrant report" by Neil Rickard and Scott Morrison, 5th December 2007

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