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## **Yipes announces first Global Ethernet VPLS service with class of service prioritization**

*Company Provides Ideal Network Platform for Applications Requiring High Performance, Quality of Service, and Any-to-Any Connectivity*

SAN FRANCISCO - May 08, 2007 - Yipes Enterprises Services, Inc. today announced the availability of a new Class of Service (CoS) feature that allows customers to prioritize their traffic over Yipes' global Ethernet network to ensure excellent service for converged and other applications that are sensitive to network performance. Yipes is the first facilities-based carrier to offer CoS over a global Virtual Private LAN Service (VPLS)-based network. CoS and other unique features such as industry-leading SLAs make Yipes' fully managed Ethernet service the ideal platform for migrating away from frame relay and ATM.

"Using our CoS feature, available in four classes of service, helps assure our customers they'll receive the service quality they need for their critical performance-sensitive enterprise applications such as VoIP, real-time videoconferencing, and collaboration," said Dr. Kamran Sistanizadeh, chief technology officer and co-founder of Yipes. "CoS is very attractive to national and multinational enterprises because of the increase in internal VoIP deployments and mission-critical intranet applications."

Yipes CoS is suitable for any multi-office organization looking to provide the highest level of service across the WAN. The new Yipes feature ensures high performance of network applications, supports any-to-any connectivity, and is easy to deploy and manage. In addition, Yipes CoS is secure, gives customers more control over their network performance, and is more cost effective than Layer 3 CoS. The combination of CoS, Yipes' global Ethernet VPLS, the industry's strongest SLAs, and the ability to provision service over both copper and fiber, means customers can enjoy high-quality service throughout the Yipes network-and with a lower total cost of ownership than other network technologies.

According to Infonetics Research, worldwide Ethernet services revenue more than doubled in 2005 to \$5.7 billion and jumped another 65 percent in 2006 to \$9.4 billion. The market is predicted to surge through 2010, when it will top \$25 billion worldwide, said Michael Howard, principal analyst.

### **Yipes CoS Improves Performance, Efficiency**

Enterprises today require multiple IP applications that are competing for limited network bandwidth. Packets may be delayed or dropped when demand exceeds bandwidth capacity, and resources are consumed by less-critical applications. When this happens to time-sensitive applications such as VoIP, their performance suffers.

Yipes CoS protects critical applications when contention occurs, giving improved application performance and bandwidth efficiency. Yipes works with customers to help them specify the CoS for every application and every site and ensures that CoS parameters are flexible enough to accommodate changing traffic patterns. Network managers can prioritize multiple competing traffic classes to protect or ensure high service levels for performance-sensitive applications traffic. Thus, when bandwidth resources are constrained, the lowest priority traffic such as e-mail or hosted applications is affected first.

"Providing a CoS-enabled network that allows next-generation voice, video, and data services is paramount to Yelofin Networks' success in the global marketplace," said Nigel Moulton, president

of Yelofin Networks. "We chose Yipes because of its technical innovation, and the ability to leverage Yipes' new CoS feature in our core is crucial to enabling us to deploy high-quality services."

#### **CoS Enabled by Yipes Global VPLS Service**

Yipes offers CoS over its Ethernet-based Layer 2 VPLS VPNs. Because Ethernet operates at Layer 2, it eliminates the need to convert data from customers' Ethernet LANs to higher-layer protocols. Ethernet thus provides dramatic performance advantages, including latency measured in milliseconds, jitter measured in microseconds, and efficiency gains that allow networks to deliver more traffic with less bandwidth.

VPLS is an MPLS application that allows geographically dispersed sites to share an Ethernet domain. Yipes' backbone network is based on Multi-Protocol Label Switching (MPLS), which provides robust and sophisticated QoS-based traffic management strategies. Deployed over an MPLS platform, VPLS provides the reliability, security, and ease of use of Ethernet along with the scalability, multipoint-to-multipoint support, and resiliency of MPLS.

#### **About Yipes Enterprise Services, Inc.**

Yipes is the leading provider of managed Ethernet and application delivery services for the global enterprise. Yipes' custom data networking solutions empower businesses by delivering high performance, dynamic control, unmatched service quality, and rapid ROI. Enterprise customers worldwide take advantage of Yipes' managed Ethernet services because they are easier to implement and manage than other services. Yipes' specialized offerings and obsession with customer satisfaction ensure that the company delivers the best quality experience. More than 900 enterprise customers worldwide rely on Yipes high-performance managed services to improve their competitive advantage. For more information, visit [www.yipes.com](http://www.yipes.com).

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