

**2008 North American Telecommunications Service of the Year Award****New Edge Networks**

In early 2008, Vancouver, Washington-based New Edge Networks, the business communications unit of EarthLink Inc., inaugurated its revolutionary MPLS over DSL service, allowing five classes of service over a DSL connection. With this offering, the first of its kind ever, New Edge is radically changing the network landscape by allowing the bi-directional use of MPLS classes of service over DSL.

New Edge has drastically lowered the price point at which a small enterprise can enter the MPLS world. As applications like SAP filter down to smaller businesses and technologies like VoIP become more attractive, it is necessary for enterprises that wish to use these tools effectively to strengthen their network infrastructure to support them. Before the advent of MPLS over DSL, this meant that it was necessary to have, at a minimum, a T1 line at every location. As T1 lines cost roughly four to five times the cost of a DSL connection, this is a major impediment to the adoption of these new tools.

For network providers such as New Edge, the price differential between non-prioritized DSL and MPLS capable T1s made incremental upgrades to customers' capacity difficult to achieve. This in turn reduced New Edge's revenue potential. With the development of its DSL with classes of service product, New Edge has an option to offer DSL with class of service at roughly half the cost of a T1 connection. Furthermore, because class of service DSL and T1 lines (as well as faster connections) can be integrated into the same network, New Edge and its customers now have an incremental upgrade path that allows network connections to be tailored to the need of the location while remaining largely as capable as the rest of the network.

New Edge developed a community solution that is beneficial to all of the players. New Edge can add customers who previously could not afford prioritized networks and grow the speed of their connection as is required. With New Edge's prioritized DSL its customers are able to use applications and services enabled by prioritized networks sooner than they have been and are more able to finely tailor their networks to control cost while improving services. This proposition has been so attractive that as of June 2008 New Edge began offering this breakthrough service as a wholesaler through various other telecom providers.

For the above-mentioned reasons, Frost & Sullivan is pleased to recognize New Edge Networks with the 2008 Frost & Sullivan Service of the Year Award in the North American Telecommunications market. Frost & Sullivan believes that New Edge will see increasing market share and customer satisfaction resulting from the successful introduction of its MPLS capable DSL products and that this strategic initiative is both timely and important.

### Award Description

The Frost & Sullivan Award for Service of the Year is bestowed upon the company that has demonstrated excellence in service leadership within the industry. The recipient company has shown tremendous responsiveness to customer needs and has continually focused on long and short-term customer profitability goals. In addition, the recipient company demonstrated flexibility in tailoring their product offerings to suit customer businesses.

### Research Methodology

To choose the recipient of this Award, the analyst team tracks industry participants and monitors their customer service methods on an ongoing basis. The Award recipient is selected based upon extensive research collected from key market participants, secondary and technology sources, and customer interviews. Collected data is then cross tabulated to find the number-one ranking company.

### Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of industry competitors. The recipient of this Award has excelled based on the following criteria:

- Value-added promotional support
- Providing value-added technology and services
- Responsiveness to customer needs
- Time to market
- Monitoring and addressing customer feedback

**About Best Practices**

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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