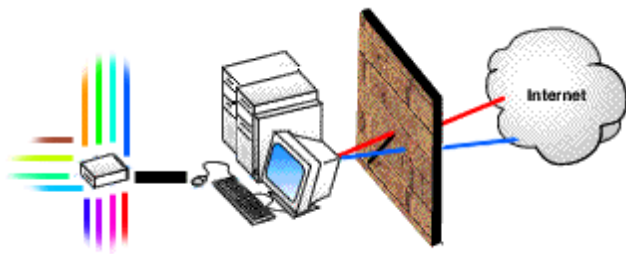*The Internet should make you money, not cost you money.*
*EXL's ISP-In-A-Box will make it happen for you!*



**EXL ISP-In-A-Box**

- Firewall security protects all clients from Internet attack
- VLAN security protects each client from each other client
- Email provided for any number of internet domain names
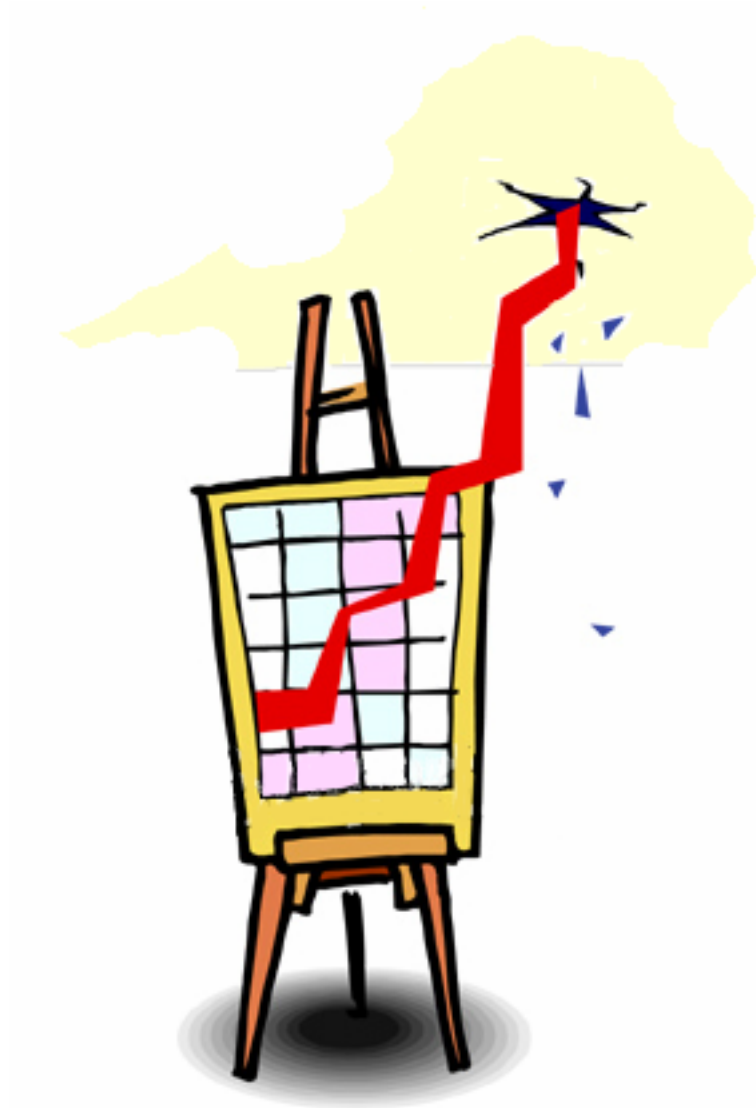- Billing system reports usage for each individual client

Five years in the making, designed specifically for environments such as serviced offices, ISP-In-A-Box provides a robust, secure and fully managed and maintained high-speed Internet connection for each of your clients.

*EXL's ISP-In-A-Box provides you with an ROI within 12 months and upwards of 40% gross profit on each client connection.*

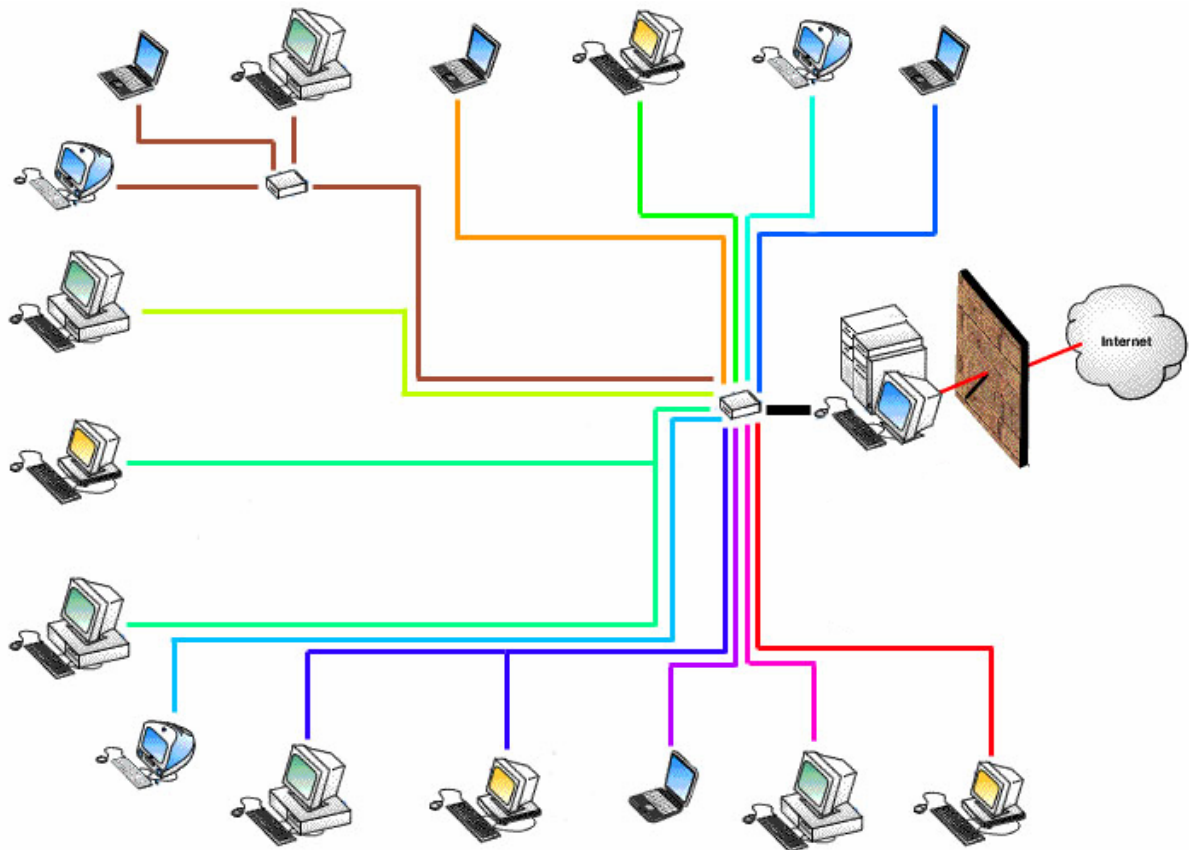"Show me a reliable way to increase My profits."

"I'll show you ISP-In-A-Box."

If you have 44 tenant clients, ISP-In-A-Box will increase your profits by more than $9,000 each year.

If you have 66 tenant clients, ISP-In-A-Box will increase your profits by more than $17,000 each year.

If you have 88 tenant clients, ISP-In-A-Box will increase your profits by more than $22,000 each year.

# ISP-In-A-Box Delivers a Brand New Profit Centre

ISP-In-A-Box is, quite literally, a box of technological devices including routers, servers, software and switches, the combination of which, when configured and managed in a particular way, provide all the facilities required to become a small Internet Service Provider.



Utilising your existing office cabling infrastructure and in much the same manner as your provide telephony services to your clients, with ISP-In-A-Box you can offer your clients extremely competitive rates on high-speed Internet access without the worry of managing or maintaining the technology used to deliver it. You will choose the selling price and you should reasonably expect to profit upwards of 40% on this service.

*ISP-In-A-Box provides web browsing, email, security and usage reporting in one tailored solution. It also provides you with a great value proposition to take to your clients and the opportunity to turn the Internet in to a real profit centre.*

## Your Reliability Is The Key To Client Satisfaction

ISP-In-A-Box is very, <u>very</u> reliable.

Unlike residential-grade ADSL Internet connections (the type that cost < $100 per month from Bigpond, Ozemail, iiNet, iPrimus, TPG, etc) that are heavily overloaded and prone to failures, ISP-In-A-Box uses core telecommunications technologies for access to the Internet. This removes from the equation as much as 70% of the points where a failure could potentially occur.

EXI's **S.HDSL** provides fast Internet access up to 2Mbps and significantly reduced access contention (typical ratio 5:1). S.HDSL is the most reliable of the digital subscriber line technologies widely available throughout Australia.

EXI's **2Meg Bearer** provides extremely fast Internet access up to 2Mbps and is dedicated with no access contention (guaranteed ratio 1:1). 2Meg Bearer is available almost anywhere and will typically be recommended where S.HDSL is unavailable.

EXI's **Ethernet-Over-Fibre** provides extraordinarily fast Internet access, typically in the range of 4Mbps – 21Mbps, but capable of speeds up to 100Mbps. This is the Rolls Royce of Internet access.

# Our Reliability Is The Key To Your Satisfaction

With ISP-In-A-Box, you are acquiring a self-replenishing, self-managing revenue stream. The limit of your involvement will be to invoice your clients.

➜   We install the service.

➜   Once installed, we manage and maintain the service.

➜   In the event that something goes wrong, we will repair the service.

➜   In the event that it cannot be repaired, we will replace the service.

➜   And we guarantee 99.9% service uptime.

# A Great Value Proposition For Your Clients

For your clients, the equation is a simple comparison. What does this connection cost, for installation and ongoings, compared with alternatives?

To have an ADSL broadband service (the cheapest of all broadband services) from Telstra, Optus, TPG or iPrimus, or from any Internet service provider, you first need a standard telephone line. On this telephone line you can order an ADSL Internet connection from your preferred Internet service provider.

From Telstra's website we know that a standard telephone line costs $125 [1] for installation and $34.95 [2] per month for line rental. When added to the costs of the preferred Internet service provider we see:

| Internet Service Provider | Download Service Speed | Included Data (MBs) | Free Email Domain | Free Extra Email | Free Hacker Protection | Actual Setup Fee | Actual Monthly Fee |
|---|---|---|---|---|---|---|---|
| BigPond [3] | 512kbps | 500 | ✗ | ✗ | ✗ | $385.45 | $77.18 |
| OptusNet [4] | 512kbps | 400 | ✗ | 5 | ✗ | $402.73 | $86.27 |
| iPrimus [5] | 512kbps | 2000 | ✗ | 5 | ✗ | $465.45 | $77.18 |
| TPG [6] | 512kbps | Unlimited | ✗ | 20 | ✗ | $230.91 | $104.45 |
| ISP-In-A-Box | 1024kbps | 1000 | ✓ | ✓ | ✓ | $0 | $55.00 |

All prices above are quoted excluding GST. The ISP-In-A-Box prices **assume** that you would choose to charge your clients $0 establishment fee and $55 per month. EXL's ISP-In-A-Box download service speed is stated at the speed of 1024kbps.

## A Brilliant Value Proposition For You

For you, determining the affordability of EXL's ISP-In-A-Box is simply a business case exercise.

How much do you need to outlay?

What is the ongoing cost?

What is the revenue that it generates?

After what period do you achieve ROI?

Using the example of a **44-port configuration** with single 2M/2M S.HDSL Internet connectivity and 45GB of included data usage:

| | | |
|---|---|---|
| Once only establishment fee | $ | 9,950 |
| All inclusive monthly outgoings | $ | 1,650 |
| Excess data usage charge | $ | 0.05 per MB over 45GB |
| Monthly revenue achievable | $ | 2,420 |
| Monthly profit achievable | $ | 770 ex GST |
| Period to achieve ROI | | 12.9 months |
| Gross Profit (%) after ROI | | 40.5 % |

Using the example of a **66-port configuration** with single 2M/2M S.HDSL Internet connectivity and 70GB of included data usage:
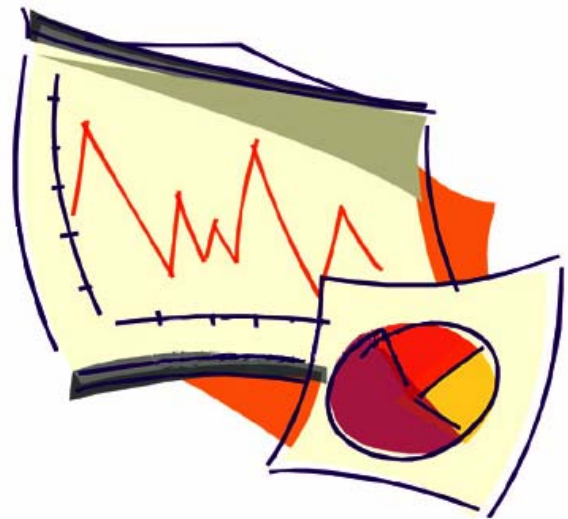
| | | |
|---|---|---|
| Once only establishment fee | $ | 12,950 |
| All inclusive monthly outgoings | $ | 2,150 |
| Excess data usage charge | $ | 0.05 per MB over 70GB |
| Monthly revenue achievable | $ | 3,630 |
| Monthly profit achievable | $ | 1,480 ex GST |
| Period to achieve ROI | | 8.8 months |
| Gross Profit (%) after ROI | | 40.8 % |

# Automated Reporting In The Format You Want

ISP-In-A-Box automatically generates monthly billing and usage reports for you detailing who is connected and how much data each person has used for the month.

In order to keep your life simple, your report will be received via email and will be accessible using any version of Microsoft Excel spreadsheet software.

The report tells you :

- The details of each connected person
- Their monthly access fee
- Their included usage
- Whether they exceeded their included usage
- Their excess usage fee (if applicable)

Each connected person will also be provided with access to up to date statistics on their own usage, so that they can monitor themself.

## Frequently Asked Questions

**Q : My staff are not IT professionals and cannot set up Internet connections ?**

A : The advantage of ISP-In-A-Box is that it is a fully managed turn-key solution. EXL installs the system, and then we manage and maintain it for you. As each tenant wants to be connected, we connect them. If tenants leave, we disconnect them for you. We have the expertise, systems and resources to do these things easily so your staff won't need to have any particular technical skills. They just need to advise us who is to be connected and when, using a job sheet that we will customise to suit your business.

**Q : What if the system has problems, how much does it cost to rectify ?**

A : ISP-In-A-Box is a fully managed and maintained service. Preventative maintenance, adds/moves/changes, and correction of any service difficulties are all included in the flat monthly fee.

**Q : How many of my tenants can be connected ?**

A : EXL will work with you to determine the most appropriate starting configuration. The minimum configuration is for 22 available ports and the maximum number is, for all intents and purposes, unlimited.

**Q : We have facilities in several locations and/or across several cities. What can EXL and ISP-In-A-Box do for us ?**

A : EXL provides services to almost any location, Australia-wide. If you connect multiple locations through EXL, we will create secure inter-office communications channels free of charge. Over these secure channels we can facilitate services such as IP telephony, video conferencing, data networking and remote data backups, to name a few. Furthermore, we can create secure office-to-office data networks for your clients who have a presence in multiple offices. Again, this is free of charge and is a value added service that your clients will happily pay a fee for.

**Q : My tenants use a mixture of PCs and Macintosh computers, with different versions of software. Will ISP-In-A-Box support all these platforms ?**

A : Yes. ISP-In-A-Box is computer-type-agnostic. This means that whatsoever type of computer you have, if it uses TCP/IP (ie. if it can see the Internet) then it is fully inter-operable with ISP-In-A-Box.

**Q : Some of my tenants have computer networks. Is this okay ?**

A : Yes. ISP-In-A-Box is designed to accommodate networks of computers. Typically, end clients (your tenants) would have not more than five computers on their computer network, and ISP-In-A-Box can accommodate as many as is required.

**Q : My tenants require remote access, via the Internet, to their computers in the serviced offices. Will ISP-In-A-Box support this access ?**

A : We go one better. EXL's ISP-In-A-Box is a fully featured and customisable security solution. We can provide IPSec Virtual Private Network ("VPN") access to one, or multiple, remote computers or offices (eg each director's home) and we include one VPN connection per tenant in the base price of the service.

**Q : Will my tenants be able to read their email if they are away from our offices, whether at home, interstate or overseas?**

A : Yes, absolutely. Those tenants who carry their own computer when they are out of the office will likely want to use a POP3 email program such as Microsoft Outlook to gain access to their email. And those who will want access from a public computer (eg in an Internet café) can use EXL's secure webmail interface (similar to Yahoo! Mail) to their email.

**Q : How fast will the Internet connection be ?**

A : The appropriate speed of the connection really depends on the number of clients you expect to be using the service. EXL can provide all forms of high speed narrowband or broadband connections including S.HDSL (up to 2Mbps) and Ethernet (up to 100Mbps) to serviced areas.

**Q : How long does it take to connect my tenants ?**

**A :** Once ISP-In-A-Box has been installed, the time required to connect or disconnect a tenant is typically not longer then 30 minutes, with all of the technical work being performed by EXL.

**Q : My tenant does not have an Internet domain name. Now what ?**

**A :** ISP-In-A-Box will provide email, not only for your tenants, but also for your own employees. For your tenants who do not have an Internet domain name and who want email, we can either: Help them register their own Internet domain name for as little as $50 per annum (fees vary based on type of domain and length of registration); or, provide them with an email address within the serviced office's domain (eg JSmith@theoffice.com.au).

**Q : What if my tenants want to use their own domain name ?**

**A :** No problem at all, ISP-In-A-Box has been designed to provide for as many as 500 Internet domain names at no additional cost.

**Q : My tenants have web sites. Can EXL host them ?**

**A :** Yes we can. What's more, we will reduce the standard monthly web site hosting rate for basic html web sites up to 5MB in size and with usage of less than 50MB per month by 50% to $9.95 per month for any of your tenants.

**Q : What if I want to charge my tenants more or less than EXL's suggested monthly fee of $55 ?**

**A :** The fee that you charge to your tenants is determined by you. It is entirely within your control to increase or decrease that fee as you feel appropriate. Any changes you make will flow through to your bottom line. For example, if you choose to charge a service establishment fee to your tenants of $100 and a monthly fee of $60 instead of $55, on a 44-port configuration you will reduce your ROI by nine months and increase your profit taking by almost 30%.

## Endnotes

Information regarding the pricing of residential broadband services was obtained from the respective company's public Internet website and is correct as of 19th April 2005.

1, 2 Telstra Corporation
http://telstra.com.au/smallbusiness-fixedphones/plans_sconnection.htm
http://telstra.com.au/smallbusiness-fixedphones/plans_bline_cfax.htm

3  Telstra Bigpond
http://www.bigpond.com/internet-plans/broadband

4  Optus
http://www.optusnet.com.au

5  iPrimus
http://www.iprimus.com.au/broadband-pricing.asp?refcode=

6  TPG Internet
http://www.tpg.com.au/forms/ADSL_Rego_Form.pdf

## How To Benefit From Increased Profits

Pick up the phone and call us or send us an email. Let us know that you are interested in ISP-In-A-Box. In as little as two months you will be reaping the rewards of this innovative profit-making service.

We'll want to obtain some information about your operation, all of which will be used to help determine the most appropriate implementation for your requirements:

- Each of your location's address and telephone and fax number
- Approximate normal number of tenants at each location
- Approximate maximum number of tenants at each location

**EXL**
INTERNET WITH A DIFFERENCE

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*Can you think of a better way to increase your profits without adding to your operational overhead at all ?*