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## **INTRAPOW COMPLETES KEY MILESTONE, INTEGRATES TOP TIER INFRASTRUCTURE TO DELIVER UNIQUE HIGH AVAILABILITY NETWORK**

**Brisbane, Australia - IntraPower Limited (ASX: IPX)**, a leading national corporate telecommunications integrator and expert Managed Voice, Data and Applications Service Provider, has today announced the completion of the IntraPower High Availability Network ([IHAN](#)).

With the completion of the [IHAN](#), highlighted as a key future milestone in the company's prospectus, IntraPower offers its customers and partners the essential simultaneous utilisation of multiple top tier carriers thereby enjoying maximum levels of performance, redundancy and reliability of service as a result.

The [IHAN](#) achieves multi-carrier diversity by integrating the parallel services from all the top tier Australian network carriers, such as Telstra, AAPT, Optus and Nextgen and is built on secure, redundant state of the art network technologies. As a result IntraPower is offering ISPs, Channel Partners and small and medium sized businesses a higher level of reliability, performance and diversity than any one provider or carrier can offer on their own.

IntraPower customers can easily, quickly and cost effectively connect their businesses together on a professional enterprise grade network without the cost, time, resource and effort of building and managing it themselves. All of a businesses Data, Voice and Communication needs are delivered as a Service as part of IntraPower's [Data Communication On-Demand](#) solution. IntraPower's customers share their data without ever touching the Internet and avoid the pain of slow performance, reliability and security risks associated with Internet based solutions that cannot not deliver business grade services.

Traditionally, Australian businesses bought their communications from one of the major carriers and therefore became entirely dependent on that network. If there was a fault or outage on that carrier's network then business communications carried on it would simply cease. Australia has seen multiple examples of this over recent years and businesses have lost considerable amounts of money, data security and customer credibility as a result.

This diversity is achieved over both the core long-haul network as well as the "last-mile" to the business premises. For example, IntraPower has acquired Gigabit bandwidth from multiple carriers between Sydney, Melbourne, Perth, Adelaide and Brisbane and structured these links with carrier and geographical diversity. If a fault, storm, flood, fire or other event impacts the Sydney to Brisbane coastal route all traffic is automatically switched to the inland route and a completely different carrier. All integration and switching is seamless and instantaneous causing no loss of traffic or performance and is as a result transparent to IntraPower customers. The entire core network is built to leverage the major carrier's infrastructure and geographical diversity

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at all levels. IntraPower operates redundant Points of Presence (POPS) and data centres in capital cities that are located in different parts of the city, on separate electricity power grids and serviced by separate providers. If an adverse event impacts one data centre the services automatically failover to the other without any service interruptions.

In addition, IntraPower has developed a range of cost effective redundancy options that allow businesses to overcome the challenge of the last mile as a single point of failure. These redundancy options range from service provider redundancy to infrastructure redundancy that include fibre, copper, Ethernet, 3G and fixed wireless failover technologies.

By virtue of the completion of this infrastructure integration, IntraPower is now uniquely capable of delivering the highest level of performance, reliability and cost effective delivery of IP network services to ISP's, Channel Partners and Customers of all sizes in our [Data Communications On-Demand](#) model. IntraPower customers, including Amadeus Worldwide Travel, ABN Amro Bank and MaxNetworks Employment Services, as well as Channel Partners including National Voice and Data, In-Touch systems and Outside Edge Technologies, are today leveraging the [IHAN](#) to deliver their data communication needs. For more information on the IntraPower High Availability Network please visit: [www.intrapower.com.au/IHAN.html](http://www.intrapower.com.au/IHAN.html)

Beyond the high availability, multi-carrier IP Network delivery the [IHAN](#) is a Data Communications platform that allows IntraPower to build and partner for the delivery of multiple value add IP based solutions. To take full advantage of this, IntraPower is in the process of building out a suite of offerings under the banner of [IntraPower Business On-Demand](#). These service offerings are progressively being rolled out under our [IntraPower Business On-Demand](#) suite. In this solution all a company's Software and Communications needs are delivered as a Service from secure data centres and charged per user per month. The solution helps companies lower their Information, Communication, Technology & Telecommunications (ICT & T) operating costs. With these offerings small and medium sized businesses will no longer need any on-site, in-house IT or Voice installations.

IntraPower Managing Director, Greg Kennish commented that "One of IntraPower's key objectives when it listed on the ASX in 2007 was to complete the [IHAN](#). With that task now essentially complete, we deliver a unique value proposition to ISPs, Channel Partners and Customers – that of a truly high availability network with the multi-carrier diversity that simultaneously leverages top tier national carriers. This coupled with a direct, simple and well structured delivery of last mile services and powerful redundancy options mean that our Partners and Customers can achieve unprecedented levels of security, reliability, performance and value for money. Very importantly, the [IHAN](#) provides a platform from which IntraPower can build on its strategy to deliver a multitude of value add IP based services including Voice, Video and IT applications – all in the Software as a Service model. These services virtually eliminate ICT & T related capital expenditure, convert current sunk costs, overhead and unpredictable ICT & T expenditure into predictable and controllable fixed costs. It's a powerful and exciting proposition in the current economy."

With the [IHAN](#) complete and rollout of [IntraPower's Business On-Demand](#) suite gaining traction, IntraPower has expanded its market opportunity up to 8 times whilst also attaining higher profit margins and revenue that is more likely to 'stick' beyond the initial contract. This provides both an important evolution for the company in its

business model as well as essential diversification of service offering and revenue moving forward.

### **About IntraPower Limited**

IntraPower is an innovative provider of IP networks and services for ISPs, System Integrators and medium sized corporate customers which are managed using its proprietary technology system called [Visibility.X](#). Increasingly, its customers are demanding hosted software and services that delivers powerful, Enterprise class IT solutions and true Infrastructure as a Service, reducing risk, fixing costs and providing business with a clear and simple, outsourced ICT & T strategy.

**For further information please visit:**

[www.intrapower.com.au](http://www.intrapower.com.au)

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