



540 Delaware Avenue  
Palmerton, Pennsylvania 18071  
[www.penteledata.net](http://www.penteledata.net)

29 December 2003

Source: PenTeleData

## PenTeleData launches tiered; “Pay as You Go” Burstable dedicated high-speed Internet.

**Palmerton, PA 29 December, 2003:** Today PenTeleData announces DirectNet Burstable - a dynamic, feature-rich, dedicated high-speed Internet service designed to accommodate the changing needs of any commercial organization that wants an economical, scalable solution that grows according to demand.

PenTeleData’s scalable DirectNet Burstable Internet service offers expanding businesses and professional organizations an opportunity to connect to the Internet with a powerful dedicated connectivity solution – a changeable service that best suits a living network environment.

With a data transfer range starting at 1.5 Megabits per second (Mbps), and spanning all the way up to 622 Mbps, DirectNet Burstable is an ideally flexible, usage-based “**pay as you go**”, high-speed Internet solution priced for customers with unique bandwidth needs instead of being sold at one flat rate.

Another PenTeleData exclusive is DirectNet Burstable’s ability to offer customers the flexibility to receive service over an Ethernet connection by employing PenTeleData’s proprietary EtherPoint service. DirectNet Burstable over EtherPoint provides more scalability, lower costs and less equipment the customer must purchase.

“Among commercial customers, technology administrators meeting organizational and network changes need a flexible, pay as you go, high-volume Internet bandwidth solution,” said Jeff Reinhard, PenTeleData’s Vice President of Operations.

“PenTeleData’s on-demand DirectNet Burstable Internet service is an intelligently priced, dependable, dedicated connectivity plan that offers various tiers of bandwidth for managers who also rely on PenTeleData’s trademark, round-the-clock network monitoring, customer service and technical support,” he said.

## How does it work?

Like any other standard dedicated, high-speed Internet service, customers of DirectNet Burstable choose a specific bandwidth rate from a distinct usage range for their Internet access. With DirectNet Burstable, this set rate is chosen as their favored price tier, with five tiers from which to choose. Each price tier sets an estimated sustained rate of data transfer a customer expects to utilize during normal operation: an average usage figure that best fits needs for typical day-to-day activities. The customer then establishes a “burstable” limit on the very high end that functions as the extreme maximum throughput anticipated for their service.

Similar to an arrangement where a customer subscribes to standard dedicated T1, T3, OC-3, OC-12 or Etherpoint Internet line, this burstable service differs in one major way: a customer now specifies a maximum amount of bandwidth he anticipates using during heavy network activity, when spikes occur. A customer can burst to the limit of his transport, while the tier is based on the sustained rate and only sets the price.

DirectNet Burstable is ideal for commercial customers and users in organizations whose Internet bandwidth needs change weekly, monthly or seasonally. These networks typically demonstrate consistent usage trends, but can experience occasional spikes in traffic. These customers need their dedicated Internet solution to accommodate dynamic changes to their network, and DirectNet Burstable makes a perfect fit. Especially appealing with this service is there are no billing surprises, as you receive a low monthly price depending upon whatever tier you choose.

**Base Bandwidth** -- The amount of bandwidth for which you contract, charged monthly, excluding burstable usage.

**Maximum Burstable Bandwidth** – The maximum amount of bandwidth a customer cannot exceed.

The DirectNet Burstable service is only offered to commercial and organization customers with network requirements exceeding speeds of a dedicated T1 Internet connection.

This five-tiered service offers an attractive pricing structure that discounts bandwidth rates as usage increases according to scale.

PenTeleData **ATM** (Asynchronous Transfer Mode) customers also can receive the features and benefits of this dynamic burstable Internet service, and are encouraged to take advantage of the power of this innovation by adding the standalone burstable Internet bandwidth component to their current service plan.

As well, non-ATM **Etherpoint, DS-3, OC-3** and **OC-12** customers are encouraged to sign up for the most flexible Internet solution available at the greatest savings.

## How is it billed?

PenTeleData bills a customer's usage on the "95th percentile" industry standard. Again, a DirectNet Burstable customer is charged the base rate they use over the amount contracted as "base" bandwidth with a per-meg charge for overage above and beyond the base. Any overage is determined by comparing your bandwidth commitment to your sustained usage tier.

Throughout the month, PenTeleData offers customers the opportunity to monitor 95% of their own usage to determine if their service requirements are being best met. To help monitor current usage and bursting statistics in real time, customers of PenTeleData's DirectNet Burstable service enjoy access to the data transfer usage reports for their account on a convenient and secure website at no additional charge.

- PenTeleData polls the customer's identified access router port every five minutes to determine the average units of data coming and going throughout that five-minute period
- The five-minute averages are tracked over the course of the monthly billing cycle
- PenTeleData disregards the top five percent of the data points over the month and charges each month based on the 95th percentile tier of usage.

Please visit PenTeleData on the web at [www.penteledata.net](http://www.penteledata.net) and review all of PenTeleData's high-speed DirectNet Internet and networking service offerings and dedicated solutions suited for commercial and organizational customers who expect nothing less than the best in quality service, customer care and support.

## Features of DirectNet Burstable

- Choose a tier and set a maximum burstable bandwidth transfer rate to control monthly expenses – service bursts above standard bandwidth purchased.
- Burst speeds up to 622 Mbps.
- Burst amount is billed in 1/10th Mbps increments.
- Limits govern high-end of usage range.
- Customers receive industry standard "95<sup>th</sup> percentile" billing adjustment.
- Not distance-sensitive.
- No billing surprises -- receive a low monthly price depending upon whatever tier you choose.
- Customer receives increased discounts as bandwidth use increases.
- No additional equipment needed to increase or decrease tiers and transport speeds.
- Convenient website enables a customer to examine current month-to-date usage and review previous months' usage.
- Website access to customer utilization graphs offers 95% real-time information.
- Website linked to PenTeleData's proprietary S.M.A.R.T. monitoring and ticket system via customer portal.
- PenTeleData's 24/7 monitoring through the Network Control Center.
- Online customer support.

### **Benefits of DirectNet Burstable**

- Cost-effective solution for customers to enjoy the flexibility to only pay for what they use (“burst”) above their standard tier of service.
- Customers may utilize more bandwidth than originally anticipated, accommodating any organization’s growth.
- No service degradation encountered at high-end of service limit.
- Functions as an excellent stand-by, or back-up connection for redundancy in the event of an emergency.
- Service compliments current ATM and non-ATM Etherpoint, DS-3, OC-3 and OC-12 dedicated Internet commercial customers.
- Low-cost, constant amount of bandwidth with usage-sensitive charges that apply only according to use.
- Ability to change a configurable bandwidth maximum for upper range of service.
- Service can be tailored to meet the needs of almost all commercial customers who need a connection faster than a T1.
- Customers can troubleshoot issues and examine bills thanks to PenTeleData’s online support.

### **About PenTeleData**

Founded in 1994, **PenTeleData** is Pennsylvania’s largest provider of Internet service and data connectivity and remains a family-run organization with its heart based in northeastern Pennsylvania. Offering quality toll-free, unlimited Internet access, data transport and consulting services throughout Pennsylvania and New Jersey, **PenTeleData** draws its resources from a consortium of cable and telephone companies.

Regional telecommunications companies makes up PenTeleData, including Blue Ridge Communications, CATV Service Inc., Ironton Telephone Co., Service Electric Cable TV and Communications, Service Electric Cablevision and Service Electric Company.

**PenTeleData** has engineered one of the largest, privately owned fiber optic networks in the nation. Running on high-speed lines (OC-12, OC-3, DS3, DS1) and OC-12/OC-3 SONET rings, the **PenTeleData** ATM network -- with more than 60 Points of Presence throughout Pennsylvania and New Jersey -- delivers Voice, Video, Data and Internet services through the region. For more information about PenTeleData, please visit us on the web at [www.penteledata.net](http://www.penteledata.net).