Connect with the next generation

Genius Networks brings you data, voice and application services that define a new age of connectivity.

Powered by the extraordinary capabilities of CRISP, our revolutionary core routing infrastructure, the communication possibilities are endless. Discover Genius and prepare to **connect with the next generation**.

genius!

Fresh thinking.
New possibilities.
Clear advantage.

CRISP changes everything

New networks often promise the world but usually fail to deliver, leaving businesses struggling with complex multi-provider solutions, problematic Internet access and service level agreements that don't support business requirements. Poorly conceived networks undermine the benefits of today's communications technology, compromising the performance of converged solutions, cloud services and SIP. That's why we created CRISP.

CRISP is genuinely different. Its innovative design provides direct connection to a resilient core infrastructure that seamlessly joins with all the major network carriers to deliver affordable, uninterrupted global voice and data services. With SIP-enabled configuration, voice and other network-sensitive traffic is tagged and fully supported across the core and carrier networks to ensure guaranteed Quality of Service.

CRISP Alliance of Network Operators

We partner with Colt, Exponential-e, Talk-Talk Business, Level 3, China Unicom, Telia, Virgin Media, Interoute to provide the most cost efficient, fully integrated UK, European and Global solutions.

CRISP's innovative design provides direct connection at a price that removes the need for Internet-based network access, along with all the associated problems and risks. It comes with a single end-to-end service level agreement across the entire core and carrier infrastructure, giving service providers and business users the confidence to capitalise on the latest network-delivered technology.

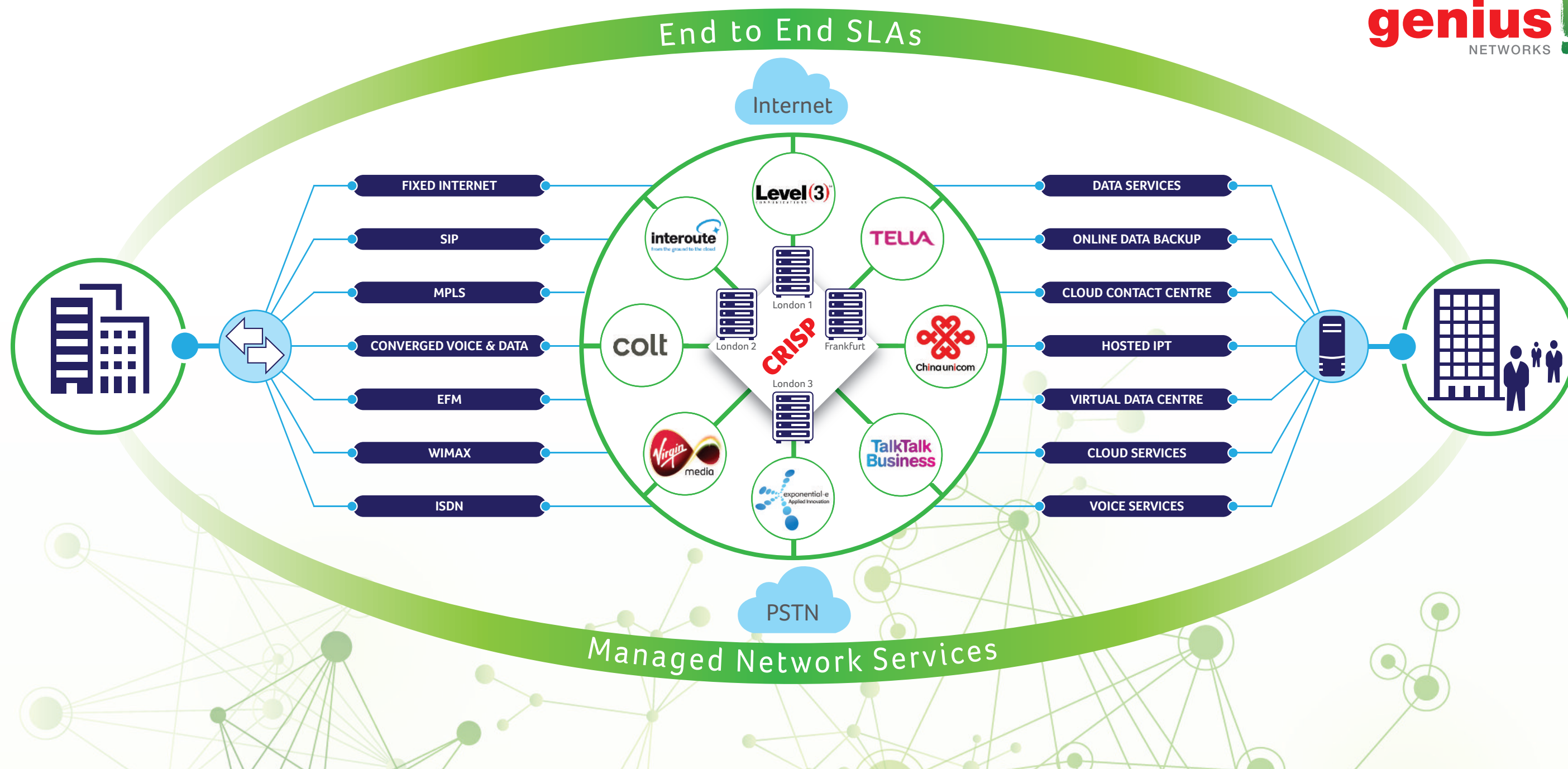# Genius WAN Services

Improving the quality of service delivery

Exclusive providers of CRISP services, Genius offers the perfect network infrastructure solution for virtual data centres, virtual contact centres, online storage providers and hosted telephony providers, enabling them to deliver a quality of service that greatly improves the customer experience.

Until now, some of the world's most innovative technology has been hindered by inferior or expensive connectivity options. By partnering with Genius, you can benefit from CRISP's direct network access and optimal routing technology so that everyone everywhere can realise the true potential of new technology.

In addition, as a community of like-minded industry pioneers, Genius presents opportunities to promote and sell your own technology solutions to other group members.

CRISP – Efficient. Reliable. Accountable

- Calls and data routed over a single circuit incorporating an MPLS core and using the most cost efficient carriers
- Enables co-location services and hosted applications to be provided as total solutions
- Uses proven tagging techniques with full end-to-end Quality of Service guarantee
- One end-to-end SLA from a single provider
- Single point, direct SIP connection delivering fully converged solutions and robust Internet access
- Hosted in multiple data centres providing a fully resilient solution
- Fully scaleable solutions, enabling provision of any connectivity to any site directly from the carrier to the end service

Genius Voice Services

Worldwide Coverage, World-beating Rates

Intelligent call routing technology allows us to offer resilient, worldwide voice connectivity at highly competitive rates. Our services are backed by award-winning customer support and technical competence. Customers deal with a single service provider, receive one consolidated bill for fixed line and mobile, and have dedicated account management along with instant access to Help Desk technical assistance.

Advanced Network Management

Direct access to WLR3, the advanced network management platform used by Openreach, means we can provide a more responsive, more informative service across key network management processes – including streamlined order processing, line transfer and fault management.

Genius Inbound Call Management - Feature-Rich Functionality

We offer a vast range of feature-rich inbound call management solutions designed to simplify operational processes and improve productivity – from the ability to divert calls between multiple destinations, to on-demand outbound call recording.

Creating the Right Impression

Our non-geographic number services provide telephone numbers that divert or transfer calls to specific fixed line or mobile

numbers, without the caller knowing. With a wide range of number options and service features, it's easy to set up and allows

businesses to create a national, local or even international presence without capital expenditure.

Contact Genius Networks

Genius Networks' services are available through Genius Partners, a group of hand-picked specialists that you can depend on to deliver the full benefits of CRISP and other Genius services.

● **Business Users**
If you're an IT services or network manager, call Genius Networks on 0203 281 6690 to find a partner who can help meet your requirements.

● **Service Providers**
If you provide voice or data network services and want to become a Genius Partner, call 0203 281 1809 for details of our partnership scheme. NETWORKS

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