

Cable & Wireless Solutions Partner Program

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Survival Strategies:
Converging Resources to Create &
Retain Customer Value

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Agenda

- Who is Cable & Wireless?
- Our acquisition of Exodus
- Our current customers & partners
- Our solutions portfolio
- Our Solutions Partner Program
- Why Cable & Wireless, why now?

Who is Cable & Wireless?

The world's most financially stable communications company



Financial Strength

- Cable & Wireless was named one of the world's best telecom companies (Forbes, April 10, 2002)
- Most financially stable operator in class (Communications Week Telecom Top 100 Survey 2002)

Maintaining financial strength

- \$8.6 billion revenues 2001/02
- Backed by \$4b cash
- Debt/equity ratio reduced from 87% to 16%



Who is Cable & Wireless?

We wholly own and operate a global tier one IP network

- Carrying 25% of the world's Internet traffic

Our solutions include:

- Connectivity
- Convergence
- Content Management
- Contact Applications

We focus on making partnering easier:

- Providing expertise in our field
- Providing fully managed solutions
- Building consistent infrastructure, locally or globally
- Dedicated resources



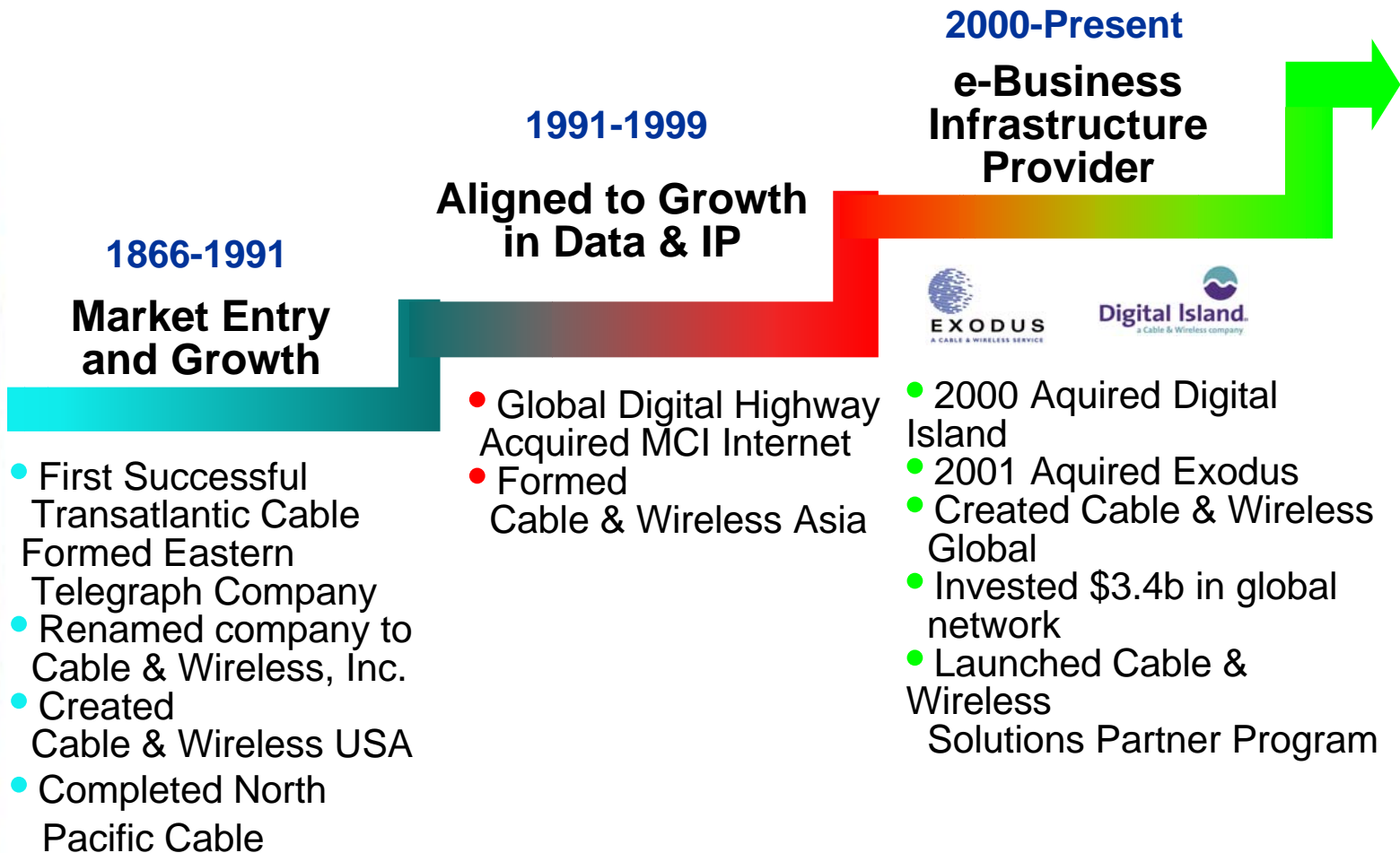
Strong Strategic Alliances



PWC CONSULTING



Our Evolution




Acquisition of Exodus

- Technical expertise/excellence
- Hosting 40 of the top 100 web sites
- Managing over 87,500 servers
- 4 million square feet of IDCs
- Largest suite of managed services (storage/security/application management)
- A dedicated professional services team

Creating a powerhouse of a company





“By picking up Digital Island and Exodus, C&W is poised to offer a true end-to-end spectrum of global IP services from network services to content delivery to managed hosting.”

Network Magazine June 2002

NetworkMagazine
MAKING THE ENTERPRISE READY FOR THE NEW PUBLIC NETWORK



Our Solutions Portfolio



**Solutions that drive revenues for partners
and answer customers' needs**

Solutions Partner Program Objective

Cable & Wireless seeks Solutions Partners to:

- Leverage our IP, hosting and web services propositions
- Increase our focus on large and enterprise customers
- Allow Cable & Wireless to focus on our core competencies
- Complement our solution set



Who is a Complementary Solutions Partner?

- Convergent VARs
- System/Network Integrators
- Network /Networking Technologies Solution Providers
- Web Integrators and IT Consultancies
- Vertical sector- focused VARs
- VAR 500

Preferred Partner Attributes

- IP/Hosting primary focus
- Sales to support LAN and 25% WAN solutions minimum
- A national or regional solution provider organization
- Prospects: medium-large companies with 250+ seats
- Strong technical sales support and marketing support
- 2+ years successful sales
- Back office support: billing and first-line customer care
- Cisco and AVVID Certification
- Annual revenue: \$5 to 30 million

Our Dedicated Resources

- Channel account management
- Sales consultants/specialists
- Technical sales support
- Pre-sales support
- Installation/implementation support
- Billing support
- Dedicated 7 x 24 x 365 customer service



Solutions Partner Success Tools

- Online Partner Portal (www.cw.com/partners/us)
- Online Lead Management System (Partner Central)
- Online Product/Marketing Information
- e-Enabled order processing
- Online, up-to-date commission reports
- e-Enabled partner training and certification program



Don't just take our word for it

"Working as an agent for Cable & Wireless, we don't have to worry that they're going to be around tomorrow, especially in light of the spectacular failures of some other service providers."

Peter Sattin, president of Array Technologies, New York, CRN Magazine 2002.



Why Join the Cable & Wireless Partner Program?

- Financial strength and long term stability
- Easy to do business with
- Strong strategic alliances
- Robust & complementary solutions portfolio
- Industry-renowned lead management tool and other success-promoting, dedicated resources
- Solution partner/industry analysts' endorsement



Cable & Wireless and Cisco have entered into a strategic relationship to develop and deliver high margin services based upon IP and broadband technologies



Integrated Indirect Channel Philosophy

- Minimize channel conflict with a fully integrated indirect channel
- Build our market presence by driving incremental new business to our partners' doorsteps
- Design and deliver solutions with our partners to deliver end-customers' technology needs
- Leverage our global network footprint to deliver truly integrated solutions
- Promote our partners through joint marketing and joint sales initiatives
- Enable our partners to drive their core competency based on the needs of the customer



Partner Solution Program

Together, C&W and Cisco, two leaders in the IP marketplace, will deliver differentiated IP solutions enabling partners to focus on their core businesses and realize increased efficiency.

- Provide a network infrastructure that reduces costs while being robust enough to support leading edge multimedia applications
- Provide additional resources in the new, emerging technology arena to enable and develop leading edge applications
- Viable and financially stable partner in today's market
- Global presence and support



Cable & Wireless and Cisco Solutions

- The Alliance combines the core competencies of each organization to *initially* provide partners with the following go to market solutions:

- IP Virtual Private Network (IPVPN)
- IP-LAN Solutions based on AVVID (Architecture for Voice, Video and Integrated Data)
- Managed Enterprise Content Delivery (MECDN)
- Managed Hosting

Coming Soon:

- IP Contact Center (IPCC)
- Managed Firewall Solution
- Managed Storage Solution



Recent Wins



- Convergence Win
- Global Opportunity
- \$250M over Three Years



- Hosting Win



- Convergence Win
- Global Opportunity
- \$350M over Five Years



- Convergence Win
- World wide Offering
- 16,000 ports

