

For immediate release

# **Cogeco Data's new services help businesses reduce complexity and work more efficiently**

*Businesses have more time to focus on future growth and innovation*

TORONTO, June 6, 2011 – Cogeco Data Services today announced the commercial availability of a new suite of voice and data services to help businesses reduce complexity and work more efficiently.

"These offerings simplify the convergence of technical infrastructure and help businesses operate more efficiently," said Virginia Brailey, Vice President, Marketing at Cogeco Data Services. "In turn, that frees up valuable time for business leaders to focus on growing their business."

Simple solutions that reduce complexity for businesses, Cogeco Data's new service packages are easy to understand, select and implement. Performance reporting packages are comprehensive and each of the new services are supported by industry leading service levels.

## **New Managed Services from Cogeco Data Services**

The Managed IP VPN service is a Layer 3 MPLS-based connection with Class of Service (CoS) capabilities intended to help businesses prioritize data traffic in an optimal way. This IP based service offers ubiquitous reach and enables customers to extend their organization's infrastructure by connecting multiple locations, such as branch offices, vendors and suppliers over a secure and fully managed network.

Cogeco Data's Managed Ethernet service is a Layer 2 MPLS-based connection. This service allows customers to control the specific routing of their network with the support of reporting provided by Cogeco Data.

In addition to service simplicity, comprehensive reporting packages and industry leading service levels, Cogeco Data also offers a single point of contact for network support which makes doing business easy for IT professionals and gives them time to focus on their core activities.

Both Managed IP VPN and Managed Ethernet services are able to transmit voice, video and data, all on a single access.



## New Voice Services using Session Initiated Protocol (SIP)

Cogeco Data Services also launched a category of Voice Services, which uses Session Initiated Protocol (SIP) Trunking as its underlying technology. Cogeco Data's new suite of Voice Services can integrate with and take advantage of customers' IP PBX solutions. For organizations that have not yet transitioned to IP-based solutions, Cogeco Data's new Voice Services can help enterprises use their TDM PBX now, and transition easily to support IP-based innovations in the future.

Cogeco Data's new Voice Services are compatible with both the Managed IP VPN and Managed Ethernet service.

"As businesses look to manage current and future IT needs, it is important to consider the ability of services to adapt seamlessly to future technologies," said Brailey. "With Managed IP VPN, Managed Ethernet and our Voice Services we are offering organizations a way to optimize their current infrastructure while positioning them for the future. Our new offering can evolve and grow with a business at their pace allowing for great flexibility."

## About Cogeco Data Services

With its suite of Business Communication Solutions (Data Centre and Storage Services, Voice and Connectivity Services), Cogeco Data Services supplies its customers with the fast, reliable and secure ability to access, manage, move and store large amounts of data worldwide. The Company's wholly-owned, redundant network is all-optical and offers near limitless bandwidth with services that scale to meet the needs of some of Canada's largest companies and public sector organizations.

For more information about Cogeco Data Services, a wholly-owned subsidiary of Cogeco Cable Inc., visit [cogecodata.com](http://cogecodata.com).

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