

A **boundless capacity** for communication delivers a boundless potential for growth.

Presenting Plexus, Knology's most advanced suite of innovative communications services, giving small- to medium-size businesses the capacity, scalability and flexibility that success requires—now, more than ever.

To move ahead today, businesses have to move up to today's technology.

This is the age of agility. The most successful small- to medium-size businesses (SMBs) will be those that develop the ability to think fast and react fast to ever-changing industry trends and customer needs. Being able to turn on a dime is the SMB's greatest strength. However, pairing an agile business with yesterday's communications system is as counterproductive as putting a Formula One racecar on a track with speed bumps. This is especially true for any business involved in e-commerce—and, to one degree or another, what SMB isn't? Even having a simple Website qualifies as e-commerce, since it plays a critical part in whether or not customers decide a business warrants further interest.

Knology's Plexus eliminates speed bumps, delivering communications solutions that free SMBs to concentrate on the business basics and help them remain streamlined, nimble, and focused on success.

Knology brings enterprise solutions to SMBs at an affordable price.

Large businesses no longer have a monopoly on the best solutions. Plexus gives SMBs the bedrock foundation of communications they need now, at a price that makes tomorrow's technology affordable today. Based on the principles of Managed Service, Internet Protocol (IP) technology, and the adoption of Ethernet networks, Plexus instantly transforms communications services from "plain old"

to "leading edge." It is flexible, manageable, and cost-effective, giving SMBs complete control of all their communications for the first time.

Unlimited data capability is delivered over either a pure-fiber connection, which offers a boundless data capacity, or a hybrid-fiber connection, which is faster than DSL, yet costs less. For office-to-office connectivity, a totally secure, internal data pipe allows everyone to communicate over the same Local Area Network (VLAN). Plexus also provides Static IP addresses, which is like having a private "hotline" to important data.

To that data capability, one of two Knology voice options is added: Matrix or iPlex, both of which are superior to T1 lines and allow businesses to respond faster to their own needs as well as to the needs of their customers. Matrix is a full-service, direct-to-desktop solution that requires no system capital investment. iPlex unleashes the power of an IP-PBX system, allowing businesses total control.

MatrixSM

A business communication system so advanced, it runs itself.

Knology's full-service, managed communications solution is perfect for businesses that don't want to bother with the day-to-day details of their communications. Matrix is scalable and as close to turnkey as possible. Even better, there's no network equipment to buy and, since Knology takes care of all maintenance, there's no need for a specialized network manager. Once a business is connected, employees simply plug their phones into the existing data jacks. And Knology's network is private and secure, never touching the public Internet. Managing calls is easy through a dynamic online portal that puts customers in control.

With Matrix, there are no capacity issues, either. Every call gets through. Voice lines can be added, moved and changed quickly and easily. Software upgrades are handled remotely, at no additional cost.

Advanced features include:

- Guaranteed call delivery
- Web portal access, allowing a business to manage its own communications
- Call management options, such as "Find me-Follow me," which lets individuals program their phones to ring at another number when away from their desks
- Conference calling
- Four-digit dialing between facilities
- Keeping the same phone numbers

iPlexSM

For once, the IT guy and the comptroller will be nodding in unison.

iPlex is an innovative, affordable solution for companies with 20 to 200 employees that everyone can celebrate. It truly unleashes the power of an IP-PBX system, providing the perfect answer for businesses that prefer to manage their own voice communications. iPlex is a Session Initiated Protocol (SIP) trunk service, delivering from one to several hundred communication paths, which replace traditional lines. Phone conversations are digitized and transported as a data packet, using Knology's fiber optic closed IP network. Calls that need to be handed off to the Public Telephone Network are transformed into regular telephone transmissions.

One single Ethernet connection to an IP-PBX delivers all the bandwidth a business will ever need. Capacity and flexibility are virtually unlimited, and since Knology's fiber network is completely private, security is unquestioned. Voice lines are easily added or subtracted in just a few minutes.

Advanced features include:

- Unlimited Direct Inward Dial (DID) capability through a single connection
- No need for gateways or separate analog lines or digital circuits
- Call traffic monitoring to track patterns and uncover missed opportunities
- Easy scalability—capacity is added or removed as needed, via software
- Keeping the same phone numbers

Expert service from people who don't just talk the talk.

Over the years, Knology has built an unsurpassed reputation for superior customer service. Customers count on Knology to make sure they're able to keep up with the ever-increasing demands of their markets. And Knology delivers, with one simple connection and one number to call for answers to questions or maintenance, 24/7. And because Knology owns the entire network, the company's team of industry-leading experts takes the responsibility for keeping that network up and running very seriously.

Innovative solutions that work today and tomorrow.

There's no guarantee that today's solutions will fit tomorrow's challenges. So Knology continues to improve the current suite of services and develop innovative new ones that ensure that customers enjoy a competitive communications edge. All of Knology's seriously advanced services are designed to deliver speed, security, simplicity and savings.