

# Peace-of-mind-as-a-Service



## Certification to international standards underpins quality, service delivery and security for Exponential-e, providing a vital competitive edge

"Exponential-e strives to exceed expectations. There's no doubt that the certifications we have gained from working with BSI demonstrate our commitment to achieving excellence in everything we do – from business processes, to technical innovation and customer service. Our third-party recognition by such a respected organization shows our investment in meeting industry standards and enables us to gain the trust of customers and prospects."

**Jitesh Bavisi,**  
Director of Compliance – Exponential-e

### Customer objectives

- Fulfil the requirements of large customers
- Demonstrate best practice
- Reassure customers and prospects
- Improve quality, service delivery and security
- Underpin company growth

### Customer benefits

- Improved ability to meet customer expectations
- Enhanced ability to win large enterprise customers
- Strengthened management systems
- Embedded best practice
- Enhanced performance and reputation
- Sharper competitive edge

### Customer background

Exponential-e is a leading-edge British cloud and networking pioneer. The company's 100 Gig core Ethernet network makes it the second largest network provider in the greater London region and it is trusted by 1700+ customers to deliver an infrastructure that connects the UK at its most critical moments. Founded in 2002, the privately-owned London-based company is growing rapidly, with around 300 employees and a turnover of approximately £60m.

### Certification success

With consistent growth in the use of technology in business over recent years, UK enterprises have become increasingly aware that digital plumbing is essential to service increasing customer demands. Exponential-e quickly emerged as one of the leading service providers in the industry, differentiating itself through technology innovations and unique service excellence.

To maintain its position as a market-leader, Exponential-e recognized the need to demonstrate the highest possible standards in its technology and processes. The company chose to work with BSI to demonstrate its commitment to delivering service excellence and to capitalize on the trust that organizations have in its certifications during competitive tenders.

Exponential-e has prioritized its investment by achieving multiple BSI certifications to management system standards including ISO 9001 (Quality Management), ISO/IEC 27001 (Information Security Management), ISO/IEC 20000 (IT Service Management), ISO 22301 (Business Continuity Management), and CSA STAR, the new independently audited security assessment for cloud service providers.

### Quality, service and security

Exponential-e's first certification was in quality management, with the company gaining ISO 9001 in 2009. As Jitesh Bavisi, Director of Compliance, explains: "Although we've always taken pride in our management systems, having this standard proves the quality of our work. ISO 9001 is audited every six months by BSI, highlighting to our customers that we go above and beyond delivering just a consistent performance and service. It reflects our senior management's commitment and dedication to

continual improvement and emphasizes the importance of maintaining a strong customer focus as we grow our business further."

Exponential-e achieved ISO/IEC 27001 certification in 2010, which recognized the company's framework for information security management. "We believe that information is an organization's most important asset, which is why we have always had robust security processes in place. This certification allows us to go one step further by offering our customers the peace of mind that we have the best controls in place to identify and reduce any risks to confidential information," says Bavisi.

Building on Exponential-e's culture of continual improvement to business processes, ISO/IEC 20000 certification – the first internationally recognized standard for an IT service management system – followed in 2011. This demonstrates to new and existing clients the quality of Exponential-e's IT processes, and the high standards of service and professionalism that are embedded to enable change and evolution. Exponential-e's dedication to customer service is reinforced by its strong customer reference ability rate of 96%, and its 'Net Promoter Score' for customer satisfaction of 40+, which is far above the IT industry average of 16-18.

Exponential-e also saw the value of Business Continuity Management (BCM) and gained ISO 22301 certification in 2014, demonstrating its organizational resilience and proving that business continuity best practice is at the forefront of the company's operations. This reassures customers of Exponential-e's ability to protect against disruptive incidents and easily recover from any challenges.

In February 2014, the company built on its innovative reputation by becoming one of the first European cloud service providers (CSPs) to gain CSA STAR certification. This leverages the requirements of ISO/IEC 27001, together with the Cloud Security Alliance's (CSA) matrix of controls, to address the unique security risks related to the cloud and help meet growing customer demands.

"With some organizations remaining wary of cloud services due to security and privacy concerns, Exponential-e's achievement of CSA STAR is a pioneering step forward for the whole cloud industry," comments Bavisi. "It not only provides our customers with the

confidence that their data is fully protected within the Exponential-e cloud, but helps to break any misconceptions about cloud security. Not many of our competitors have this certification, allowing us to stand even further apart from them."

### BSI's role

Exponential-e believes that the relationship with BSI as a third-party certification body has been valuable to its success.

"BSI's support has always been excellent," continues Bavisi. "For each standard, we go through the requirements clause-by-clause with BSI. I show them the work we've done in advance and make sure I have a clear understanding of the expectations in terms of documentation and evidence."

BSI has carried out a Gap Analysis day for all of Exponential-e's standards. "BSI is like a partner – observations and recommendations they make are always helpful, allowing me to put in place clear training and action plans," comments Bavisi.

Exponential-e has effortlessly maintained its certifications, continuing with BSI audits every six months. Bavisi is in no doubt that this is time and money well spent. He points out that cloud and managed IT service providers are given the ability to control data and systems that are critical to organizations, yet there is no regulatory framework to ensure that providers operate in a safe and professional manner. "We use the standards to demonstrate that we are a safe operator for our customers' most precious business assets. There's no doubt that our certifications with BSI cements our service excellence. Through being assessed by such a respected organization, our certificates demonstrate the value that our customer-first approach delivers."

He adds, "Some of our customers have the right to cancel their contract with us if we lose specific certifications, which shows just how important these standards are."

Bavisi concludes, "As we evolve products and services at Exponential-e, the company will continue to maintain audits with BSI. We are building around our standards framework for managing quality, security, business continuity and service delivery to truly differentiate us from the competition."