



## **Internap Bridges the Performance Gap Between Application and Network Layers**

### **New Application Assessment Service Helps CIOs Meet Business User Expectations; Delivers Blueprint to Align Resources**

ATLANTA - May 2, 2006 - Today at Interop '06 in Las Vegas, Internap Network Services Corporation (AMEX:IIP), a leading provider of performance-based routing solutions over the Internet, announces the launch of its Application Assessment Service (TM), a comprehensive offering designed to ensure that performance requirements of mission-critical applications are aligned with business priorities and underlying network capabilities. Offered through the Internap(R) Professional Services Group, the service was developed in response to Chief Information Officer's requests to better understand the interdependencies of their application and network challenges, including end-to-end user response time and Internet performance, as well as the ability to predict future implications of new applications introduced to the network. Internap Professional Services will be on hand to discuss benefits of the new service during Interop from May 2nd to 4th at booth # 2011.

"This is a logical next step for Internap, as it allows us to combine our intellectual capital with the ability to implement technologies from a diverse toolbox to give customers an integrated view of their network and application performance," said David Abrahamson, vice president of sales, Internap. "Internap knows the performance side of the Internet like no other company, which makes us ideally qualified to assess and remediate issues to help customers gain a higher ROI from network and IT resources."

#### **Bridging the Gap: Analysis to Implementation**

Executed by a team of expert Solutions Architects, application assessments provide CIOs with customized technical metrics, as well as information required to understand multi-dimensional network and application issues. In addition to the discovery and analysis process, Internap will also provide the expertise to help remediate and implement solutions that best meet the customer's individual business needs including:

- End-End Response Time- In-depth analysis of various elements impacting application performance such as inefficient code, usage, configuration and server workload distribution. This provides a complete and objective picture across multiple IT functions.
- IP Networks and/or WANs- Detailed recommendations to improve capacity utilization eliminate routing errors and address conditions such as packet loss that can degrade application performance.
- Operational Best Practices- Improve training, design, planning and optimization to improve efficiencies.

"Rarely is a business's most important application performing in alignment with the priority needed by the business user," said David Frigeri, director of technical services and co-chairman of the seventh FCC Network Reliability and Interoperability Council's Public Data Network Best Practices. "Internap Professional Services arms the CIO with an independent analysis and recommendations on how to sustain application performance levels for the long-term."

"There are three primary causes of the underlying infrastructure not meeting business-user expectations," said Raymond Paquet, managing vice president, Gartner. "These are human operational error, application error and hard infrastructure failure of networks, servers or power." Paquet added, "CIOs should consider using objective partners who can provide an expanded view of the issues as well as offer long-term solutions."

#### **Internap Professional Services**

Internap Professional Services is an organization designed to help companies build and optimize IP-based networks to meet the specific goals of their businesses. This highly specialized group of consultants consists of Solutions Architects who are veterans in advanced Internet architecture and also widely recognized for their deep understanding of IP and WAN optimization technologies, particularly BGP. Enterprises looking to move critical applications to the Internet or to improve the performance of existing IP-based services will benefit from this experienced group of network architects and IP professionals.

#### **Availability**

The Internap Application Assessment offerings are delivered in flexible packages. Analysis and recommended remediation services are available as individual or bundled offerings, and can be customized to meet the needs of each business. For more

information on Internap's Professional Services Application Assessment please email [AppAssessment@internap.com](mailto:AppAssessment@internap.com).

## **About Internap**

Internap is a market leader of intelligent route control solutions that bring reliability, performance and security to the Internet. The company's patented and patent-pending technologies address the inherent weaknesses of the Internet, enabling enterprises to take full advantage of the benefits of deploying business-critical applications such as e-commerce, Voice-over-IP (VoIP), video-conferencing and streaming audio/video across the Internet. Through a portfolio of high-performance IP and WAN optimization solutions, customers can bypass congestion points, overcome routing inefficiencies and optimize performance of their applications. Internap solutions are backed by an industry-leading performance guarantee that covers the Internet as opposed to just one network. These offerings include: network- and premise-based route optimization solutions, colocation, VPN, content distribution and managed security services.

Internap currently serves more than 2,100 customers, including Fortune 1000 and mid-tier enterprises in the financial services, government, travel/hospitality, manufacturing, media/entertainment, technology and retail industries. The company provides services throughout North America, Europe, Asia and Australia. For more information, please visit the company website at [www.internap.com](http://www.internap.com).

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### Media Contact:

L.A. Campbell  
404/302-9721  
[lcampbell@internap.com](mailto:lcampbell@internap.com)

### Investor Contact:

Andrew Albrecht  
404/302-9841  
[aalbrecht@internap.com](mailto:aalbrecht@internap.com)