Powering Bandwidth Markets

JUST THE FACTS

By deploying Merkato, carriers are able to:

• Extract more revenue from existing assets

• Dynamically price and sell bandwidth in real-time

• Support additional customers without sinking capital costs

Merkato has a solution for the following applications:

• Single Seller / Multiple Buyer

- IP Transit/Access

- Bandwidth for Hosted Content

• Multiple Seller / Multiple Buyer

InvisibleHand
Networks, Inc.

Merkato and InvisibleHand are working to provide carriers with the
technology they need to succeed. For more information
please call 781-221-4800 or email us at info@invisiblehand.net
or visit our website at www.invisiblehand.net

MARKET MOMENTUM

The market is changing. The focus has shifted from building networks to servicing the client and increasing revenue. Declining bandwidth prices, flat IT expenditures and mounting debt has forced the industry to limit costly build outs and look towards revenue generating strategies.

At the same time, traffic profiles are also evolving and customers are demanding more. Data traffic and high-end IP applications are driving traffic patterns, demand is much more variable and today's customers want flexible pricing and bandwidth on demand in real-time.

The path to profitability is in creating value for the customer and increasing volumes, as well as minimizing risk exposure and maximizing network efficiencies.

"The real problem facing carriers is not an oversupply of capacity, but their inability to figure out a way to charge customers for anything other than voice traffic."

- Insight President Robert Rosenberg

Service Providers who can turn up and tear down services on demand, allowing customers to 'do their own provisioning' will capture new demand at cost levels never before seen in the communications business.

Service providers who cannot do this will crash and burn."

- Fat Pipe Magazine

INTRODUCING MERKATO™

InvisibleHand Networks has developed Merkato, a unique transaction platform with sophisticated pricing mechanisms that enable carriers to generate additional revenue through on-demand selling of excess capacity.

Merkato™ Through patented technology, Merkato creates a fully automated platform where carriers can price, sell and provision bandwidth based on variable demand in real-time. Merkato also enables the ability to reserve future bandwidth allowing carriers to efficiently forecast demand and future build-outs. Through real-time transactions, Merkato enables more efficient management of network capacity and optimizes under-utilized assets, generating more revenue.

The promise of Merkato is simple. Enable carriers to price and provision for variable demand, optimize ROI of network capacity, and support more customers without incurring additional costs.