



## InvisibleHand Networks Ships Merkato 2.2

### **New Version Expands Flexibility for Dynamic Bandwidth Marketplace**

**Burlington, Mass. (July 15, 2002)** — InvisibleHand Networks today announced the immediate availability of Merkato™ 2.2, the company's latest version of its revolutionary software platform for dynamically pricing, selling and allocating bandwidth. The upgrade delivers new features that increase buyers' flexibility in designing and implementing bandwidth strategies to automatically accommodate fluctuations in demand.

InvisibleHand's Merkato addresses one of the biggest challenges facing the telecommunications industry today: how to optimize existing infrastructure while improving service and quality levels. Merkato enables both spot and reservation markets for buying bandwidth, allowing service providers to aggregate traffic and dynamically sell excess capacity. This new ability dramatically increases network utilization and revenue opportunities. At the same time, buyers can purchase bandwidth based on actual need, reducing overall bandwidth costs by an average 30 percent.

Merkato is especially suited to ease the challenges of managing the inherent 'bursty' nature of bandwidth-intensive businesses, through more effective capacity management. With Merkato 2.2, bandwidth buyers can now:

- Reserve bandwidth for the future with flexible start and end times. This added flexibility means that buyers can set multiple future reservations for recurring events and plan ahead to guarantee capacity at the right price and when it's needed most.
- Extend reservations by simply adding to the beginning or the end of an existing reservation, streamlining the reservation process.
- Build in parameters to automatically align bandwidth purchases with increases or decreases in traffic patterns. This Quick Response feature utilizes real-time usage feedback to improve delivery and reduce costs making it especially useful in accommodating sharp changes in traffic patterns.

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The software also provides new graphical mapping tools for comparing available capacity with the existing reservations and for viewing buying history in a variety of time scales. It is available directly from InvisibleHand Networks.

“Today’s Internet-driven environment requires a new approach to pricing and allocation that capitalizes on the dynamic nature of the marketplace,” said James E. Brown III, president and CEO of InvisibleHand Networks. “Our technology harnesses the ebb and flow of real-time demand to create an evolutionary path for pricing and allocating bandwidth that represents a win-win for both buyers and sellers.”

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### **About InvisibleHand Networks, Inc.**

Founded in 1998, InvisibleHand Networks is changing the way bandwidth is bought and sold. InvisibleHand’s innovative software platform, Merkato, enables customers to dynamically price, sell and allocate bandwidth, creating “bandwidth on demand” services coupled with real-time market pricing and instant delivery.

InvisibleHand participates in the Cisco sponsored Service Provider Solutions Ecosystem Program, which helps speed time-to-market of service providers and their solutions. The company is backed by Polaris Venture Partners and the Community Technology Fund at Boston University. InvisibleHand Networks, Inc. is based in Burlington, Massachusetts. For more information, please visit <http://www.invisiblehand.net>

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