

Supplier Relationship Issues Debut as Highest Priority for CIOs

For the first time ICM research reveals flexibility and relationship as key factors for CIOs when considering their Wide Area Network

London, 27 March 2007 – The independent annual survey released today and conducted by ICM Research on behalf of Vanco, the pioneering global Virtual Network Operator (VNO) shows the beginning of a shift in priorities amongst European CIOs.

For the first time, CIOs have named issues such as flexibility, quality of service (QoS), manageability, speed and ease of service as well as partnership/relationship management as their number one priority for their networks this year.

Network cost reduction remains high with 21 percent but decreased from last year's 28 per cent. Next in line were network security solutions with 13 per cent (16% in 2006) and increased bandwidth with 10 per cent (15% in 2006).

“Although the most common responses were in line with previous years – cost, security and bandwidth – I think it is interesting that we are starting to see more and more CIOs naming softer issues as their first priority;” says Michael Piddock, group marketing manger for Vanco, “previously these factors would have been mentioned, but much further down the list.”

When selecting a company to manage their network, the most influential criteria for CIOs globally continue to be based around lowest overall costs. 74 per cent of respondents selected this as their main driver while 28 per cent opted for highest service capability which ranked second in the list of determining factors. The financial stability of suppliers on the other hand has become less important as the problems of the past have become a more distant memory.

Geographic coverage, which was rated second most important factor by global CIOs in 2006 (31 per cent), is now in third place with 25 per cent. In comparison, European CIOs bestow more importance to geographic coverage, where it is still in second place.

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About ICM

ICM Research is a full service market research agency based in Central London. ICM is the largest independent research organisation in the United Kingdom with a wide range of blue-chip clients - both in technology, telecoms, as well as other sectors. Clients include Vanco, Vodafone, Orange, Sony Ericsson and BT.

About Vanco

Established in 1988, Vanco plc (FTSE: VAN) is the pioneering and leading global Virtual Network Operator. Vanco does not own telecoms assets and therefore has the freedom to source infrastructure from the most suitable Asset Based Carriers (ABCs) on a global basis. It provides enterprise clients, directly or through partners, with cost-effective, optimized and fully managed network solutions. Carriers can also extend their off-net reach by accessing, through Vanco, other carrier networks around the world.

With solutions available in 230 countries and territories, Vanco is selected by the world's largest organizations to provide strategic network solutions. Its clients include Accor Hotels, Avis Europe, British Airways, Ford Motor Company, IBM/Lloyds TSB, Siemens, Pilkington and Virgin Retail.

Through the Vanco network solution clients get access to the greatest geographic coverage available through a single provider. Vanco offers incomparable flexibility to customize and adapt the solution in line with market changes and business priorities.

Vanco is recognized by the industry for its financial success and world class customer service delivery. A significant proportion of its investment capital goes into customer care which is reflected by the awards won, independent market research and client retention.

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