



OpSource[™]
The SaaS Delivery Experts

For Immediate Release

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OpSource Transforms Web-Based Service Delivery

Optimal On-Demand 2.0 Eliminates the Need for SaaS and Web Companies to Develop Non-Strategic Application Components

SANTA CLARA, Calif. – March 15, 2007 – OpSource[™], the SaaS delivery experts, today announced Optimal On-Demand 2.0, which introduces a revolutionary shift in the way software-as-a-service (SaaS) and Web companies develop and deploy applications. Optimal On-Demand eliminates the need for these companies to invest in the infrastructure and services necessary to deliver their solutions. Now, with today's announcement, Optimal On-Demand further eliminates the need to invest time and resources in building non-core functionality into SaaS and Web applications. Companies can now focus their efforts on building the best possible solutions while utilizing a growing list of mission-critical but non-strategic application components provided by OpSource and its partners. The first of these components, also announced today, include Optimal Insight, Optimal Billing and Optimal Research. Essentially, OpSource has re-invented SaaS delivery.

OpSource has created the Optimal Services Bus (OSB) to deliver these new capabilities as well as additional ones in the future. Based on a service-oriented architecture, the OSB allows on-demand applications running on the Optimal On-Demand platform to quickly and easily take advantage of additional OpSource and third party application components. Ultimately, OpSource will provide a complete, Web-based development environment for SaaS and Web companies.

Optimal Insightsm, available today, is the only application in the market that provides on-demand companies with a comprehensive and integrated real-time view into the business and operational health of their applications. From a business perspective, Insight allows Optimal On-Demand customers to collect, view and analyze their applications' key performance indicators, including units consumed (clicks, seats, downloads, etc.), sign-on rates, customer churn, growth rates, advertising spend correlation, feature utilization, daily revenue run rates and more. The range of business health information that is made available to the on-demand company is unlimited. Complementing this business information is a comprehensive technical and operational view of the on-demand application's performance. This technical view includes, among a wide range of operational indicators, bandwidth consumed, performance thresholds, ticketing, monitoring and intrusion detection. Now on-demand companies can trust the delivery of their application to OpSource and at the same time depend on OpSource to help them stay closely tied to their customers.

In April 2007, OpSource will be the first company to introduce a fully integrated on-demand end-user billing service for its Optimal On-Demand platform customers. Optimal Billing will be the second application to take advantage of the OSB and is a business-critical component for on-demand applications. Optimal Billing will integrate readily through the OSB with any application running on Optimal On-Demand. Offering a complete, end-to-end payment and collections processing capability, Optimal Billing will be based on industry best practices and will be flexible enough to dynamically create and price sales promotions.

Following the introduction of Optimal Billing, OpSource will introduce Optimal Research, a comprehensive market research application that will enhance the ability of Optimal On-Demand customers to stay in touch with and learn from their end-users. Optimal Research will allow on-demand companies to conduct user surveys, measure their products' success and test marketing and sales promotions. Optimal Research will allow on-demand companies to benefit from direct customer feedback and will encourage agile product development.

John Vilaikeo, Director of IT at Etology, a company that creates an easy-to-use open marketplace that connects advertisers and website publishers to the Internet advertising world, said, "We are excited about using Optimal Insight. Not only can we see how our application is performing technically, we have visibility into our customers' usage patterns. This type of visibility allows us to continuously develop our platform while improving the overall customer experience."

OpSource CEO Treb Ryan explained, "Optimal On-Demand has quickly become the most widely adopted SaaS delivery platform in the world. It now delivers exactly what our customers have asked for; additional functionality that will help accelerate revenue growth and improve visibility into the health of their on-demand businesses. We created a standards-based on-demand delivery platform that will seamlessly provide all of the ancillary mission-critical services necessary to complete and deliver the applications. What's more, these

services are all delivered under our success-based model, which minimizes risk and encourages revenue growth.”

Ryan added, “Optimal On-Demand 2.0 creates an environment that will allow on-demand companies to speed the conversion of ideas into reality by eliminating the need to write code for non-strategic but mission-critical application services, which account for 70 percent of all applications. This will free up tremendous resources for on-demand companies to focus on developing the remaining 30 percent of their applications, which represents their true intellectual property and increases their probability of market success.”

Optimal Insight, Optimal Billing and Optimal Research, as well as all future application components, are or will be available through the new Optimal On-Demand 2.0 Web application. Optimal Insight is included in the Optimal On-Demand platform at no extra charge and uses standard Web services application programming interfaces that allow companies to effortlessly integrate with existing on-demand applications.

Optimal On-Demand is the only complete, standards-based solution, designed specifically for Web-based service delivery, using a customer-focused on-demand pricing model that drives shared success and reduces risk and cost. OpSource’s products and services continue to serve as a catalyst for spectacular innovation among more than 80 large and small companies offering Web-based application services.

About OpSource

OpSource™, the SaaS delivery experts, is focused on providing the operational infrastructure and ongoing services that enable software companies, On-Demand businesses and Web applications providers to deliver and maintain the highest quality Web-based solutions. By choosing OpSource as a SaaS partner, OpSource customers are freed from infrastructure management and can focus on improving applications and acquiring new customers. OpSource's Optimal On-DemandSM infrastructure enables businesses to deploy SaaS and Web-based applications quickly, cost effectively, securely and with high quality standards. Companies at any stage in the application lifecycle, delivering any type of application, can benefit from our comprehensive services and expertise. OpSource is the only company to offer Success-Based PricingSM, a unit-based pricing model, that allows businesses to begin with a modest minimum commitment and their expenses scale only when their revenue increases. For more information about OpSource, visit www.opsource.net.

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