OpSource Analytics℠

Viewing the Health of Your Business

OpSource understands that software companies benefit greatly from the ability to understand how their applications are being used by customers. Providing Software as a Service (SaaS), allows companies to gather better information about the user experience of an application—from how often it's accessed to the features that are used most frequently. This useful information can help companies design a better product, more effectively target marketing and sales resources, and, ultimately, increase the competitive advantages and profitability.

Enabling Smart Business Decisions

OpSource Analytics℠ provides an at-a-glance view of critical data that empowers software companies to make and act on high-impact business decisions. OpSource developed OpSource Analytics based on the innovative "shared success" philosophy. This philosophy, means that OpSource is completely committed to providing the platform, tools, and services that can help you achieve success with your Software as a Service (SaaS) offering.

Through a simple-to-use web-based interface, OpSource Analytics allows you to view, analyze, export, and store important metrics associated with your application. In addition to offering information on how your application is performing from a technical perspective, OpSource Analytics actually provides you with quantitative business data on how your application is being used. By providing the ability to gather and analyze these technical and business metrics, OpSource Analytics can drive business decisions and optimize your company's chances of success.

Examples of the types of data available with OpSource Analytics include:

• Business: Application Events, User Logins, Application Units
• Technical: Bandwidth Usage, Application Response Time, Application Uptime

OpSource is the only SaaS solutions provider offering tools that will help truly accelerate business growth through analytical decision-making.

With OpSource Analytics, you can avoid the costs and complexities of building these decision support capabilities into your software. OpSource Analytics is included in the OpSource On-Demand platform and available to all OpSource On-Demand customers at no extra charge. With this robust feature set at your disposal, you can focus your resources on more strategic development efforts.

Features

• Dashboards
• Drill-down capability
• Customizable views
• Web Services Definition Language (WSDL) technology

Benefits

• Graphically represent the technical and business metrics associated with your environment
• Provides a deeper view into the data represented in a Dashboard
• Allows you to display your data in a manner that is most valuable to you, customizable on a user specific level
• Provides a simple way to programmatically send application-specific information into the OpSource Analytics

Underlying Architecture Designed for Seamless Integration

OpSource built the OpSource Analytics application using leading-edge technologies for security, messaging, analytics and reporting, and more. Underlying OpSource Analytics is a Service Oriented Architecture (SOA) founded on the OpSource Service Bus for enterprise application integration, designed to seamlessly handle interactions with services and applications that use disparate technologies.

OpSource has integrated application response time monitoring, application uptime, and bandwidth monitoring into OpSource Analytics. All OpSource customers have immediate access to these technical infrastructure metrics when their OpSource On-Demand environment is deployed. To enable you to access the key business data associated with your application through the OpSource Analytics interface, OpSource has published a simple, powerful, and secure Application Programming Interface (API) allowing information specific to your application to be seamlessly integrated into OpSource Analytics through use of our Web Services Definition Language (WSDL) technology. Once you have leveraged this functionality, you will be able to view graphical representations of usage patterns and other metrics, run reports on this data, and store it indefinitely for historical trend analysis and business planning.

You Build It. We Deliver It.

The OpSource Analytics system safeguards customer data fed into it using the same security protections that are used in any HTTPS/SSL transmission. The security of your data is our highest priority.

Enhance Customer Satisfaction and Increase Profitability

With the application and technical metrics that OpSource Analytics allows you to examine in graphical format, you can identify trends and patterns, take note of unusual activity, compare historical vs. current data, and much more. The following scenarios illustrate the types of information that OpSource Analytics can collect and how it can be used, depending on your company's specific needs, to increase sales and enhance customer satisfaction:

• An SVP of Marketing leverages OpSource Analytics to view a chart that displays the number of new sign ups by date (in this case by week). According to the chart, the majority of sign ups occur during the last week of the month, with virtually no sign ups during the first week of the month. Based on this information, the executive decides to focus marketing efforts on the first half of the month, allowing the company to target their marketing to the time when their prospects are most likely to buy. This results in an increase in sales.

• A CTO logs into OpSource Analytics to view a graphical representation comparing the use of a key application feature and the application's overall response time. She notes that response time increases when the features is being heavily used. The CTO decides to revise programming associated with the feature to streamline its CPU usage. This improves the usability of the application and increases customer satisfaction.

• A CEO logs into OpSource Analytics to obtain information on the number of users logged into the application over time. From this comparison the CEO observes that they are seeing many more users logged into the application during European business hours than they expected. Further research identifies that one of their key customers recently expanded use of the application to their subsidiary in Germany. The CEO talks to the VP of Sales about contacting the customer to see if they can offer a training and support program to expand the application to additional subsidiaries.

OpSource Analytics is the only application available today that provides on-demand companies like yours with a comprehensive and integrated real-time view into the business and operational health of your software. You can trust the delivery of your application to OpSource and at the same time depend on OpSource to help you stay closely tied to your customers. With the valuable data that OpSource Analytics places at your fingertips, you will gain a better understanding of how your users access and experience your products. This knowledge can enable your entire organization to make smarter business decisions.

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. The OpSource On-Demand[SM] 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 Pricing[SM], 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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