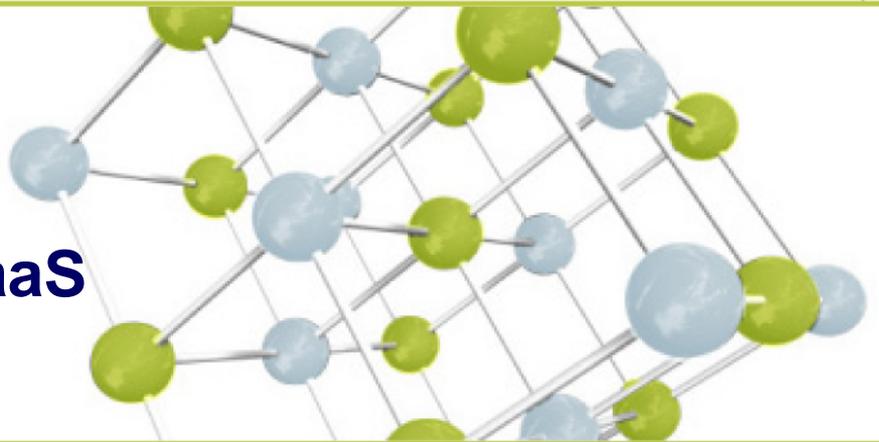




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The Business of Web Operations

## **Think Outside the Silo: The End of Standalone SaaS**



# Application Delivery for Companies of All Sizes

Hundreds of applications, millions of end-users and billions of transactions every day



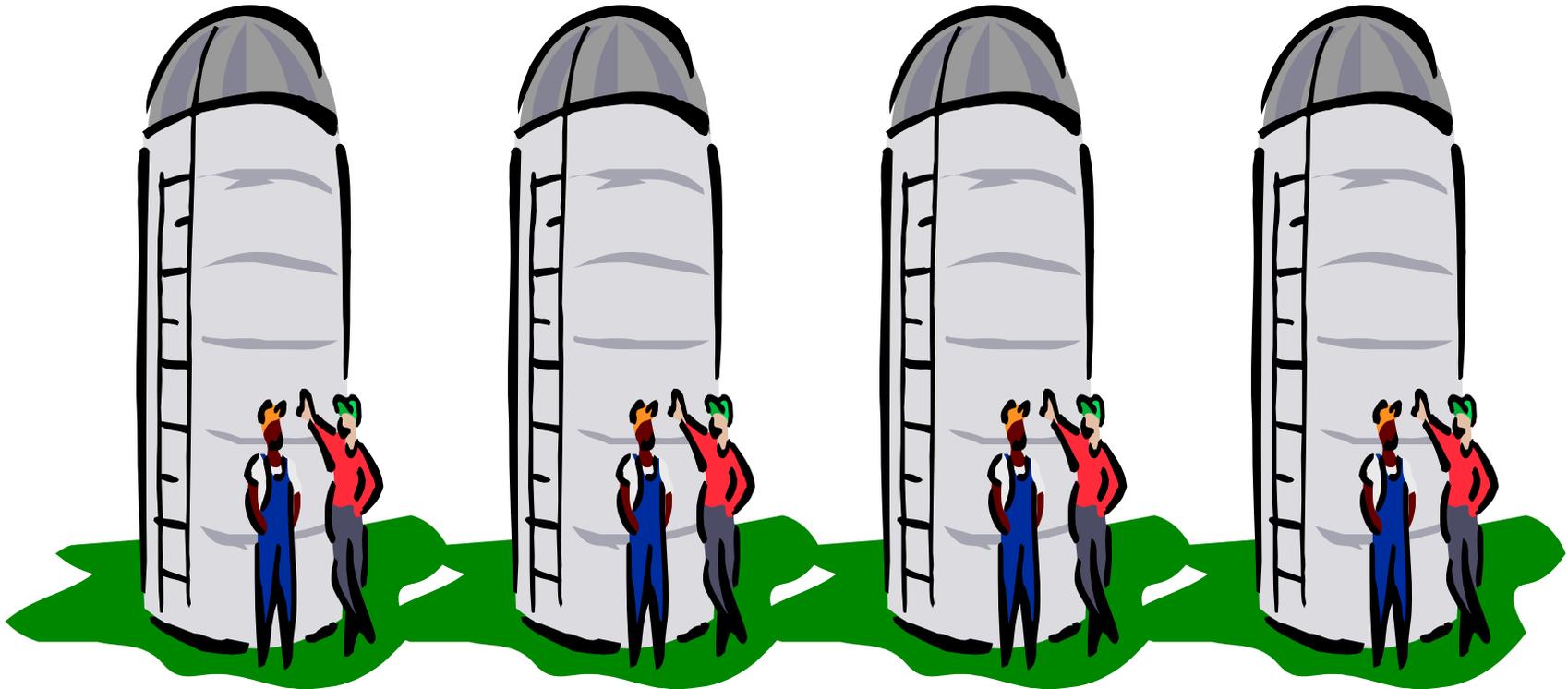
## SaaS Apps Are Traditionally Silos

Sales Dept.

HR Dept.

FP&A

Cust. Serv.



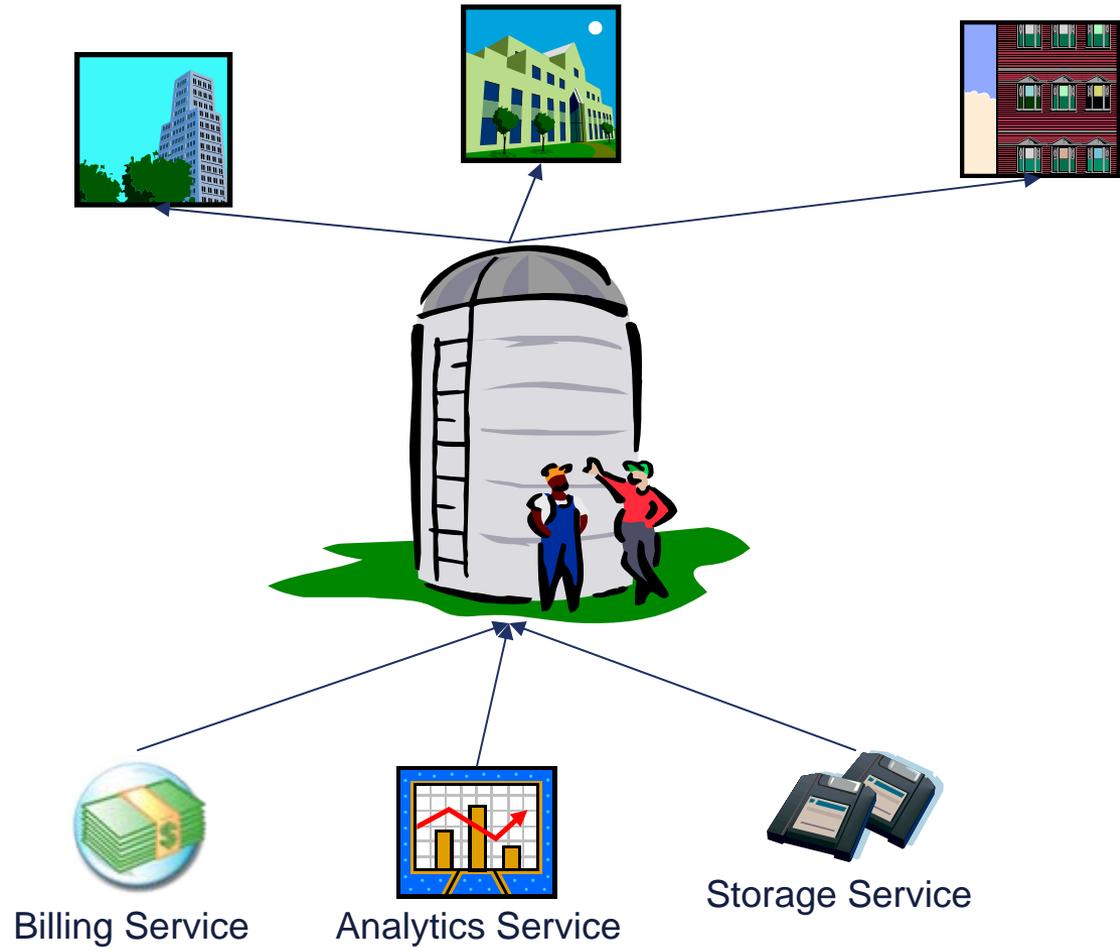
CRM App

HCM App

BI App

Call Center  
App

# Next Gen Apps Are Composites



# Composites - 3 Big Advantages

Add Functionality

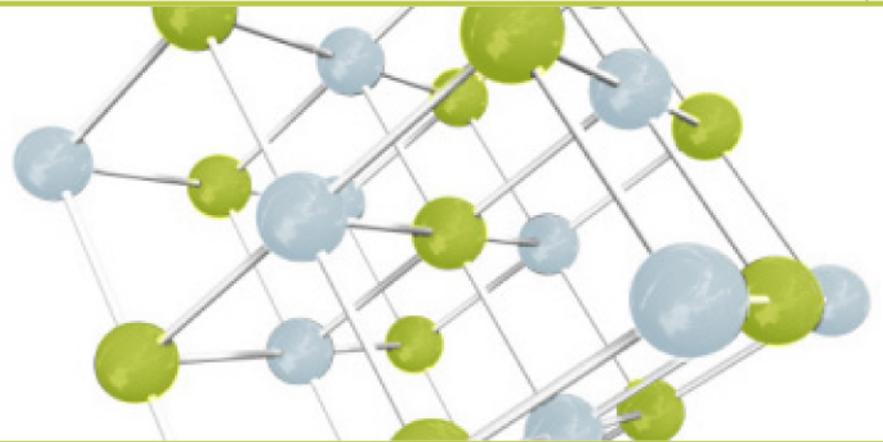
Integrate the Enterprise

Open the Channel

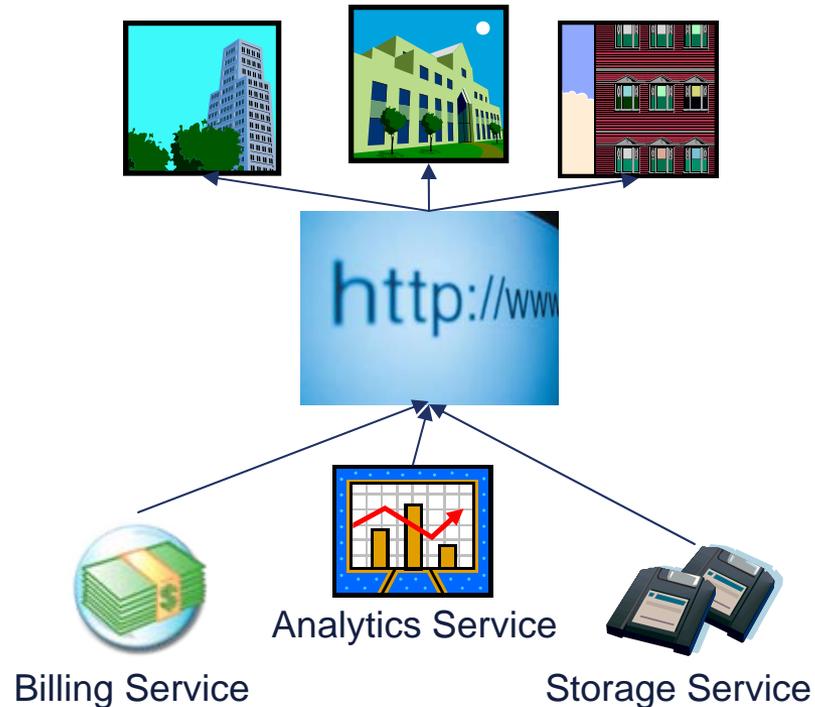


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# Add Functionality

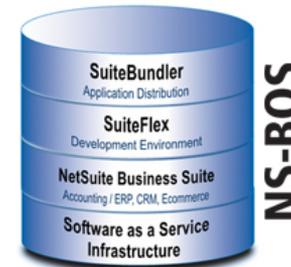


# Composites Apps Add Services not Code



Web Services Can Reduce up to 70% of Programming

# Web Services - More than just Google Maps





# Case-In-Point Mumboo and OpSource Billing

**mumboo** | GET CLEAR ON YOUR BUSINESS COMMITMENTS.

**OpSource**  
Billing™

The image displays two screenshots of the Mumboo website. The left screenshot shows the homepage with the Mumboo logo and tagline 'GET CLEAR ON YOUR BUSINESS COMMITMENTS.' Below the logo are three product options: Mumboo Standard, Mumboo Pro, and Mumboo Enterprise. The Mumboo Standard option is highlighted, with a 'start now' button. The right screenshot shows a registration form with the following sections: Product Information (Product Type: Mumboo Standard), Master Account Information (Company Group, First Name, Last Name, Email, Confirm Email, Password, Confirm Password), and Contact Information (Same as Account checkbox, Company Group, First Name, Last Name, Street Address, City, State, Zip, Country dropdown menu, Phone, Email).

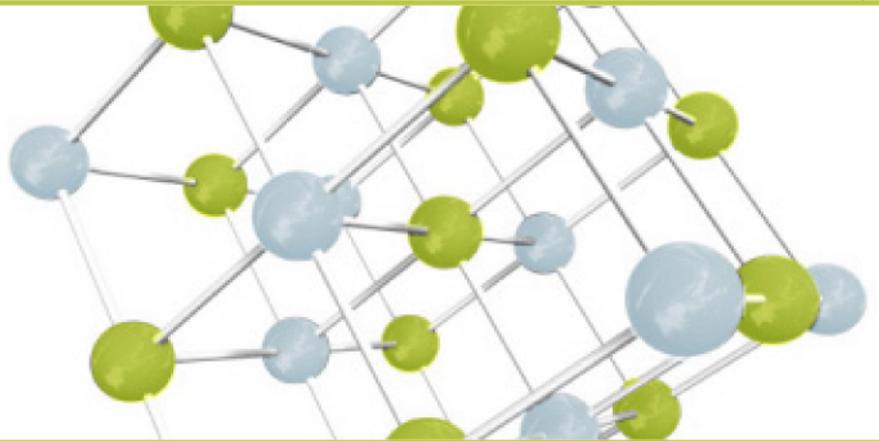
*OpSource Billing allows us to do away with complicated invoicing and billing processes, and make it easy for customers to do business with Mumboo*

Mumboo CEO Bill  
Kane



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# Integrate the Enterprise



***Integration has  
surpassed security as  
the #1 barrier to SaaS  
adoption\****

\*7 Trends in Enterprise Software Adoption for 2008, Forrester Research, Feb. 22, 2008

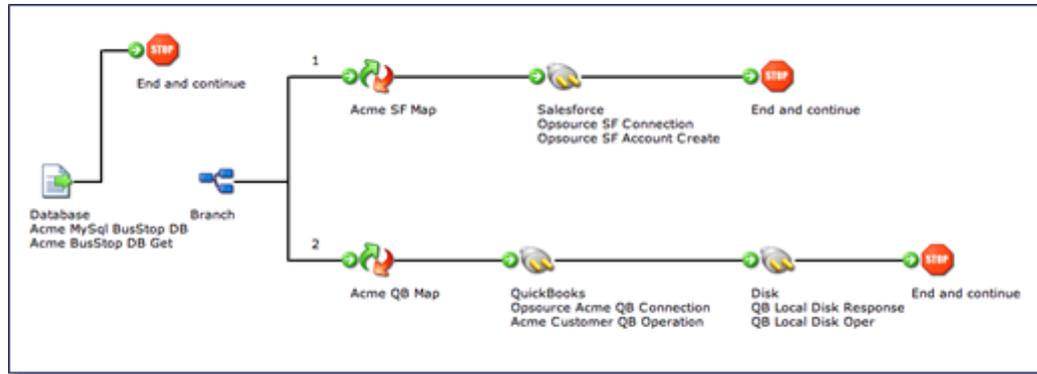
## 3 Big Drivers of Integration

Driver	Need	Possible Solutions
Move from Departmental SaaS Deployments to Enterprise SaaS Deployments	Ability to integrate with existing applications (SAP, Oracle)	 
Adopt Multiple SaaS Applications	Linkage of multiple SaaS applications and SSO	 
Company Specific Applications	Customized Work Flow Application Development	  



# Case-In-Point

## MDS Pharma Services Uses Boomi

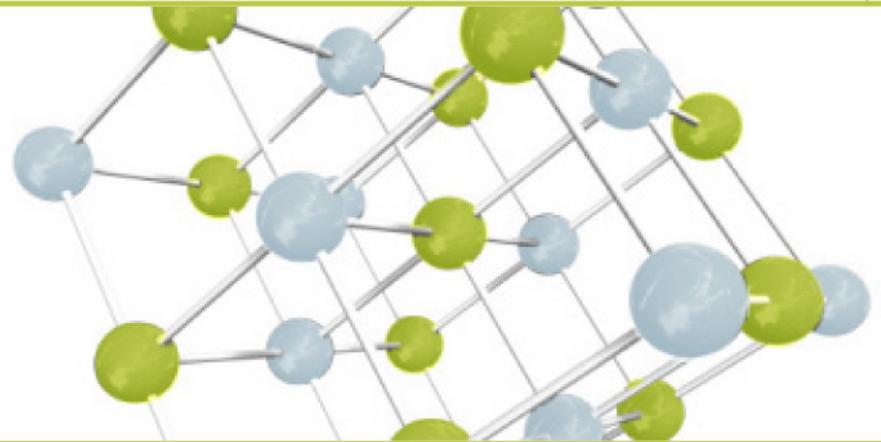


Using Boomi Allowed MDS Pharma to Scale SFDC to an Enterprise Level



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# Open the Channel



***“We estimate that most SaaS Companies will need to spend \$1 on Sales and Marketing for every \$1 of recurring revenue”***

Jason Green, Emergence Capital, 2008 SaaS Summit

# Web Services Open up new Sales Channels

Channel Opportunity	Example
Ecosystems	  
Other SaaS Solutions	 
Functional Resellers	 
Third Party System Integrators	 



# Case-In-Point Ribbit Creates Developer Network Channel

Direct



**My New Calls**

2 Missed calls  
5 New voice messages, 1 is urgent

**To-Call**

Ted Griggs  
Debbie Douglas  
Julie Cohen

**Haven't Called**

Mom  
Roberta Ford  
Frank Reeves

**Your Widgets**  
Get a Ribbit Widget

**Ribbit How-To Videos**



Channel



Sender	Account	Number	Received	Duration	Voice Fggs
Sam Arnes	Boeing	(800) 841-1235	11/30/2007 4:49M	35s	
greg.guy@work	Ribbit	(415) 632-7573	11/30/2007 3:49PM	21s	
Jeff Longaker	Medford	(503) 430-5257	11/30/2007 3:49PM	21s	
...	...	...	...	...	...

## We're not SuperWalling on Facebook!

### Enterprise Class Services

- Open
- Reliable
- Scalable
- Secure
- Compliant
- Meterable Billable





"The OpSource team continues to run one of the most important industry events year after year. Attendees get a full course of topics that matter most to SaaS ISV's or companies planning to migrate their offering to the SaaS model."  
--Rick Nucci, Chief Technology Officer, Boomi

**Mark Your Calendars!**  
**SaaS Summit 09, March 11 - 13, 2009**

**[www.saassummit09.net](http://www.saassummit09.net) for details**

[www.opsource.net/connect](http://www.opsource.net/connect)  
[Info@opsource.net](mailto:Info@opsource.net)  
[www.mulesource.com/customers/opsource/](http://www.mulesource.com/customers/opsource/)