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Etology and Visual Mining Choose OpSource for SaaS Delivery

Latest in a growing number of on-demand companies maximize service quality and minimize cost with turnkey OpSource solution

Santa Clara, Calif., October 25, 2005 – OpSource, the SaaS experts, announced today that two new customers—Etology and Visual Mining—have chosen OpSource Optimal On-Demand and Success-Based Pricing to deliver their on-demand solutions. Etology and Visual Mining are the latest in a long list of on-demand companies turning to OpSource and its innovative Software as a Service (SaaS) enablement solution. The growing number of software companies selecting OpSource is a testament to the long-term value they recognize in the SaaS model, and recognition of OpSource as the only SaaS enabler that can deliver a complete solution. OpSource's Optimal On-Demand is a turnkey, scalable service delivery solution that is priced on-demand and offers a 100% availability guarantee.

"The cost to build the kind of infrastructure necessary to deliver our on-demand marketplace for web advertising would be far too prohibitive for a start-up like Etology," said Jesse Liu, President of Etology. "We are serving up ads on a global, 24x7 basis. Therefore, downtime is simply not acceptable. Strong security is also absolutely essential to ensure safe online transactions. OpSource understands our business model and has a complete infrastructure in place to meet these demanding requirements. They've also made it easy for us to roll out our services very affordably. Most managed services companies have a bandwidth charge or monthly fee. With OpSource's unit-based pricing, we pay only for the number of ads we serve. So, their success is tied to our success. We can also rely on OpSource to provide our customers with 24x7 call center support, which is an incredible advantage in building customer satisfaction and loyalty. Time and again, OpSource has demonstrated a passion for service that is rare in the business world today."

"We estimate OpSource has saved Visual Mining on-demand start up costs of over a quarter of a million dollars in critical time and resources," noted Michael MacDonald, CEO and founder of Visual Mining. "We would not have made our budget or time-to-market goals without them."

"OpSource offers the complete package of infrastructure capabilities and services a company like ours needs," continued MacDonald. "Our on-demand business intelligence solution required a seamless integration with salesforce.com and OpSource, being the only certified SaaS infrastructure for salesforce.com, was a perfect fit. By providing a complete, turnkey SaaS package priced on demand, OpSource enabled us to quickly and reliably deliver our solution with around-the-clock support, all at a fraction of the cost of traditional IT hosting approaches. With OpSource, we get all the benefits of a reliable, high-performance, highly secure infrastructure without the headaches. We get complete brand representation, application management and a real commitment to our success. We can focus on our core business and let OpSource take care of the hosting."

The complete service delivery solution that OpSource offers includes fully managed services, a 24x7 call center under the software company's brand, application management and more. OpSource's Success-Based Pricing model is particularly important for small to medium size companies that would be unable to make the capital investments necessary to deliver a new on-demand application. The entire infrastructure is built on OpSource's patent-pending technology platform, which supports rapid integration and deployment of on-demand offerings.

About Etology
Etology is a web marketplace for online advertising, specializing in banner and text ads. The company provides an on-demand environment for buyers and sellers of web advertising, creating a powerful engine for generating traffic and revenue for its customers. Ads are placed on demand based on a variety of customizable parameters to meet the advertising objectives of individual customers. For more information about Etology, visit www.etology.com.

About Visual Mining
Visual Mining is a global leader in online graphical reporting software for creating executive dashboards, performance metrics, governance and compliance, financial reports, business intelligence, Six Sigma and process control reports. The company's Sales Executive™ for Appforce is an on-demand business intelligence application seamlessly integrated with salesforce.com. It provides high-value sales metrics with no need to download and manipulate raw data. Sales Executive KPIs can be used by the entire organization, from senior management viewing strategic sales trends to line salespeople wanting to see how they measure up against their goals and their peers. For more information about Visual Mining and Sales Executive, visit www.visualmining.com.

About OpSource
OpSource, the SaaS Experts is solely focused on providing the operational infrastructure and ongoing services that enable software companies to deliver and maintain the highest quality Software as a Service (SaaS) solutions. By choosing OpSource as a SaaS partner, the software company is free from infrastructure management and can focus on improving their applications and finding new customers. OpSource's Optimal On-Demand infrastructure platform provides immediate and ongoing ROI to software companies and our Optimal Integration service helps ease the transition to SaaS. We enable software companies to deploy SaaS quickly, effortlessly and without risk. Software companies at any stage in the application lifecycle, delivering any type of application, can benefit from OpSource's comprehensive services and expertise. Our success-based pricing model allows companies to begin with a minimum commitment, expenses scale only as revenue increases. For more information about OpSource, visit www.opsource.net.

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