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## **OpSource SaaS Incubator Proves Fertile Ground for Growing Small Companies' On-Demand Businesses**

### ***No-cost program continues to grow, providing software start-ups with risk-free way to enter the SaaS world***

Santa Clara, Calif., March 21, 2006 – OpSource, The SaaS Experts™, announced today that its innovative SaaS Incubator program has quickly grown to include 12 tenants. The SaaS Incubator, launched in December 2005, provides start-up software companies with a complete SaaS environment in which to launch their on-demand applications—risk-free and with no upfront investment. For cost- and resource-constrained software companies, the SaaS Incubator is breaking down the barriers to entry and proving fertile ground for growing their on-demand business in a safe, cost-free environment.

“By transitioning from a traditional software licensing model to SaaS, we’ve doubled our sales over last year—just in the short time we’ve been in the incubator,” said Chris Prichard, CEO of MatrixDM, a provider of marketing resource management software. “With SaaS, we can make our software accessible to smaller customers that otherwise wouldn’t be able to afford it under our previous licensing model. OpSource guided us through the whole transition, helping us architect and optimize our application for SaaS. From the top down, OpSource has lived up to its promises, demonstrating its commitment to working with small companies like ours to build great on-demand solutions. If you want to get into SaaS, OpSource will get you there. Our experience has been absolutely phenomenal. OpSource is out to change the software world.”

“We moved our application into the SaaS Incubator because OpSource could offer a more complete solution,” explained Russ Hertzberg, CEO of Grapevine Software, a content collaboration and document management company. “We had previously adopted the SaaS model, but found OpSource to have the level of technical expertise and the corporate commitment to really help us grow our on-demand products. OpSource not only offered superior technical expertise, but also the performance analysis, monitoring, and SAS 70 certification to help ensure the success of our on-demand application. OpSource also provides us with great exposure to the SaaS ecosystem, which opens up further opportunities for growth. For early-stage start-ups like us, OpSource is a great partner to have and the SaaS incubator is a great place to jump-start your solution.”

“While ISVs around the world are moving rapidly to adopt SaaS, smaller companies often lack the resources and expertise to make the transition into the SaaS world,” said Treb Ryan, Chief Executive Officer of OpSource. “Through the SaaS Incubator, OpSource is easing the way for these small companies to get their products out in the marketplace and compete alongside the big guns in the industry. We’re already seeing this happen and it is the beginning of a dramatic revolution in the software industry. OpSource is in a unique position to lead the charge.”

Other OpSource SaaS Incubator tenants include: Citizen Image, an online marketplace for digital images, Crystal Ball Corporation, on-demand ride-share software, Interneer, a provider of software for managing workflow, projects, data and business processes, SureQuest Systems, menu management software for institutional food service operations, and Veetro, Ltd, an online team and small business management solution.

### **About the SaaS Incubator**

The OpSource SaaS Incubator program provides qualified software companies with the key elements needed to deliver their on-demand software products using the SaaS model—a complete infrastructure with a 100% uptime guarantee, basic system monitoring and access to 24x7 technical support. During the six-month incubator period, OpSource provides this complete package free of charge. OpSource is currently accepting applications for Incubator tenants. To be considered, interested companies should apply at

<http://www.opsource.net/incubator/>.

### **About MatrixDM**

MatrixDM is an early stage ISV that develops marketing operations and intelligence software. MatrixDM™ is a Marketing Resource Management (MRM) platform that links internal team members, vendors, and customers together to manage the mission-critical delivery of marketing projects across multiple delivery channels. Utilizing a unique process to automate the capture and flow of daily tactical information, MatrixDM™ provides agencies and mar/coms with the balance of power and simplicity required to control today’s complex marketing environment.

### **About Grapevine Software**

Grapevine Software is an early stage startup software company whose initial development efforts centered on next-generation software tools for emergency planning and response. Grapevine platforms use a visual ontology to present data in a powerful, easy to understand visual format. At the heart of the system is the ‘Vine’, an intuitive, browser based graphical user interface to manage a wide variety of content and related resources and documentation to support business continuity and emergency response.

### **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 its applications and finding new customers. OpSource's Optimal On-Demand<sup>sm</sup> 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<sup>sm</sup> model allows companies to begin with a minimum commitment, and expenses scale only as revenue increases. For more information about OpSource, visit [opsource.net](http://opsource.net).

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