



OpSource[™]
The SaaS Delivery Experts

For Immediate Release

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OpSource On-Demand Becomes First SaaS Delivery Platform to Add an Integrated On-Demand Billing Solution

OpSource Billing Provides Robust Billing and Payment Capabilities Optimized for Fast, Easy Deployment with No Development

SANTA CLARA, Calif. – April 17, 2007 – OpSource[™], the SaaS delivery experts, today announced general availability of OpSource BillingSM, the latest in a series of business services available to SaaS and Web 2.0 companies that utilize the OpSource On-DemandSM 2.0 application delivery platform. OpSource Billing, based on technology from Aria Systems, is a complete, end-to-end payment and collections processing solution that is designed to support the business needs of on-demand companies. It integrates easily into on-demand applications through the OpSource Services Bus, is available as a web service and priced on-demand to eliminate start-up costs. As a result, on-demand companies gain mission-critical billing functionality without investing valuable time and resources in non-strategic development.

Phil Fernandez, president and CEO of Marketo, which provides marketing automation software that helps B2B marketers drive revenue and improve accountability, said, "We are currently beta testing our initial product offering and need to begin charging customers within the next six

weeks. With complete billing capabilities integrated into the OpSource On-Demand platform, we can be up and running in our aggressive timeframes – that is, weeks rather than months. It's very important for us to move quickly without diverting energy piecing together multiple applications from different vendors. We see OpSource Billing as a great way to easily deliver the account services our customers demand, while allowing us to focus our resources on optimizing our solution and building our customer base.”

OpSource Billing is designed to meet the complex financial requirements of today's SaaS and Web companies, providing a full suite of integrated and automated capabilities, including real-time provisioning and reporting of services such as account creation, user authentication and authorization, activity tracking, pricing and rating, billing, and customer service—all on a scale of up to millions of users. OpSource Billing is flexible to accommodate flat rate, usage-based, or a combination of billing types. It also supports dynamic promotions and special pricing offers, such as “try before you buy” plans, to meet many diverse customer needs.

Treb Ryan, OpSource CEO, said, “OpSource is the first company to include a fully integrated on-demand billing service in an application delivery platform for SaaS and Web companies. OpSource Billing is a great example of how we can help on-demand companies free up their internal resources to focus on their core competencies and develop the kinds of applications that will set them apart in their industry. They can depend on OpSource On-Demand to deliver their SaaS or Web application, as well as the ancillary on-demand applications they need to run their business. We believe this is a powerful formula for spawning new businesses and enabling innovative ideas to rapidly advance from concept and development to revenue generation.”

Ed Sullivan, CEO and founder of Aria Systems, said, “We are pleased to share a number of successful clients with OpSource today. Integrating our solution into OpSource On-Demand was the next logical step in Aria's efforts to deliver billing and customer management that is optimized to meet the unique needs of SaaS and Web companies. Together in the OpSource On-Demand platform, Aria and OpSource deliver all that's needed for on-demand companies to ensure high-quality service for their customers, with billing and payment options that are precisely matched to their unique offerings.”

OpSource Billing is available today through the OpSource On-Demand 2.0 platform. OpSource 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 100 large and small companies offering Web-based application services.

About Marketo

Marketo provides affordable, easy-to-use marketing automation software that helps B2B marketing professionals drive revenue and improve accountability. Marketo's solutions automate the lead generation and lead nurturing processes, allowing marketing to generate more sales-ready opportunities. Marketo's analytics bring accountability and respect to the CMO by providing forecasts and metrics that matter to CEOs and CFOs, and help turn marketing from a cost center into a revenue-generating part of the company. Marketo's products are easy to use and easy to buy from existing budgets because they don't require annual contracts or upfront fees. Delivered as an on-demand service, customers can be running Marketo in less than five minutes, with no IT support. For more information, visit <http://www.marketo.com>.

About Aria Systems

Aria Systems, based in Media, PA (metropolitan Philadelphia) is the premier provider of on-demand billing and customer management solutions for SaaS. The Aria solution integrates a sophisticated billing engine with customer support and marketing tools in a single, highly configurable application – which enables clients to “get customers, get paid, and get control.” This means quicker time-to-market, accelerated revenue capture, business process automation, and significantly reduced operating costs. For more information, visit <http://www.ariasystems.com>.

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 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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