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Marketo Launches Marketing Automation Business in Just 90 Days with OpSource On-Demand

Comprehensive SaaS Delivery Solution Accelerates Ability to Capture Market Opportunities, Reduce Cost and Mitigate Risk

SANTA CLARA, Calif., June 26, 2007 – OpSource™, the SaaS delivery experts, announced today that Marketo, an innovative provider of affordable, easy-to-use marketing automation software for business-to-business (B2B) marketing professionals, has selected OpSource On-Demand™ and OpSource Billing™ to deliver its on-demand solutions. By partnering with OpSource, Marketo was able to launch its marketing automation business in just 90 days, capturing a time-critical market opportunity and enabling the company to accelerate revenue generation.

Marketo's on-demand solutions help transform marketing from a cost center into a revenue producer by creating more sales-ready opportunities and providing forecasts and metrics that bring accountability and respect to the marketing organization. The company's first solution, Marketo Search Marketing, helps drive more leads from search by optimizing pay per click campaigns and creating targeted landing pages that increase conversions. Recognizing Software-as-a-Service (SaaS) as the ideal way to deliver a technology solution to marketers, the company found in OpSource a resource that could assure not only 100% reliable system performance, but also economical scalability with a broad portfolio of value-add SaaS services.

Phil Fernandez, President and CEO of Marketo, said, "We're trying to move like the wind to capture market share and build our marketing automation business. By working with OpSource, we were able to launch our service and be up and running with 25 customers in just over 90 days. That's exactly the speed businesses need to be competitive today. The key difference with OpSource is that they offer the most complete package of SaaS offerings we've found and have a proven understanding of what it takes to quickly launch a SaaS business from end to end. I don't see any way a company like ours could have gotten as far as we did, as quickly and cost-effectively as we did, without a partner like OpSource."

Treb Ryan, chief executive officer of OpSource, said, "On-demand start-ups like Marketo need a SaaS delivery partner that is well aligned with their business interests—a partner that can get them started quickly without a large up-front capital expense, and then grow with them as their needs change. At OpSource, we've made it our business to provide a complete SaaS delivery solution, including an infrastructure that can be implemented often in just days, along with value-added services such as application management and end-user billing to help companies deploy quickly. Marketo has demonstrated how well this formula works to maximize market opportunities while avoiding big investments in infrastructure and staffing. And with our model of shared success, Marketo can further reduce financial risks since costs are aligned with revenue and only grow as their business grows."

A comprehensive, award-winning Web application delivery platform, OpSource On-Demand enables companies to quickly and securely offer applications on-demand. OpSource On-Demand offers a complete operational hardware, software and networking infrastructure, including application management and 24x7 customer-branded end-user support. In addition, OpSource On-Demand includes tools that accelerate revenue generation, such as billing and analytics. These services are provided by OpSource via a unique, Success-Based Delivery Model that includes unit-based pricing, thereby ensuring that businesses begin with a modest minimum commitment, and that ongoing increases in revenue will always precede future increases in service delivery cost.

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 or to start a 30 day free trial, visit http://www.marketo.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[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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