



**OpSource**<sup>™</sup>  
The SaaS Delivery Experts

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## **Advisory: OpSource CTO to Discuss Offering Open Source Software as a Service**

*Rowell to Speak during OSCON 2007 Open Source Convention*

SANTA CLARA, Calif. – July 10, 2007

**WHO:** John Rowell, CTO, OpSource, Inc., the SaaS delivery experts.

**WHAT:** Rowell will present “The Collision of Open Source and SaaS: Open Source as a Service,” one of the sessions of the “Products and Services” track of the OSCON 2007 Open Source Convention. Rowell will discuss the similarities of open source software and software-as-a-service (SaaS). He’ll also explain how publishers of open source software can begin selling their products as SaaS. Rowell will describe how publishers can thereby obtain the following benefits:

- Obtain a broader user base
- Eliminate software installation and configuration
- Get immediate results
- Improve subscription revenue models
- Gain more visibility into how end users are using applications
- Improve the application feature/functionality roadmap
- Expand software adoption rates

**WHERE:** OSCON 2007, Oregon Convention Center, 777 N. E. Martin Luther King Jr. Blvd., Portland, Oregon.

**WHEN:** Rowell’s session runs from 4:30 to 5:15 p.m. PDT July 25, 2007. Journalists and analysts are

welcome and encouraged to attend. Complimentary credentials may be available for qualified journalists and analysts. To inquire about credentials and/or to schedule a personal interview with Rowell, please contact Total Marketing Concepts at [pr@totalmarketingconcepts.com](mailto:pr@totalmarketingconcepts.com). The entire convention runs from July 23 to July 27. More information about OSCON 2007 is available at <http://conferences.oreillynet.com/os2007/>.

### **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<sup>SM</sup> 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 OpSource's comprehensive services and expertise. OpSource is the only company to offer Success-Based Pricing<sup>SM</sup>, a unit-based pricing model that allows businesses to begin with a modest minimum commitment, with their expenses scaling only when their revenue increases. For more information about OpSource, visit [www.opsource.net](http://www.opsource.net).

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