



OpSource[™]
The SaaS Delivery Experts

For Immediate Release

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OpSource Delivers Ribbit's New Mobile Voice Application for Salesforce.com

Ribbit for Salesforce Provides Intelligent Management of Calls and Voicemail

SANTA CLARA, Calif. – December 18, 2007 – OpSource[™], the [SaaS](#) delivery experts, today announced that Ribbit Corporation, Silicon Valley's first phone company, chose OpSource On-Demand to deliver its new Ribbit for Salesforce application, which integrates mobile voice communications with salesforce.com. OpSource provides Ribbit with the design, assembly, configuration and ongoing management of the [infrastructure](#) Ribbit needs for its application. OpSource also provides a 100 percent uptime guarantee and customized Success-Based PricingSM consistent with Ribbit's revenue model.

Ribbit for Salesforce integrates telephony into salesforce.com, allowing users to manage phone calls and voice messages much in the same way they manage email. For example, when customers call the mobile phones of sales representatives who use Ribbit for Salesforce, the sales representatives can then answer the calls with an on-screen Ribbit Phone embedded in every salesforce.com page. The Ribbit integration also provides one-click dialing, enabling users to call prospects and customers from their computers and track the communications. Ribbit for Salesforce requires no downloads and allows sales representatives to keep their existing mobile phones and numbers.

Crick Waters, Ribbit vice president, strategy and business development, said, "We have no shortage of in-house knowledge and experience with setting up and managing infrastructure. But we want to keep our focus on the things we do best such as furthering the development of the Ribbit for Salesforce integration and the Ribbit platform – and leave the rest to others. Although our Ribbit for Salesforce integration has significantly different requirements than the average [software-as-a-service](#) application, OpSource meets our needs completely."

Ray Solnik, President, OpSource, said, "Our thorough understanding of Ribbit's product and its business enabled us to tailor a web [application delivery](#) solution to meet their specific requirements. And our Success-Based Pricing perfectly complements Ribbit's financial model. Because we charge for what our customers deliver rather than for the resources they consume, we can confidently say that Ribbit's success is our success."

About OpSource On-Demand

A comprehensive, award-winning Web application delivery platform, OpSource On-Demand enables companies to quickly and securely offer applications on demand. OpSource On-Demand is the only complete platform for Web application delivery. Going beyond [managed hosting](#), the OpSource On-Demand platform includes:

- Best-in-class scalable software, hardware and network infrastructure
- Application management and tuning
- 24x7 customer-branded end-user support
- 100 percent uptime guarantee for infrastructure and application
- Best practices: [SAS 70](#) Type II audited, PCI DSS compliant and salesforce.com AppExchange and WebEx certifications
- Services bus allowing easy integration of customer or third-party Web services that accelerate revenue generation
- Fully integrated PCI DSS compliant billing solution including customer on-boarding, pricing, payment and collections
- Application analytics that offer insight into the performance and usage of the on-demand application
- The industry's only Success-Based PricingSM, a unit-based pricing model that allows businesses to begin with a modest minimum commitment and scale expenses as revenues increase

About Ribbit Corporation

Ribbit Corporation is working with the best and brightest technology and business leaders to start and develop Silicon Valley's first phone company. Its mission is to "liberate voice from the device, and integrate it into the workflow of life, both business and personal." By providing a world-class telephone carrier infrastructure -- and the first open platform for Internet and voice developers -- Ribbit is helping to unleash innovation across the entire telephony marketplace, from the development of leading-edge consumer voice services to the integration of voice with the world's best business applications.

Ribbit headquarters are located in Mountain View, CA. Ribbit has received investment from Alsop-Louie Partners, Allegis Capital and KPG Ventures. For more information about Ribbit, please visit www.ribbit.com.

About OpSource

OpSource™ delivers Web applications and software-as-a-service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. 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 scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsource.net.

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