



**OpSource**<sup>™</sup>  
The Business of Web Operations

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## **Blink Logic Selects OpSource to Bring Business Intelligence to the Cloud**

### *Scalability, Security Essential for Agile Information On-Demand*

Santa Clara, Calif. – September 8, 2008 – OpSource<sup>™</sup>, the leader in Web operations, today announced that Blink Logic<sup>™</sup>, (OTCBB: BLKL), the agile solutions leader in Software-as-a-Service business intelligence (SaaS BI), will leverage OpSource On-Demand<sup>™</sup> to deliver its BI application to enterprises that require constant and immediate access to mission-critical data. OpSource will enable Blink Logic to run on-demand online cloud data warehouses, which is a revolutionary departure from traditional Business Intelligence solutions where data is queued and not synchronized in real time.

Blink Logic turned to OpSource to meet the cloud computing and SaaS requirements the company is seeing in its roadmap, including uptime and continuity for large scale transactions as well as the ability to run and move large amounts of data in real time. Because of the vast amount of data Blink Logic's customers rely on, it was also essential that the company select a partner that could scale and be SAS 70 Type II audited.

Michael Winner, CTO of Blink Logic, said, "Blink Logic is pioneering SaaS for BI. The ability to run BI on a SaaS platform and move large amounts of data on a SaaS platform is revolutionary. And because Blink Logic expects to provide its customers with a terabyte of data by Q4, Blink Logic could only do this with the level of scalability that OpSource provides."

Treb Ryan, CEO of OpSource, said, "Blink Logic is taking BI to new levels by elevating it into the cloud where users can collaborate and data can be updated from anywhere in real time. Business Intelligence is one of the hottest application areas in the SaaS world and Blink Logic's cloud innovations should make it a winner. We're proud to have Blink Logic select us as its partner for delivering their cloud-based BI solution."

### **About OpSource On-Demand**

A comprehensive, award-winning Web operations solution, OpSource On-Demand enables Software-as-a-Service (SaaS) and Web companies to quickly and securely deliver their applications and services over the

Web to consumers and businesses alike. Going far beyond full-featured managed hosting, it includes the application management, compliance and business services that are necessary for on-demand business success. OpSource On-Demand includes:

### Technical Operations

- Best-in-class, scalable software, hardware and network infrastructure
- World-class data center facilities
- Redundant carrier class load balancing architecture
- In-depth 24x7 monitoring, security, and management procedures backed by SAS-70 Type II audits
- Built-in high availability solutions from simple clustering to wide-area Disaster Recovery

### Application Operations

- Data management
- Performance management, including multipoint user-experience monitoring
- Application Roll Out and Change Management
- Application optimization
- Compliant infrastructure, processes and procedures including: SAS 70 Type II audited, HIPAA and PCI DSS compliance and salesforce.com and WebEx certifications

### Business Operations

- OpSource Billing™ - An end-to-end subscription management, metering and payment stand-alone solution, or as part of OpSource On-Demand
- OpSource Connect™ - A Web services infrastructure and integration toolset, for application integration in the "Cloud" and behind the corporate fire-wall
- OpSource End-User Support™ - 24x7 customer branded end-user support
- OpSource Analytics™ - A real-time application and customer usage information, and health of business analysis and reporting tool

### **About OpSource**

OpSource™ delivers Software-as-a-Service (SaaS) and Web applications for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand™, the leading Web operations solution, 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. Further, by using OpSource Connect™ companies can leverage Web services such as OpSource Billing™, OpSource Analytics™ and OpSource End-User Support™ and integrate their applications with other SaaS applications over the Internet as well as with enterprise applications behind the corporate firewall. 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 Pricing<sup>SM</sup>, 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.opsources.net](http://www.opsources.net).

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**About Blink Logic, Inc.**

Blink Logic Inc. (OTCBB: BLKL) delivers agile information-on-demand solutions to general manager-level executives in departments of Fortune-class companies. Blink Logic empowers execs to take quick action to increase revenue and retain their best customers and partners. Self-service access to information and reporting informs their intuition so they act with confidence, and Blink Logic's "Do-test-do better" action cycle—always ready at any browser—matches the vigorous rhythms of their business life. Blink Logic provides complete Software as a Service business intelligence (SaaS BI) solutions—doing the information technology (IT) heavy lifting—so even the most overwhelmed IT department reacts quickly to executives' demands for information from additional applications, databases, BI systems or external sources. The SaaS subscription model assures predictable costs and instant deployment of improvements. Visit [www.blinklogic.com](http://www.blinklogic.com) to learn more.

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