



**A New Cloud-Ready Standard
for SaaS Applications**



January 2012
www.APSstandard.org

Application Packaging Standard (APS) Overview

|| Parallels™

Profit from the Cloud™

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Growth of SaaS and IaaS

SaaS Adoption Drives Both SaaS and IaaS Revenue

SaaS: Driving Long-term Growth

- **SW Market is focused on SaaS**
 - **Perpetual SW declining**
- **IDC - SaaS revenues at 6X growth rate than all software**
- **Forrester - revenues for SaaS in 2011 will reach \$21.2 billion; due to strong demand from companies of all sizes**

IaaS: Growth, with help from SaaS

“...SaaS is the largest segment volume-wise, its growth will be the most dramatic.”

In-Stat

“Rapid growth in the number of SaaS end users will trigger good growth for IaaS solutions”

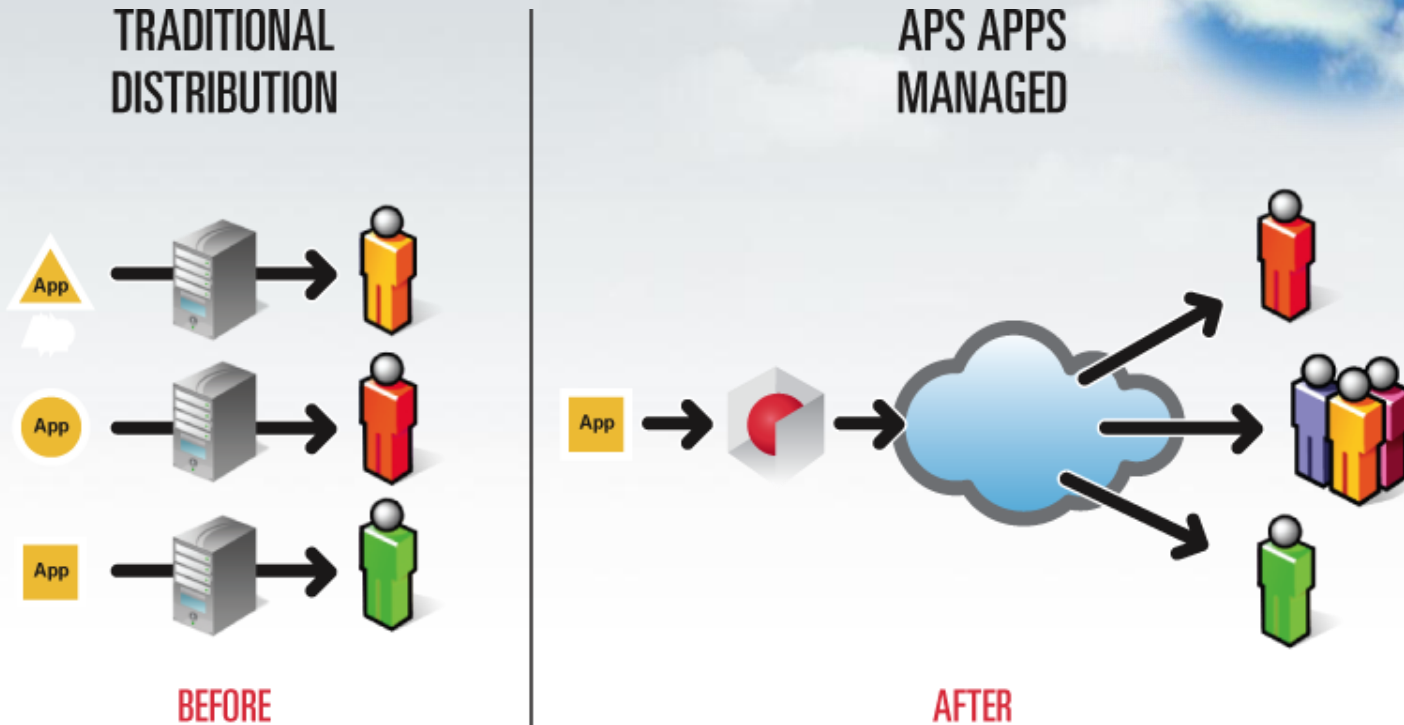
FORRESTER

Cloud-Based Distribution: Challenges

- Application suppliers seek to optimize SaaS distribution models
- Complexities and costs keep the small- and medium-sized business (SMB) customer base out of reach
- **Service Providers** need a business model for providing full service at low cost
- **ISVs** need an easy way to establish new sales channels and Service Provider relationships

Distribution Changing

How do you reach your customers via the cloud?



How do you reach the new cloud distributors?

ISV Distribution is Evolving

Click the images to hear about some of the latest distribution changes.



Robert Mahowald
Research Vice President,
SaaS & Cloud Services - IDC

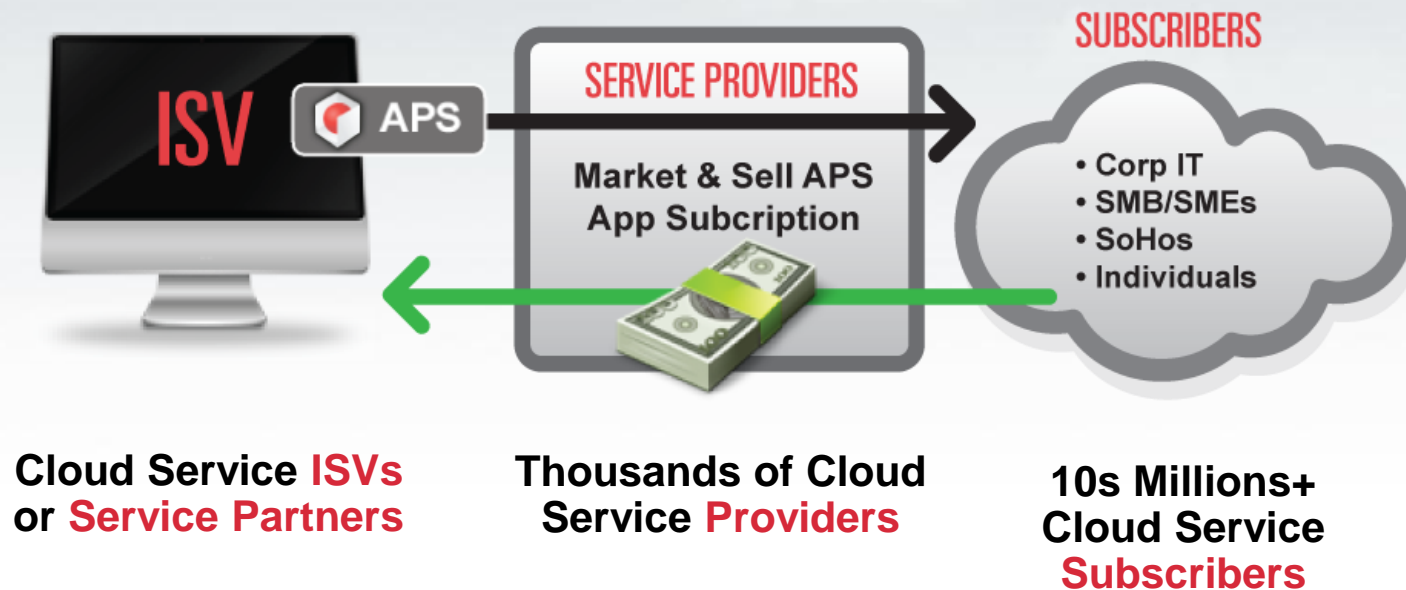


Melanie Posey
Research VP Hosting
& Managed Services - IDC

Introducing APS

APS: Application Packaging Standard

Standardizes the packaging of software and services for cloud distribution



Established Partners and Applications

5000+ APS-Ready Marketplaces



Established Partners and Applications *(continued)*

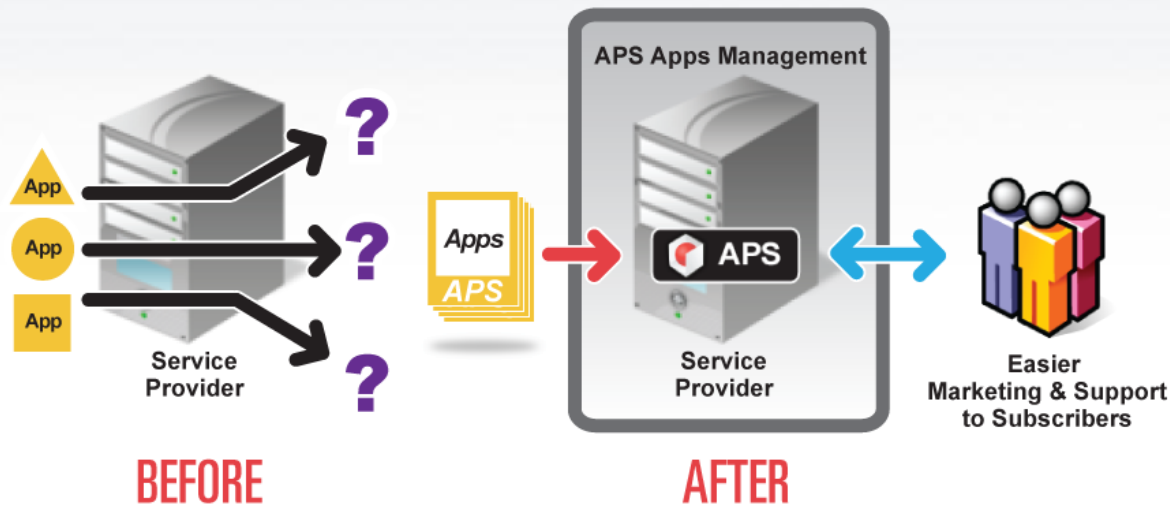
Hundreds of APS Applications in Catalog

Web & E-commerce	 Joomla!  e.pages  pinnaclecart making e-commerce work	 Drupal	 Magento Open Source eCommerce  RatePoint™ Reputation is Everything  DOTNETNUKE
Collaboration & Communication	 OX OPEN XCHANGE  MOVABLE TYPE	 Dolphin 6  SmarterTools™ E-COLLABORATION	 phpBB™ creating communities  VOIPNOW® Professional  WORDPRESS.COM
Infrastructure	 QUEST SOFTWARE  Acronis COMPUTE WITH CONFIDENCE	 symantec.  keepit  R1Soft Enterprise Backup & Recovery Licensing & Management	 mxlogic  myLittleTools  LinuxMagic "With the Magic of Linux..."  postini  Global Relay.  CLOUDMARK™  MessageLabs®
Front/Back Office	 SUGARCRM. COMMERCIAL OPEN SOURCE  smart online online systems for small business customers.	 KnowledgeTree™ Document Management Made Simple  interspire Web software inspired by you	 Wrike  OrangeHRM NEW LEVEL OF HR MANAGEMENT

What is APS

Application Packaging Standard:

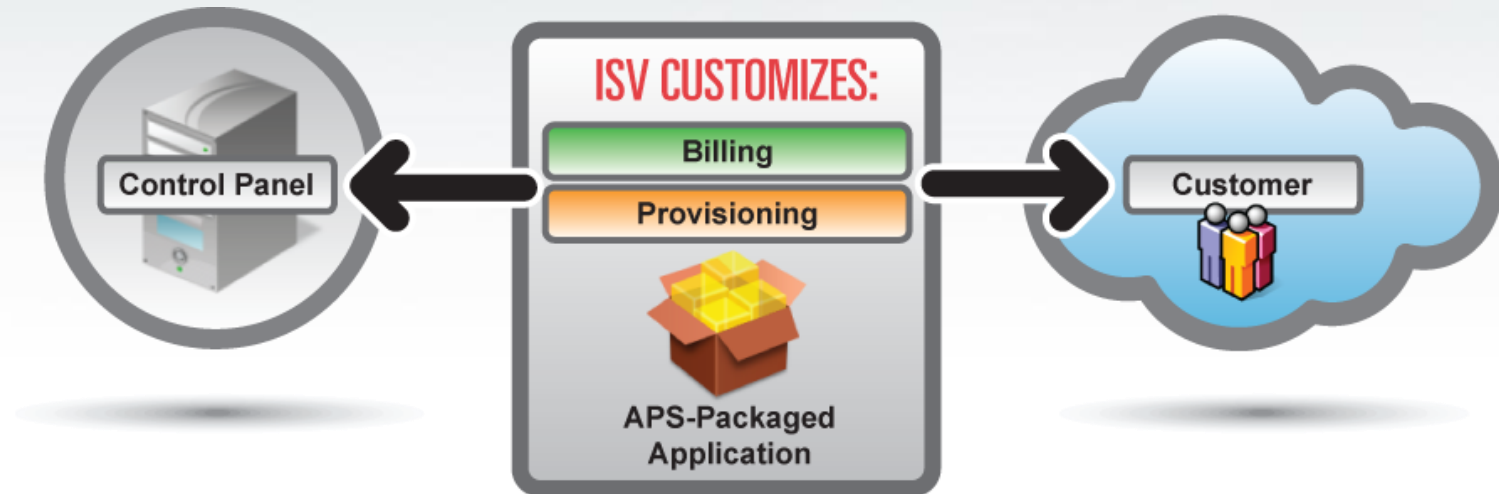
- Set of specifications for provisioning, managing, and integrating cloud-based apps and services
- Designed from the ground up for new world of SaaS distribution
- Supports the full service SaaS life cycle
- Enables efficiencies and extends reach by helping ISVs and Service Providers sell together using a common platform
- Open standard – all specifications available for free



APS Packaging

APS Packaging enables:

- Time-of-purchase provisioning
- Multi-role admin via control panels
- Billing definition and enablement



APS Deployment Types

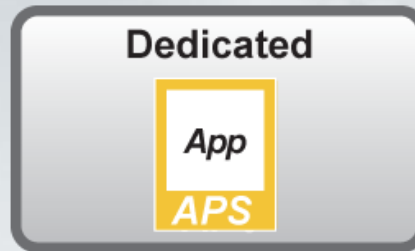


Description:

- Capable of running in Shared Hosting environment

Example:

- Wordpress
- Joomla
- Sugar CRM

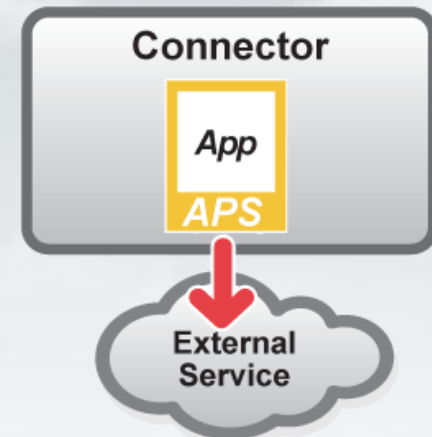


Description:

- Broadcast compatibility
- Requires dedicated OS instance
- Supports services running in background

Example:

- VDI Desktop
- 1C Server
- Plesk



Description:

- Access to externally deployed services through API
- Multitenant applications

Example:

- Open-Xchange
- Hosted Exchange
- Office 365
- Live Office

APS Conversations

Click a logo to hear stories from the community about APS.

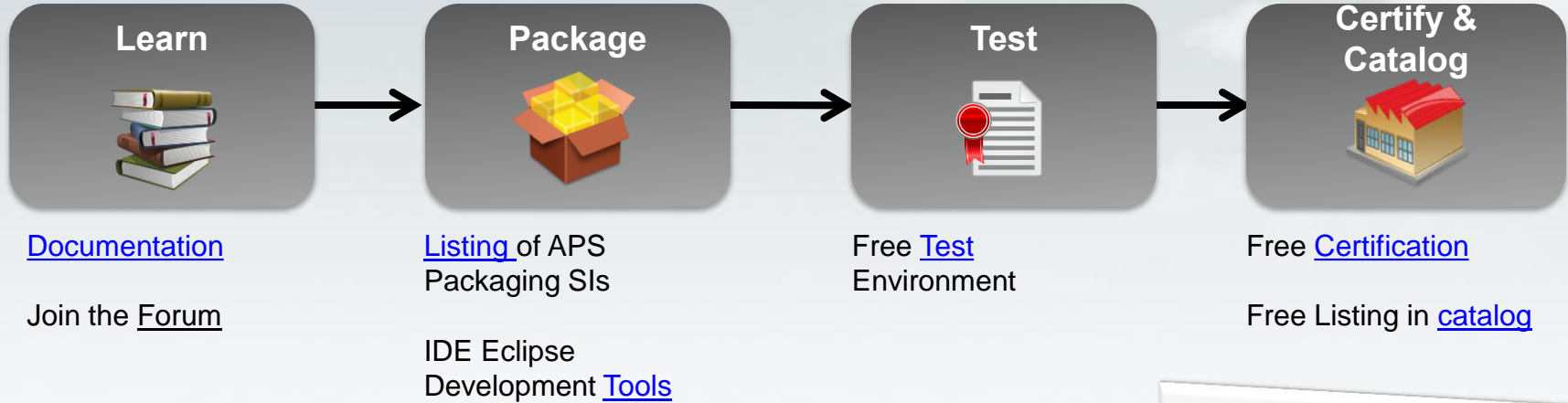


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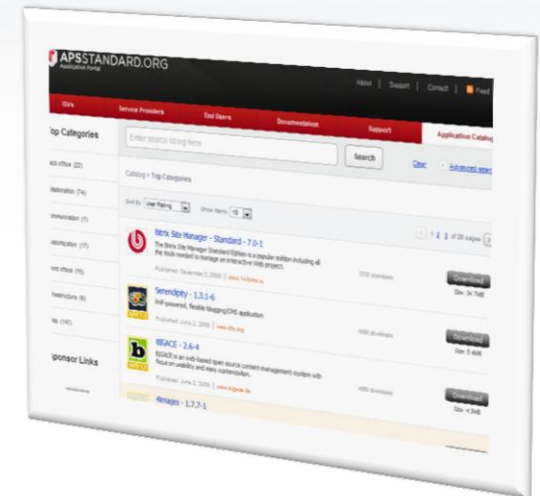


APSStandard.org: App Packaging Enablement

Click a link to access resources and information about APS.



Partner with [Parallels](#), the largest enabler of APS Marketplaces.



Evolution of a Future-Ready Standard

2007-2008:

- Created APS 1.0 specification and published to web site
- Attracted initial ISV and Service Provider adopters
- Through industry collaboration, grew APS Catalog to 170+ apps
- Supported first fully-integrated APS control panels (Parallels)

2009-2011:

- APS specification updated to include new features
- Formed non-profit (NPO) to drive spec value, promote standard, and manage technical programs

The Future:

- Build a community of adopters to share ideas, connections, and resources