



Application Packaging Standard (APS)

Overview

March 2009

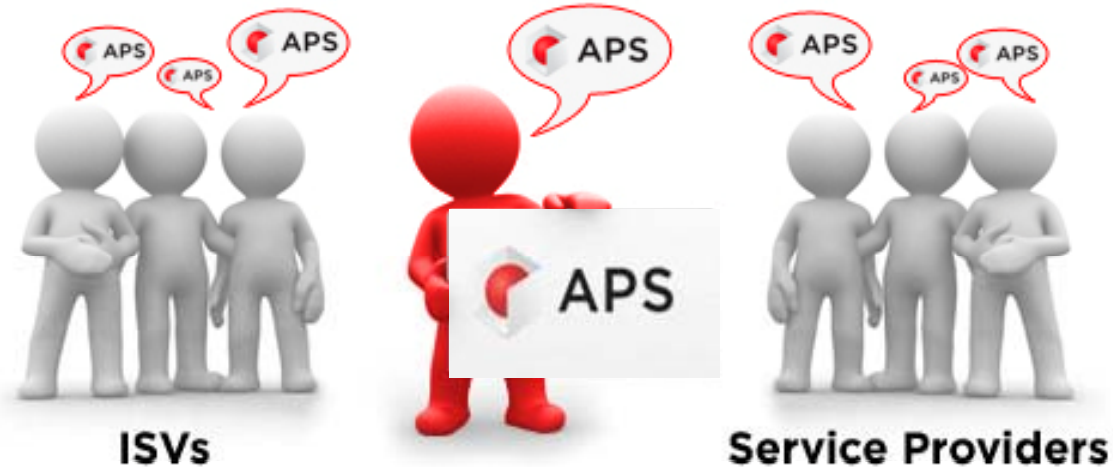
www.APSstandard.org

APS Overview

- Created in 2007: initially covered provisioning and management of simple web apps in shared-hosted environments
- Is being extended in 2009 to cover
 - Wide variety of applications
 - Full application lifecycle
 - Application licensing
 - Application integration



Application Packaging Standard (“APS”)



- **The Purpose: Bringing ISVs and Cloud Providers Together to Deliver SaaS**
 - Create large ecosystem of ISVs and cloud operators to deliver a wide variety of services to business and consumers
 - Standardize provisioning, management and integration of applications and services in computing clouds
- **The Result: APS and the APS Catalog**
 - An open standard, with all specifications available for free
 - Designed from ground up to address requirements of SaaS and Cloud Computing paradigms

APS History

Building an Ecosystem to enable SaaS & Clouds

2007: Proof of Concept

- Initiated APS Standard.com and draft APS 1.0 specification
- Key Providers offering focused number of applications via SaaS



2008: Forming Ecosystem and supporting APS in Products

- APS Catalog grows from 19 to 170+ applications from industry collaboration efforts
- Focus in 2H '08 on identifying and collaboration with high profile Applications
- All Parallels Control Panels utilize APS

2009: Growing Ecosystem and expanding Services into the Cloud

- APS Spec revised to Rev 1.1
- Non Profit Organization to manage industry adoption and promotion
- APS 2 takes platform to new levels to support cloud business models: SSO, licensing, etc
- APS supports Web but also Complex applications

APS: Benefits for ISVs

- **Efficiently reach SMB long tail**
 - **90% of active sites** worldwide hosted by service providers
- **Remove entry barrier to hosting market**
 - Provisioning, management and integration burden resolved
- **Package once, sell it everywhere**
- **Service Providers using APS & with own Control Panels**



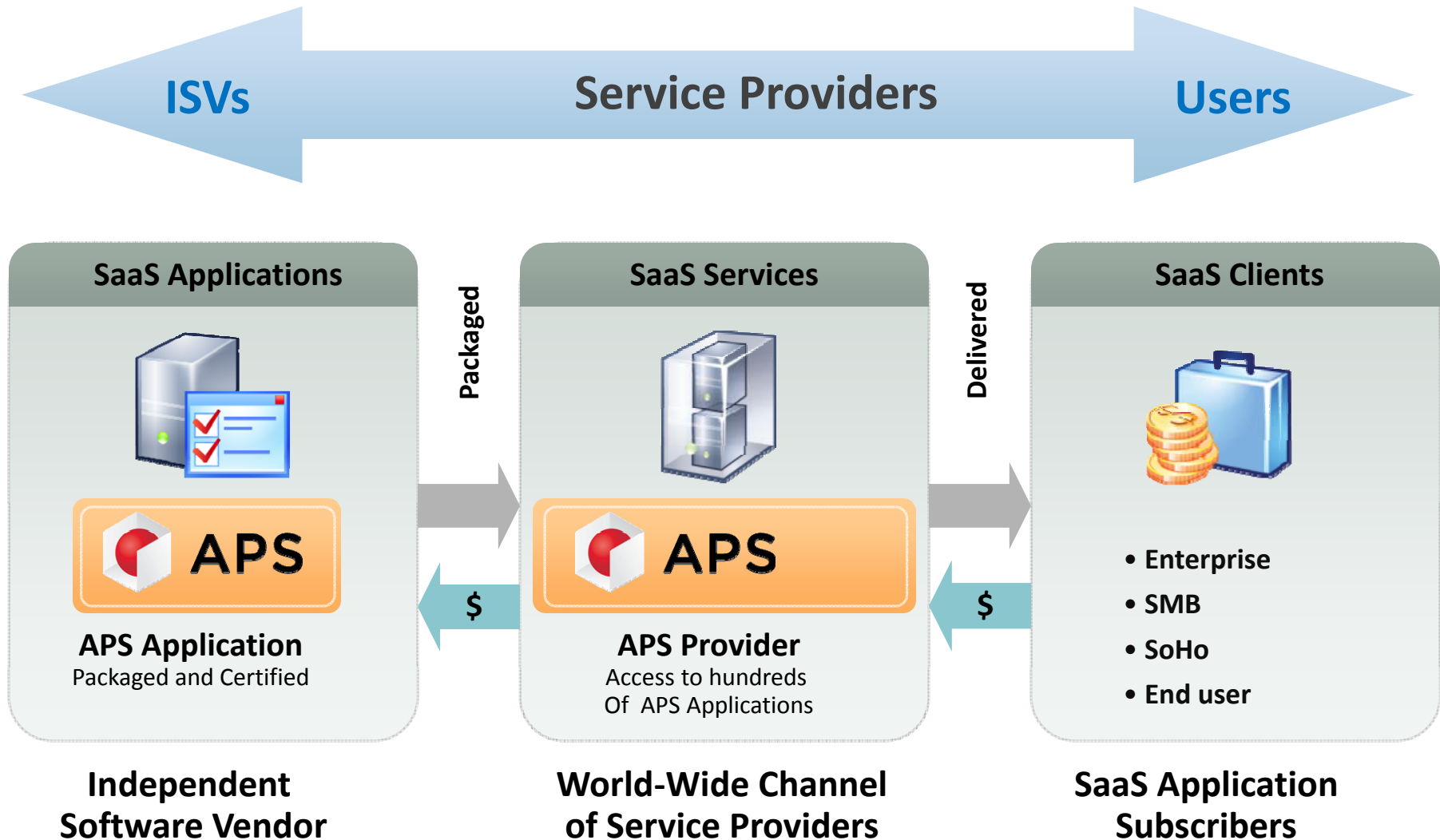
- **APS is now the primary way to deliver applications for all Parallels products**
 - Parallels Plesk Panel: **10k+ hosters**
 - Parallels Automation: **160+ service providers**

APS: Benefits for Providers

- **Centralized Application Catalog for Easy Integration into Control Panel**
 - Relevant set of proven applications
 - Facilitated upgrades of top applications
 - Growing ISV pool with focus on Best of Breed applications
- **Visibility as an APS Provider**
 - APS promoted at industry events
 - Increased press release pace
 - High interest from Analysts
 - Case studies showcase provider's success
 - SEO for strong links to SaaS/cloud computing
- **Industry Leadership**
 - More capabilities with APS 2.0
 - Automation support with Parallels Products increase ROI



APS Business Model



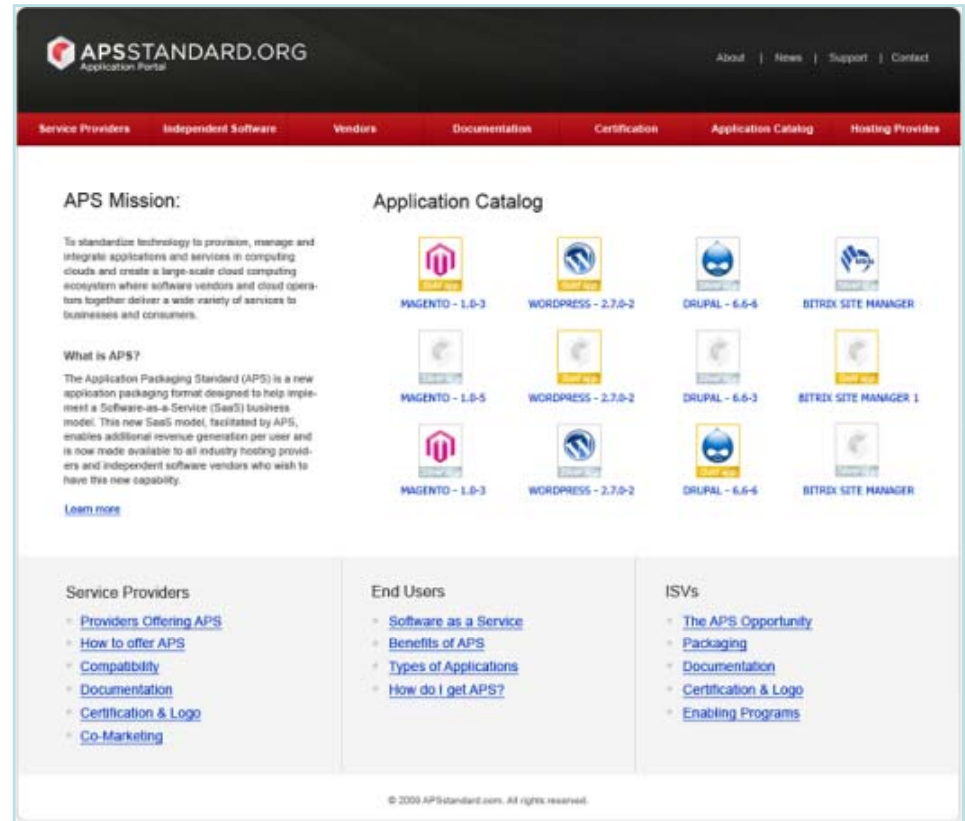
APS Website

APS Standard is a set of specifications that covers provisioning, management and integration of cloud-based services and applications.

- APS covers full service life cycle and was designed from the ground up for SaaS
- APS is an open standard, all specifications are available for free



•Application Vault



Visit APS website for more Info, Catalog and Technical Documentation

APS Non Profit Org (“NPO”)

**Forming in 2009 with Industry
to Manage & Promote the Specification**

Drive Specification Value

- Manage Success
- Meet Business Goals
- Evolve and Adapt

Technical

- Manage Specification and Updates
- Manage Certification Program
- Broaden APS Application Categories

Promote Standard

- Grow Adoption
- Manage Logo Program
- Educate
- Market

Deliverables

- Manage Industry Messaging
- Press Releases
- Industry Analysts
- Events

Check APSstandard.org site in Q2 ‘09 for more info

Summary

- **APS Brings Together ISVs & Providers to Deliver SaaS**
 - Open, free standard
 - Opens efficiently a large SMB untapped market to ISVs
 - Significantly reduces the service provider cost to add a new application
- **Forming in '09 a Non-profit Organization to Manage and Promote the APS Specification**
 - Focusing on delivering applications in SaaS delivery model to businesses
 - Drive specification value
 - Expanding website to include Forum for technical discussion

Call to Action

- **Call To Action for ISVs**
 - Get Your Applications packaged and Certified and take advantage of the Service Provider Channel
- **Call To Action for Providers**
 - Get Applications at APS Catalog and offer to your customers for sell-up and customer retention

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