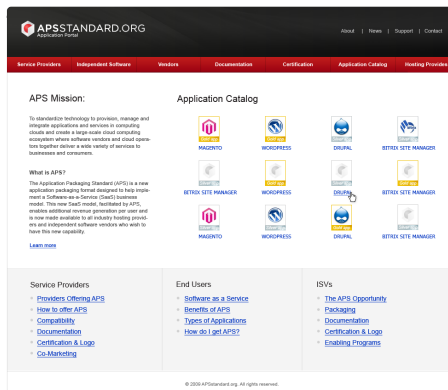


## The Application Packaging Standard is a key enabler of SaaS and Cloud Computing for delivering a wide variety of services to businesses and consumers

### Introduction

The Application Packaging Standard (APS) is a set of specifications and standardized technologies that covers provisioning, management and integration of cloud-based services and applications. APS covers the full service life cycle of services and applications and was designed from the ground up to address requirements of, and creation of, a large-scale cloud computing ecosystem where software vendors and cloud operators together deliver a wide variety of services to businesses and consumers.



APS Standard website

APS is an open standard and all specifications and documents are available for free.

### Benefits

The Application Packaging Standard provides these valuable benefits:

- **Internet Service Providers** - Internet service providers of all sizes will benefit from a wide set of software applications they can use with minimal effort and zero installation cost that add value to the services provided to their customers.
- **Independent Software Vendors** - The APS Standard helps to open the hosting channel for Independent Software Vendors (ISVs) by allowing them to deliver hosted SaaS applications to more end users. The existing customer bases of Hosting Providers can serve as a significant new sales channel. ISVs can modify existing applications or design new applications from scratch to comply with the APS standard.
- **End Users** - End Users will benefit from a wide choice of easy-to-install, up-to-date hosted applications with no up-front capital costs. End Users will benefit from a pay-as-you-go subscription model that scales with their business. They also are free from the burden of installing security-patches or software upgrades as these tasks will be handled by the Internet Service Providers.



### Website

Anyone can access the Application Packaging Standard website located at [www.APSstandard.org](http://www.APSstandard.org). APS is an open standard and all documents and specifications are available for free.

### Providers offering APS

Some 10 Hosting providers across the world have already launched APS compliant platforms. These include hosting giants like 1&1 Internet, Dotster, T-Systems, and Host Europe. APS has also been integrated by Parallels into their Parallels Automation products and is thus available to millions of server and hosting customers world-wide.

### ISVs Packaged in APS

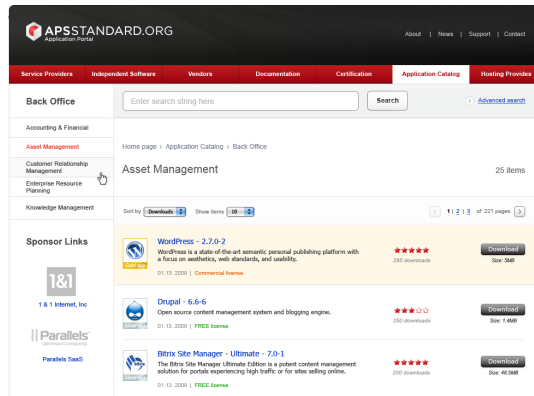
On the software side, currently more than 220 applications – both open source and commercial – are available as APS packages. These include popular tools such as Wordpress, Drupal, SugarCRM, movabletype, Magento, Pinnacle Cart, and TikiWiki.

### APS Support for ISVs

Support and all necessary documentation is available at the APSTANDARD website for ISVs who wish to have their applications packaged. Please visit the ISV section located at [www.APSstandard.org](http://www.APSstandard.org).

## APS Application Catalog

The APS Application Catalog at [www.APSstandard.org](http://www.APSstandard.org) has a wide variety of applications for business and consumers. The APS Catalog holds over 200 Applications and is organized in easily recognizable categories such as Collaboration, Infrastructure, Web, Front Office and Back Office.



APS Catalog at the APS Standard website

## SaaS Made Easy with APS

The Application Catalog has experienced phenomenal growth as more and more ISVs realize that with minimal effort their applications can be easily packaged and quickly deployed through APS Compliant Control Panels available to thousands of Service Providers. Here are just a few of the recognizable logos in the APS Catalog:



## Getting Started with APS

Whether you are a Service Provider or an ISV, you owe it to yourself to visit the Application Packaging Standard (APS) Website and learn more about APS, how it can benefit you and your business. The APS Website is located at [www.APSstandard.org](http://www.APSstandard.org).

## Testimonials

Here is what key Providers and ISVs are saying about APS.

### 1 & 1 Internet

“APS will provide a sizeable new business opportunity for 1&1 and for the entire web hosting and software industries worldwide.”

— Andreas Gauger,  
former Chairman of the Board,  
1&1 Internet Inc.

### PayPal

“The APS standard makes it easier for shopping cart providers to package and deliver SaaS applications.”

— Gene Alston, Director Business  
Development, PayPal

### Cohaesio

“By implementing the APS Standard, we have achieved a competitive advantage that enabled us to deliver SaaS applications faster than ever before”

— Frederik Schouboe, Sr. VP,  
Cohaesio

### Host Europe

“By supporting the APS standard, we’re building a foundation that will allow us to tap into the expanding market for hosted SaaS applications,”

— Uwe Braun, Managing Director,  
Host Europe GmbH

### Exchange My Mail

“Having Open-Xchange packaged in the APS format allows us to offer the most advanced and up-to-date messaging services to our customers. This creates an opportunity for us to reach a larger customer base and grow demand for these service offerings.”

— Sal DiPiazza, CEO,  
Exchange My Mail