

Start Delivering Your Software “On Demand”— the Easy, Low-Cost Way



An AT&T Company

Today's buyers are clamoring for on-demand applications, but if you've built your software business on traditional licensing and on-premise delivery, how do you convert to a new approach? USi's low-risk, low-cost TopLineISV Incubation Center makes it easy. With our guidance, plus a free sandbox for experimentation, you'll discover how to take your software to market in a hosted SaaS model.

Join the On-Demand Movement with USi's Incubation Center!

Would you rather keep your head in the sand, or play in a sandbox? Savvy vendors understand that the traditional software model, which burdens customers with large upfront licensing fees and responsibility for infrastructure, maintenance, and support, is being chipped away by the simplicity and affordability of “on-demand” software delivered as a hosted service.

But transitioning to an on-demand approach takes a new mindset and technical changes. You need guidance, planning, and room to experiment. Which is where USi's Incubation Center comes in.

We give you a free sandbox environment for refining the technical architecture of your product, and we start you on the right path with our one-day Technical Design Workshop. In as little as three months your software product can be ready for on-demand delivery—as compared with 12 to 18 months if you tried to do it on your own.

Technical Design Workshop Leads to Blueprint

One of the biggest obstacles software vendors face when they consider an on-demand model is figuring how to get

where they want to go. We launch your participation in the Incubation Center with an eight-hour Technical Design Workshop that results in a “blueprint” of your infrastructure and service-readiness requirements.

In this hands-on session, working with experts from USi and our partner companies, you benefit from the insights we've gained over 10 years of helping companies deliver SaaS offerings. With your business objectives in mind, we work with your technical and application personnel to explore critical architecture requirements. We also look at technology scalability factors and requirements, such as:

- Computing platform and processing power
- Storage management and utilization
- Security
- Network connectivity and user access
- Virtualization readiness
- High availability and disaster recovery
- Application middleware
- Data management and protection technologies
- Data integration models and technologies

Why USi?

Over the past decade USi, an AT&T subsidiary, has helped more than 60 independent software vendors (ISVs) introduce and deliver SaaS packages. Our intellectual capital, best practice methodologies, and proven experience will help you:

- Minimize costs and reduce risks
- Reach the market faster
- Test and refine your product
- Follow best practices and avoid technical pitfalls
- Enhance your competitiveness

Program Features

- Free production-quality “sandbox” for development (no hosting charge for 3 months)
- One-day Technical Design Workshop (flat fee)
- Blueprint for infrastructure and service-readiness requirements
- Documentation of refinements made in the sandbox—describing the new, optimized architecture
- Named Client Executive as a key point of contact
- Full support services—including operating system, security, and database
- 99.5% service level availability
- Optional services related to performance testing, application development, etc.

Take Advantage of These Stepping Stones to Full SaaS Delivery

After refining your product in the USi Incubation Center, consider these other USi programs for full SaaS readiness and delivery.

TopLineISV SaaS Enablement Program

For one basic fee, get the guidance and tools to propel your business forward:

- Business strategy development to plan the best way to take your product to market.
- Marketing and sales support to promote your SaaS offering.
- Technical operations support, including customized application-level monitors and experienced help-desk staff.
- Managed application hosting with a pay-as-you-grow pricing structure.

Consulting Services

We offer a variety of workshops and sessions to help you refine and launch your SaaS product:

- Business Design Sessions
- Technical Design Sessions
- Application Discovery Workshops
- SaaS Readiness Workshops

- Network services
- Audits and compliance
- Custom monitoring
- End-client service integration

Within a week of the workshop, you receive a blueprint of infrastructure and service readiness requirements for use in the Incubation Center.

How the Sandbox Works

Using the blueprint documentation from your Technical Design Workshop, you'll work alongside USi's technical team to build your solution in the TopLineISV Incubation Center sandbox and refine your architecture for optimal delivery. You'll develop capacity planning models, run performance and compatibility tests, and carry out other activities to ready your product for market.

At the end of the three-month incubation period, USi will compare the refined solution with the original blueprint and document the changes to give you all the details of your new, optimized architecture. From there, your application architecture is ready for push-button provisioning on our utility computing platform.

The sandbox includes full computing power, network, storage, database, virtualization technologies, and other tools you need to address performance scaling and operational readiness. A named Client Executive will be your key point of contact.

As SaaS Goes Mainstream, Are You Ready?

According to recent studies by analyst firm IDC, SaaS offerings are becoming mainstream and have been accepted in the marketplace as a viable option for IT needs. SaaS is being purchased and evaluated by all company sizes, and most customers who enter SaaS agreements have a long-term relationship in mind. The top five benefits customers want from your on-demand software:

1. Continuous patches and upgrades.
2. Lower cost to implement and maintain.
3. Unburdening themselves of implementation and infrastructure risks.
4. Decreased application downtime.
5. Easy service to multiple remote offices.

Contact Us Today!

To learn more about USi's SaaS Incubation Center and how we can help you deliver your software as a service, contact us at 800.809.3003, or email sales@usi.com.

About USi

USi, an AT&T Company, is a leading Application Service Provider. USi delivers enterprise application management, managed hosting, remote management, eCommerce development and hosting, enterprise messaging and collaboration, professional services, and Software-as-a-Service enablement.

USi is a registered trademark of USInternetworking, Inc. AT&T is a registered trademark of AT&T Knowledge Ventures. All other trademarks or service marks are the property of their respective owners.

01302008