

SpikeSource Solutions Factory™ Platform: Leveling the Playing Field for ISVs

**End-to-End Automated Platform for Testing, Certifying, Packaging, and Supporting
Software Solutions for Global Distribution**



SpikeSource Solutions Factory™ Platform: Leveling the Playing Field for ISVs

For far too long, the software market has been dominated by a handful of mega-vendors that have captured the vast majority of industry revenue and profits. But emerging trends are creating new opportunities for software and solutions providers of every kind and size, anywhere in the world, to level the playing field and significantly increase your share of the market.

- **Explosive growth of open source software** - allows you to rapidly develop new products and extend existing products at very low cost.
- **Multiple deployment models, including virtualization, appliances, and software as a service (SaaS)** - let you package and deliver whole product, turnkey solutions.
- **The emergence of online marketplaces** - offers the potential to sell your products globally without prohibitive distribution costs.

But effectively harnessing these opportunities to maximum benefit is not simple.

SpikeSource, through the SpikeSource Solutions Factory™ platform, uniquely enables you to take advantage of these trends to substantially expand your market opportunity and increase your sales and profitability. The Solutions Factory provides a comprehensive, end-to-end platform enabling you to build

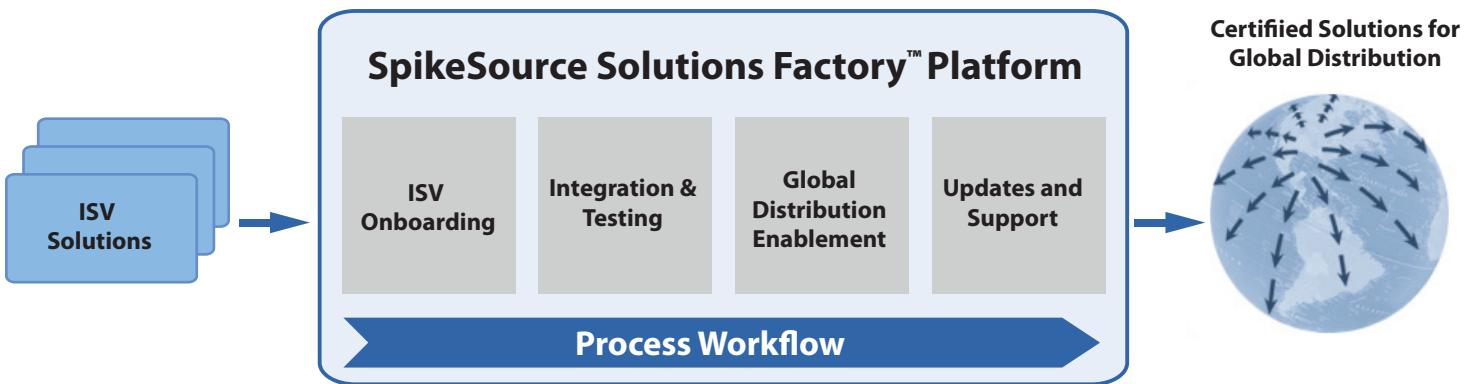
and deliver certified, channel-ready solutions—including proprietary, open source, and hybrid applications—and distribute them through the largest global networks, at a fraction of the typical cost.

Enabling the Highest Quality Certified Solutions

The Solutions Factory delivers ground-breaking technology that marks a major shift in the way software is developed and delivered. By providing the industry's most advanced and automated platform for assembling, testing, packaging, and updating software components, the Solutions Factory dramatically reduces the time and cost required to build and maintain the highest quality software solutions.

And by tightly integrating with global distribution networks of strategic partners, the Solutions Factory allows you to market and sell certified solutions worldwide at a fraction of the cost of hiring a direct sales force or building a channel.

For your end customers, the Solutions Factory results in a greatly enhanced customer experience. When your products carry the SpikeSource certification label, end customers throughout the world are assured of receiving high quality software they can trust. And because the Solutions Factory maintains and updates your solution on an ongoing basis, customers benefit from significantly reduced cost and risk.



Five Ways to Drive Increased Revenue and Profitability

The SpikeSource Solutions Factory enables you to significantly increase your sales and profitability potential in five key ways:

1. Global distribution access and enablement
2. Enhanced product quality, security, and interoperability
3. Reduced support costs
4. Reduced development costs and time to market
5. Increased customer trust and confidence

1. Global Distribution Access and Enablement

Through strategic partnerships with the world's leading technology companies, SpikeSource provides you with access to the largest global distribution networks.

2. Enhanced Product Quality, Security, and Interoperability

The SpikeSource Solutions Factory platform enables you to deliver channel-ready solutions that meet the quality, security, and interoperability standards required for successful global distribution. The Solutions Factory automatically analyzes the underlying components of your solution, checks the security of those components against the industry's most comprehensive database of known security vulnerabilities, identifies dependencies among the underlying components, and monitors the components on an ongoing basis for any updates. This automated updating service enables you to continuously maintain the quality of your solution at very low cost.

3. Reduced Support Costs

The SpikeSource Solutions Factory substantially lowers your support costs by improving product quality, resulting in lower volume of support calls. In addition, as an option you can leverage the Solutions Factory's SpikeNet updating service to automatically package and deliver updates of your solutions directly to your end customers. The SpikeNet service alerts customers about the availability of any updates, and gives customers full control over accessing, managing, and applying updates. This automated update service can reduce your support costs while increasing customer satisfaction.

4. Reduced Development Costs and Time to Market

The SpikeSource Solutions Factory provides resources, services, and workflow that can greatly reduce your development costs and speed your time to market. A catalog of pre-tested and validated components allows you to assemble solutions by choosing from the pre-tested components. The Solutions Factory will provision, build, test, and maintain your configuration as a distinct stack. You can also select complete pre-configured development stacks. The use of pre-tested components and pre-configured stacks lowers your development costs as well as your customers' cost of deployment and ownership.

In addition, the Solutions Factory provides a comprehensive tracking and filtering technology that monitors code repositories, bug databases, and knowledge bases associated with each managed component of your application. These data sources are monitored for updates, patches, and security fixes, which are pulled into the Solutions Factory for testing and packaging. This service relieves you from having to track and evaluate thousands of events published each week.

5. Increased Customer Trust and Confidence

SpikeSource certification assures channel partners and end customers that your solution has successfully passed rigorous test criteria for quality, security, and interoperability. And by marketing and selling your solutions through global distribution networks of SpikeSource partners, you benefit from associating your products with world-renowned and trusted technology brands. For end customers, this means a greatly enhanced and compelling customer experience.

SpikeSource Solutions Factory: ISV Experience Overview

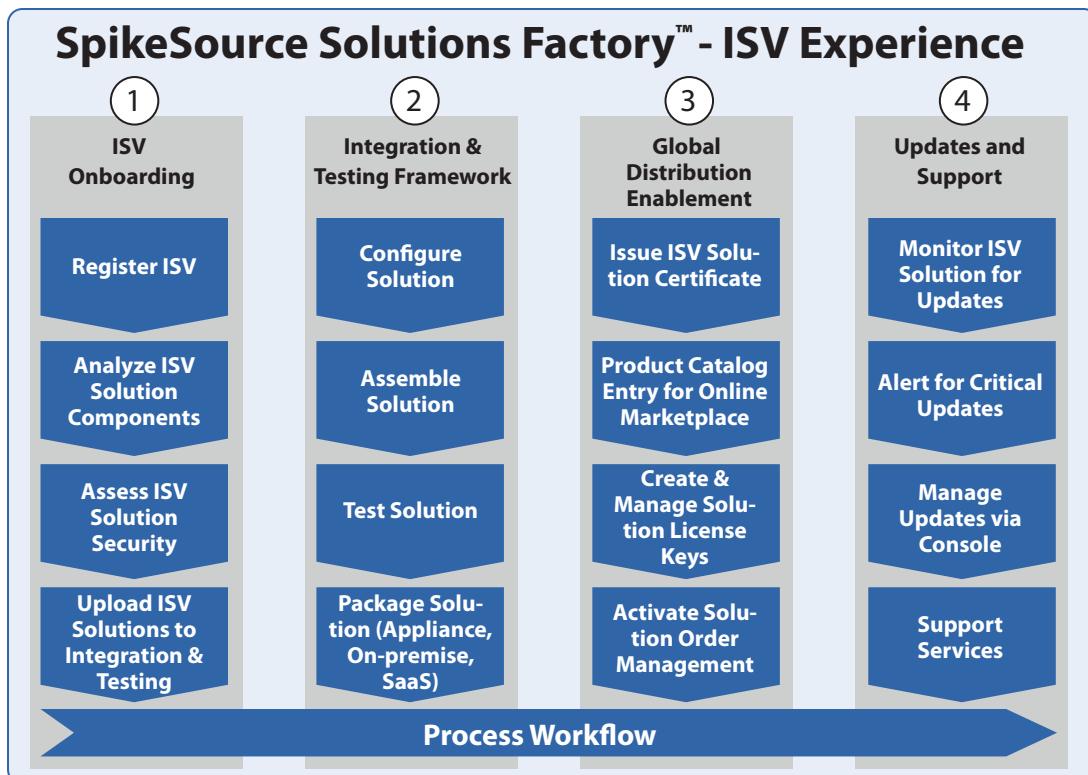
The SpikeSource Solutions Factory provides you with an end-to-end platform for testing, certifying, packaging, distributing, and supporting your software products globally. It enables you to:

- Onboard your solutions onto the Solutions Factory
- Test and certify your solutions
- Package your solutions for a variety of deployment options, including appliance, on-premise software, or software as a service (SaaS);
- Distribute your certified solutions globally to channel partners and end customers, via integration with leading online marketplaces
- Receive automated updates of your solutions and, if you choose, deliver automated updates to your end customers

The Solutions Factory platform is designed to streamline your experience, resulting in a highly efficient process that minimizes your time and effort to test, certify, and bring your solutions to market globally.

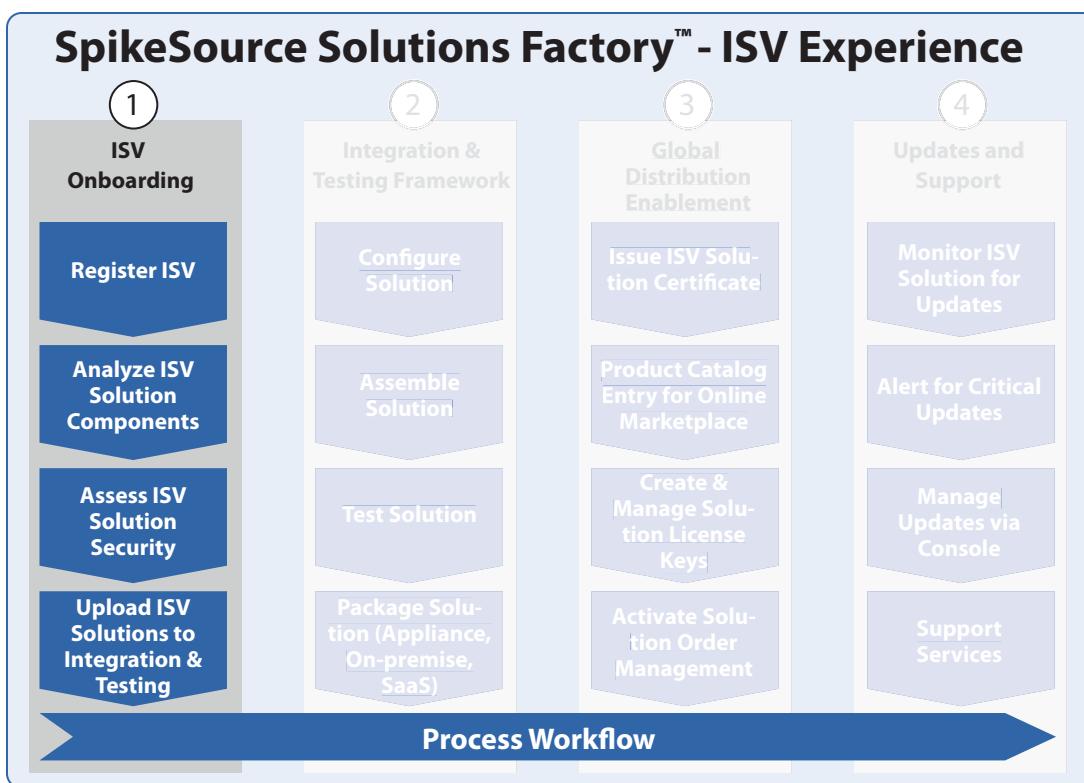
There are four major stages in your experience with the SpikeSource Solutions Factory platform:

1. Onboarding
2. Integration and testing
3. Global distribution enablement
4. Updates and support



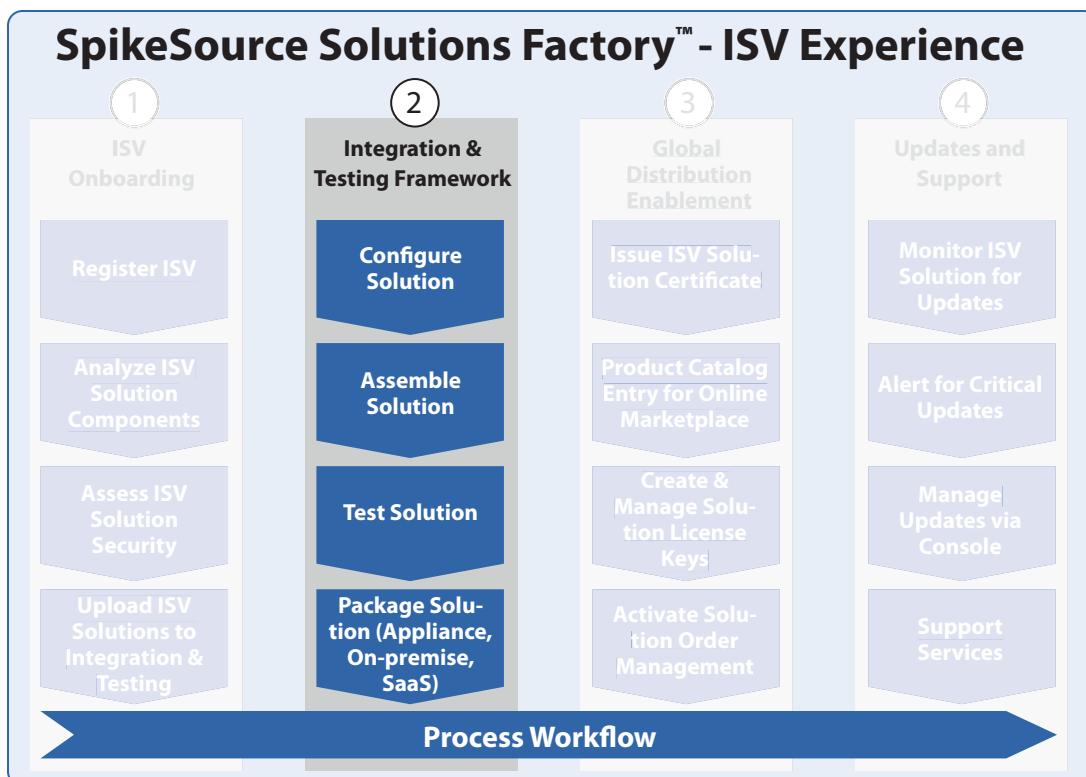
1. ISV Onboarding

- The first step in the onboarding process is to submit a brief online registration form via a secure, self-service portal, which allows you to establish a user account and download the Solutions Factory Inventory Tool (as well as SpikeSource reference stacks). The Inventory Tool identifies all of the specific components on which your solution depends.
- Through the secure portal, you then upload your inventory assessment results to the SpikeSource Solutions Factory.
- The Solutions Factory stores the inventory results and scans your components for potential security vulnerabilities. The security scan is performed against a comprehensive database of all known security vulnerabilities.
- Via an automated alerting service, you receive a detailed report of the security analysis results, indicating any known vulnerabilities (and associated severity level) in your solution's underlying components, as well as any associated security updates for those components. This process allows you to address any security issues that have been identified, upload new inventory results, and re-scan your updated results to ensure all critical vulnerabilities have been resolved.
- Following successful completion of the security analysis, you can move to the integration and testing phase.



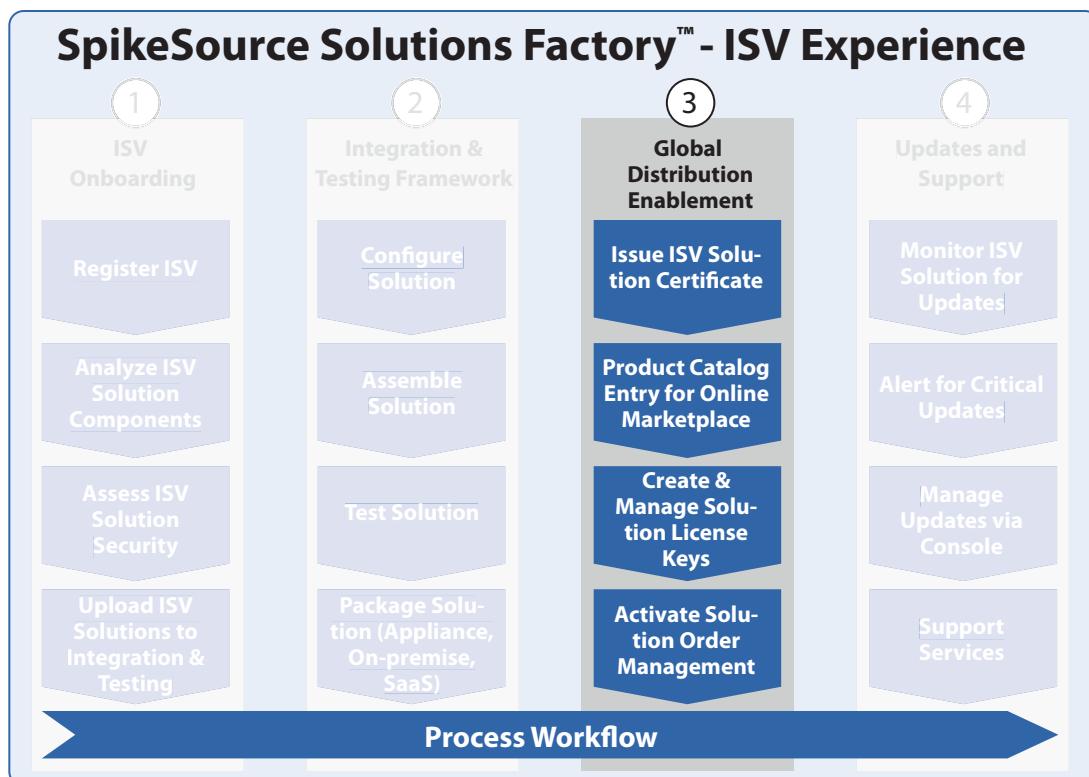
2. Integration and Testing

- Using the Solutions Builder module, you can configure your solution by indicating the underlying software infrastructure components (middleware, operating system, etc.) and target hardware requirements. The Solutions Factory then assembles your solution based on your configuration selections.
- In configuring your solution, you have the choice of using any of the reference stacks of pre-tested components that are provided and maintained by SpikeSource, or configuring your own custom stack, which the Solutions Factory will then maintain and update on an ongoing basis.
- The Solutions Factory runs a series of tests on your assembled solution, including your own test scripts that you can upload to the factory. Tests performed by the Solutions Factory include unit testing; functional testing; load testing; regression testing; interoperability testing; and failure-mode testing.
- You receive a comprehensive, detailed report of the test results, enabling you to address the identified deficiencies, if any. When the test results have passed a pre-determined threshold, you receive certification of your solution.
- You can package your certified solution for distribution in a variety of deployment options, as an appliance (hardware or virtual), as on-premise software, or as software as a service (SaaS).



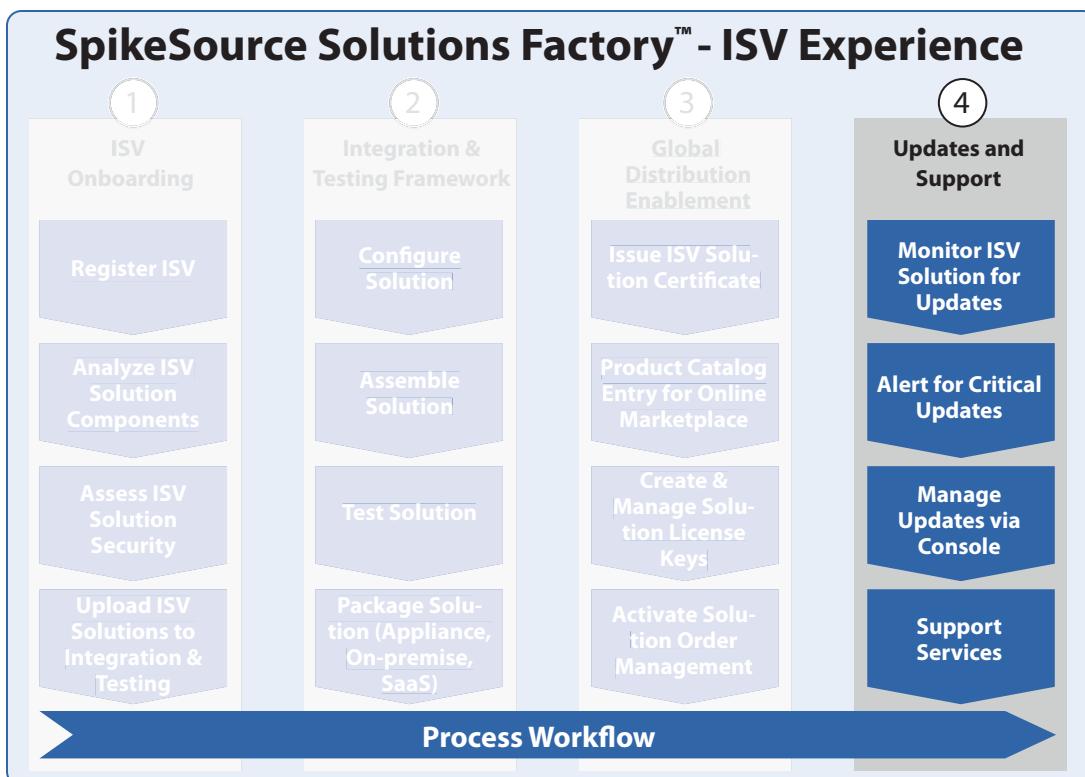
3. Global Distribution Enablement

- The Solutions Factory is integrated with global distribution marketplaces of SpikeSource strategic partners. This integration enables you to list your certified solution on the marketplace and create an entry in the online marketplace catalog, giving your solution exposure to prospective end customers and more than 170,000 resellers and systems integrators worldwide.
- Through the Solutions Factory secure portal, you can upload your product data and sales collateral onto the marketplace, where it can be accessed and viewed by resellers, SIs, and prospective customers.
- The Solutions Factory enables you to create, distribute, track, and manage license keys and entitlements for your software solutions, including activations, renewals, transfers, and upgrades. It provides flexible end-to-end workflow and customer self-service capabilities that are easily configured to reflect your specific entitlement policies and procedures.
- Finally, the Solutions Factory integrates with the marketplace's order management system and processes—including invoicing, billing, and collections—enabling you to capture transaction data via the marketplace and receive payment for sales of your solution.



4. Updates and Support

- The Solutions Factory maintains a detailed registry of all the components that your solution depends on, and it monitors these components for any updates.
- Leveraging unique SpikeSource scanning and filtering technology called the Event Gateway, the Solutions Factory tracks and evaluates tens of thousands of events each week across multiple databases, code repositories, Usenet groups, bug databases, mail lists, RSS feeds, and other sources.
- All code changes associated with your solution's underlying components are evaluated for relevance and importance. If any critical changes are detected, the Solutions Factory automatically sends you an alert, including detailed notification about the nature and source of the code change.
- On a periodic basis, the Solutions Factory compiles all the relevant updates for your solution's underlying components into a single roll-up, which is tested and then distributed to you via SpikeNet, an update service that is part of the Solutions Factory.
- SpikeNet provides a highly intuitive management console, allowing you to easily access available updates and manage the updating process according to your own policies and procedures. You also have the option of extending the SpikeNet update service directly to your end customers, which gives them full control over how and when to accept and apply updates to your solution.
- Finally, SpikeSource provides you with a single point of support for all underlying components that SpikeSource maintains as part of your solution. Support is available via telephone, email, and a 24x7 self-service support portal.



Achieve Your Full Market Potential

All around the world, independent software vendors (ISVs) like you are developing innovative solutions that have significant market potential. Yet most ISVs are achieving only a fraction of their total market potential. The key obstacles are lack of access to global distribution, limited market awareness, customer reluctance to purchase solutions from unknown providers, and customer uncertainty about the quality of the solutions.

The SpikeSource Solutions Factory platform helps remove these obstacles. Along with our distribution partners, the SpikeSource Solutions Factory platform enables you to deliver higher quality, more trustworthy solutions; reduce your development and support costs; and increase your sales and profit potential through access to global distribution.

Deliver Higher Quality Solutions with Lower Development and Support Costs

The SpikeSource Solutions Factory platform lets you offload many resource-intensive development tasks such as monitoring, updating, testing, and maintaining the underlying components that your solution depends on. By leveraging the automated capabilities of the Solutions Factory platform, you can substantially lower your development costs while increasing the quality of your solution, which also reduces your ongoing support costs.

Reach Global Markets

The cost of hiring a direct sales force and building a channel is prohibitively high for most ISVs. The integration of the Solutions Factory with global distribution networks of leading technology partners enables you to cost effectively expand your reach to markets globally and expose your products to the world's largest channel organizations. This exposure increasingly links you to a growing set of resellers who can effectively sell, implement, and support your solutions in their markets and customer bases, where they are established as trusted providers.

Win Customer Trust

For independent software vendors and solutions providers who lack global brand recognition, one of the biggest challenges is to gain the trust and confidence of prospective customers. By certifying the quality of your products and making them available through the global distribution networks of leading technology companies, SpikeSource, along with our strategic distribution partners, helps you gain the confidence and trust that will drive increased sales of your products.

SpikeSource, Inc.
2000 Seaport Blvd.
2nd Floor
Redwood City, CA 94063

Phone: +1 888-774-5348
www.spikesource.com



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