

Virtustream and Softengine Introduce Streamlined, Secure and Cost Effective Offering For Deploying SAP Business One in the Cloud

Global Cloud Service Center Now Available to SAP Business One Partners

Los Angeles and Bethesda, MD – August 18, 2011 – Softengine, a leader in ERP and CRM business solutions, and Virtustream, Inc., a leading provider of cloud services and next-generation dynamic infrastructure solutions, today announced a new offering for SAP® Business One partners that will enable the deployment of SAP Business One in the cloud. The Global Cloud Service Center from Softengine and Virtustream features best-of-breed cloud technology, infrastructure, ERP vertical solutions and services designed to benefit both SAP Business One partners and end users.

Leveraging collective experience gained through deploying and supporting complex enterprise applications, Softengine and Virtustream developed the Global Cloud Service Center to address the concerns of resellers and end users alike. Partners benefit from a “one-stop-shop” hosted model that resolves concerns regarding data security and access, disaster recovery, technical support contact, system performance, and software and system maintenance, and end users benefit from the enhanced performance, increased flexibility and cost efficiencies of a cloud solution.

In addition to strong synergies, the companies offer numerous credentials and demonstrated expertise in SAP, managed services and cloud infrastructure design and deployment to deliver excellent service and support through the new Global Cloud Service Center. Virtustream brings access to its world-class data centers, a cloud platform built to accommodate the rapid evolution of enterprise application environments and SAP-Certified Cloud and Hosting Services to the Global Cloud Service Center. Further, the company currently runs the largest SAP production environment on record in a multi-tenanted private cloud. Softengine lends expertise gained from engineering SAP Business One as a SaaS-based offering.

“SAP Business One users want to get the most out of their enterprise applications and rely on partners to provide innovative deployment options, extended support and other value-added services,” said Barry Lederman, head of Business Development, Softengine. “More SAP users are investigating cloud deployments. Packaged cloud hosting solutions, such as the Global Cloud Service Center, enable SAP partners to meet client demand. With a subscription-based pricing model and flexibility to support competitive offerings through SAP Business One vertical extensions, cloud hosting solutions provide a recurring revenue stream for our partners and advance cloud adoption. Lowered total cost of ownership and decreased maintenance costs can be achieved when SAP applications run in the cloud.”

Through the Global Cloud Service Center, SAP Business One partners that deploy their clients’ applications into the cloud deliver:

- **On-demand Managed Cloud Services:** Hosting infrastructure with 24x7 technical and SAP Business One support provides a high availability cloud environment and ensures disaster recovery.
- **Cost Effective Pricing:** Flexible, subscription-based deployment options enable partners to offer cloud hosting with or without SAP Business One licenses, Softengine extensions (e.g. Food One, Fashion One, WMS, Mobility), partner-developed localized extensions and levels of technical support.

“For many enterprises, moving some IT resources to the cloud is no longer enough, and interest in fully leveraging the power of the cloud by deploying all mission-critical applications continues to increase,” said Peter Albers, executive vice president, Cloud Cover Services at Virtustream. “SAP Business One end users achieve significant cost savings, increased scalability and greater performance from their applications when deployed in our secure cloud environment.”

Virtustream and Softengine will be sponsoring and co-presenting at the ASUG Georgia Chapter and ASUG Business One Summit on October 27 and 28 at the Lake Lanier Islands Resort in Buford, Ga. For more information, go to www.asug.com.

About Softengine

Based in Los Angeles since 1996, Softengine, a Top 10 Gold Business Partner of SAP and Global Innovation Partner of the Year, 2009 and 2010, is a leading provider of solutions (on-premises or hosted “SaaS”) to the SME (Small-emerging and Mid-size Enterprises) that have outgrown their accounting only and legacy applications. Softengine leverages SAP Business One’s innovative technologies, like on-the-fly configuration, to deliver the most flexible end-to-end solutions. SAP Business One’s technology and know-how enable customers to immediately drive efficiencies upward and build competitive advantage. Softengine solutions are complemented by a full range of industry-specific extensions and services to promote rapid return on investment. We distinguish ourselves by getting the job right the first time - eliminating downtime, reducing support calls and saving customers’ time and money. It means minimal interruption to ongoing business. www.softengineusa.com

About Virtustream

Virtustream (www.virtustream.com) is an innovative cloud provisioning firm committed to delivering next-generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. We lead our Cloud Platform Services with [Cloud Advisory Services](#), providing expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure-related integration services. We provide ongoing support for our [Cloud Platform Services](#) through two groups: our [Cloud Cover](#) team provides a managed service, from core infrastructure through enterprise applications and the [Cloud Staging and Networks](#) group that provides colocation, security and network services. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands. Keep tabs on us with Twitter: www.twitter.com/rjrogers87 and www.twitter.com/Virtustream360.

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