

# THINK ENSIM.

Ensim gives you the tools to make your hosting business simple, scalable, and profitable.

## About Ensim Corporation

Ensim Corporation has created a new category of Internet infrastructure products and solutions to address the rapidly changing needs of hosting providers. ServerXchange, Ensim's flagship product, is the industry's first comprehensive hosting operations platform designed to enable hosting providers, including ISPs, ASPs and data center operators, to rapidly grow and efficiently operate large-scale, Web and e-commerce hosting businesses. ServerXchange gives hosting providers a unified view into their hosting environment, a mechanism for rapidly adding new and differentiated service plans, and a comprehensive portfolio of automation and customer self-administration tools. Headquartered in Sunnyvale, California, Ensim Corporation is a pre-IPO company funded by leading Venture Capital firms such as New Enterprise Associates and Worldview. For more information about Ensim Corporation, please visit [www.ensim.com](http://www.ensim.com) or call Ensim at 1-877-693-6746.

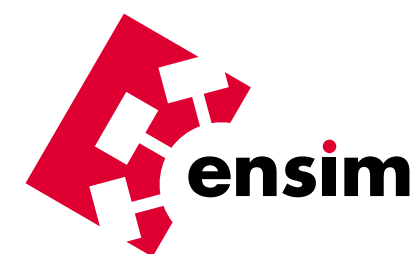
# Thinking about how to get more out of your hosting business?

## The Ensim ServerXchange Family

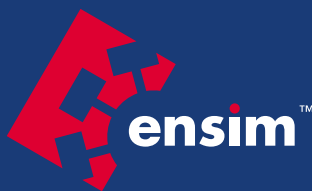
**Ensim ServerXchange** Ensim's flagship product, the industry's first comprehensive hosting operations platform designed to enable hosting providers (such as ISPs, ASPs, and data center operators) to rapidly grow and efficiently operate large-scale hosting businesses.

**Ensim AppXchange** A companion service to ServerXchange that delivers and automates the installation of software upgrades and provides a pipeline of new hosting software suites, allowing hosting providers to rapidly grow their menu of service plans.

**Ensim Hosting Plans** Delivered with ServerXchange or downloaded from AppXchange, is a library of best-of-breed software suites optimized to deliver a full-featured, easy-to-use hosted service plan.



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### Take an ordinary rack of servers. Add Ensim's ServerXchange... and something extraordinary happens!

You're challenged with turning 1,000 pounds of server metal into a scalable and profitable hosting business. The Ensim ServerXchange hosting operations platform transforms ordinary servers into money making machines, geared to help you make the most of your hosting business.

### Are you ready for the future?

Ensim has created something new -- an incredibly easy way to package and sell high-value application hosting plans and services -- plans such as advanced Web hosting, enterprise messaging, e-commerce and more -- to a rapidly-growing market of small-to-medium sized businesses (SMB) worldwide.

### Imagine the possibilities...

Add ServerXchange to your hosting infrastructure, and you're ready to easily capitalize on the lucrative SMB market opportunity. You will quickly generate more revenue by expanding your portfolio of hosting services, while significantly streamlining management and operations of your business.

### Good help is hard to find. Really hard to find.

Are your support calls increasing?! It's no wonder. Primarily driven by SMBs, the popularity of hosting is exploding. They rely on you. Ensim provides a complete set of Web-based self-administration tools to empower your resellers and customers --and unburden your scarce IT resources.

By the year 2003, 76% of all small-to- medium-sized businesses will have an online presence, and of these businesses, 50% will sell products via the Web.

(IDC, March 2000)

## Meet the Ensim ServerXchange Family

### Ensim ServerXchange

Hosting operations platform is delivered as a 3U rack-mountable appliance.

#### Benefits:

- Manage entire hosting operation from a single, consistent administrative interface, regardless of OS (Linux or Solaris)
- Intuitive interfaces enable resellers to easily sell and implement new services
- Control panels provide customer with self-administration capabilities
- Fully utilize all server resources with Ensim's unique instantServer™ technology
- Patent pending multi-tenancy technology for supporting multiple hosting plans per server

### Ensim AppXchange

Combined with ServerXchange, AppXchange dramatically reduces the complexity of introducing and upgrading new service offerings.

#### Benefits:

- Instantly add new offerings based on evolving customer needs
- Streamline the process to deliver rented applications
- Increase profit per customer by providing a range of higher-value service offerings
- More effectively leverage your marketing dollars by increasing customer acquisition and customer retention
- Hassle-free. Stay on top of upgrades, service releases, security patches, etc.

### Ensim Hosting Plans

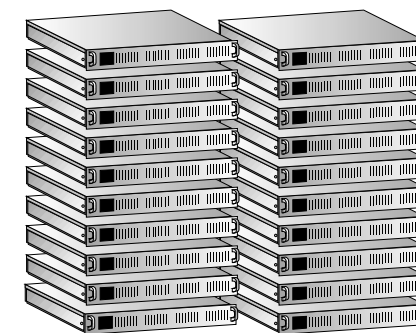
We ship ServerXchange with best-of-breed software suites for today's most popular categories of hosting services. New plans and upgrades are continuously available from AppXchange.

#### ServerXchange is delivered with a set of high-quality hosting plans for Linux and Solaris-based plans, as well as Windows 2000 Virtual Web Hosting Plans:

- Ensim Web Hosting Plans
  - Shared Hosting (Featuring Ensim WEBpliance™)
  - Virtual Dedicated (Featuring Ensim instantServer Technology)
  - Dedicated Hosting (Featuring Ensim instantServer Technology)
- Ensim E-Commerce Plans
  - Shared E-Commerce (Featuring Ensim WEBpliance™)
  - Virtual Dedicated E-Commerce (Featuring Ensim instantServer Technology)
  - Dedicated E-Commerce (Featuring Ensim instantServer Technology)
- Ensim Reseller Plans
  - Web Hosting (Featuring Ensim WEBpliance™)
  - E-Commerce (Featuring Ensim Miva Merchant™ and Empresa™ add-on to Webpliance)
- Ensim Intranet Collaboration Plans (Featuring Planet Intra™)

## It's as easy as 1, 2, 3 to start making money!

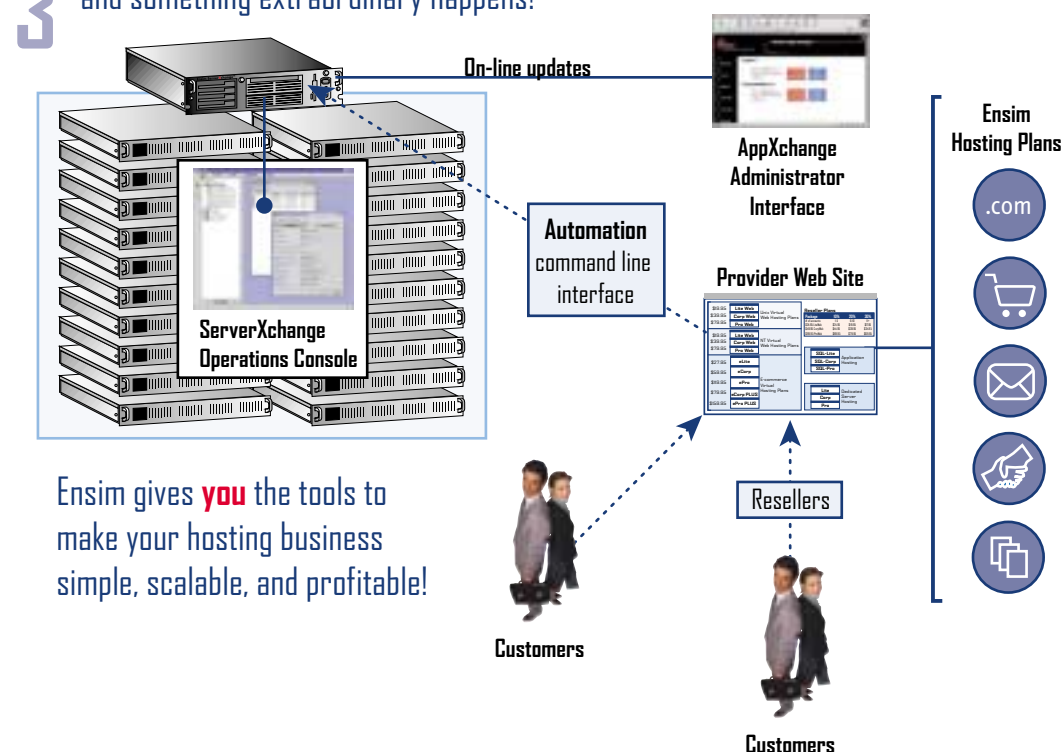
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2 add Ensim ServerXchange...



3 and something extraordinary happens!



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