



# Ensim ServerXchange

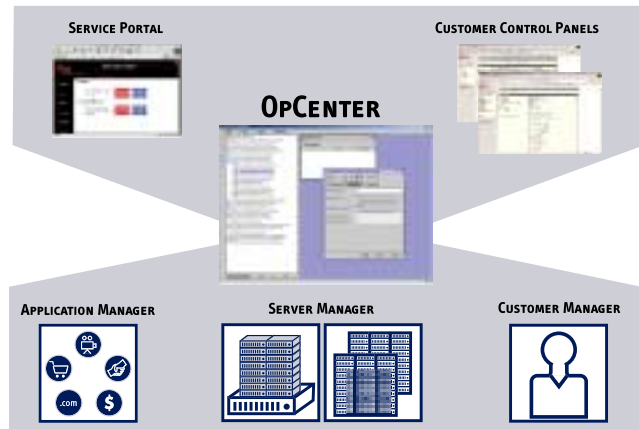
## Ensim ServerXchange

The Industry's First Complete Hosting Operations Platform

ServerXchange brings comprehensive hosting automation capabilities to ISP's, Data Center Operators, and Web hosting providers of all sizes. ServerXchange enables providers to easily manage servers, applications, and customers from a central graphical management console, across multiple operating systems.

## BENEFITS

- ❖ Offer hosting services on Windows 2000, Linux, and Solaris Operating Systems
- ❖ Manage servers, applications, and customers from one central, Web-based management console
- ❖ Perform mass upgrades of applications safely and easily
- ❖ Reduce the IT workload by automating common administrative hosting tasks
- ❖ Provide Control Panels for customer self-management
- ❖ Automated billing, customer management, and trouble-ticket system reduces operational overhead
- ❖ Easily scale operations to a large number of domains with central management of domains across multiple appliances
- ❖ Attract new customers with compelling services based on Ensim Private Servers and applications suites



With ServerXchange, hosting providers can increase the services they offer while decreasing overall operational costs.

### ServerXchange - hosting operations platform

ServerXchange is a complete hosting operations platform that enables ISP's, hosting providers and Internet data center operators to automate the deployment and management of all hosted services. ServerXchange allows hosting providers to rapidly define and offer new services, which capture more market share and increase revenue per customer, while reducing customer churn and improving customer support.

Through a centralized GUI, ServerXchange gives hosting providers a consistent, automated way to add new service offerings and differentiate themselves as customer needs change over time.

### OpCenter - management interface for hosting operations

ServerXchange's OpCenter allows hosting providers to centrally manage their data-center operations from a simple graphical user interface across multiple operating systems, including Windows, Linux and Solaris. OpCenter makes it easy to manage servers, applications and customers. OpCenter consists of: Server Manager, Application Manager and Customer Manager.

### Server Manager - register, monitor, and partition servers

Ensim's Server Manager enables hosting providers to easily register, monitor, and manage servers.

Registering servers on the ServerXchange platform is a drag, drop and go operation. Once servers are registered, hosting providers can monitor status, and remotely start, stop, restart, and upgrade servers.

Server Manager also, enables hosting providers to uniquely partition servers into Private Servers. Based on Ensim's patent-pending

virtualization technology, multiple Private Servers can be set-up within a server, with each Private Server being completely isolated and secure.

Private Servers can be used for a variety of purposes, including running applications for Virtual and Dedicated Web Hosting, Reseller Hosting, e-commerce, Intranet Collaboration, and Streaming.

### Application Manager - automated application management

Application Manager simplifies application deployment, manages application versions, and provides the ability to apply upgrades or patches to applications across all servers at once.

Using Application Manager, hosting providers can install any available application suite onto a Private Server.

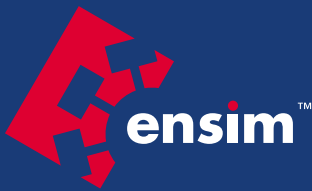
Ensim currently offers application suites for:

- Virtual and Dedicated Web Hosting
- Private Server Hosting
- Reseller Hosting
- e-commerce
- Intranet Collaboration
- Streaming

### AppXchange - service portal to new suites

Ensim provides its ServerXchange customers with an internet service portal, AppXchange, where clients can download new application suites, feature upgrades and patches/updates for existing application suites. Once downloaded, application suites, updates, upgrades, and patches are managed and distributed through Application Manager.

AppXchange gives ServerXchange customers a significant competitive advantage; they can offer new applications and services as soon as they become available.



### Customer and Billing Manager - billing, plan management, and automated provisioning

As hosting providers continue to add clients and additional services to their hosting portfolio, billing accuracy and customer management becomes increasingly important and more difficult to maintain. Customer Manager enables hosting providers to keep up with billing and customer management by:

- Automating and integrating billing with ServerXchange
- Automatically billing customers on a recurring basis
- Automating account set-up and purchases
- Offering plan templates and add-ons customization for easy plan creation
- Giving customers Web-based access to statements, upgrades, and a trouble ticket system

### Domain Manager - central management of virtual domains across multiple server appliances

The majority of small and medium businesses are purchasing virtual domains. To efficiently meet the demand and continue to support greater numbers of virtual domains, hosting providers need tools that automate virtual domain management.

Domain Manager gives hosting providers using the ServerXchange hosting operations platform for direct virtual domain hosting, a central interface to easily manage all virtual domains across all Web

hosting appliances. From a Web-based interface, hosting providers have the ability to:

- Automatically track IP addresses that are available and in-use
- Provision virtual domains based on server usage or server load
- Automated synchronization of the IP addresses listed and in-use

### Ensim Control Panels - customer self-service

ServerXchange includes Control Panels that enable hosting providers to provide downstream management to their customers based on roles and responsibilities.

Enabling customer self-service is one key way for hosting providers to clearly differentiate themselves from the competition. With Ensim's Control Panels, common tasks - DNS, Auto responders, Sendmail settings, file transfers, enabling Front Page Extensions, adding users, etc. - can all be managed remotely, 24 hours a day by the hosting providers' customers.

Hosting providers can provide separate Control Panels to:

- Shared customers
- Dedicated customers
- Private Server customers
- Resellers

allowing all these customers to manage their business independently from their upstream hosting provider.

<b>ServerXchange Operating System Support</b>			
Windows 2000 Server/Advanced Server	Red Hat 6.1	Solaris 7.0	
<b>ServerXchange Hardware Specifications</b>			
3U form factor	CD-ROM drive	933 MHz Intel Pentium III	3.5 floppy drive
256 MB RAM	2 10/100 NIC	72 GB HDD Raid 5, hot-swappable	Redundant power supply
<b>ServerXchange Application Suites</b>			
<b>WEBpliance LH (available on Linux)</b>			
Analog Web Log Analyzer	Apache Web Server	DNS/BIND Name Server	POP3 + IMAP Server
Microsoft Frontpage 2000 Extension	Python	Majordomo Mailing List Server	OpenSSL
Sendmail SMTP Server	Vacation Auto-Responder	Ensim Virtual Web Hosting Tools	mod_perl for Apache
mod_php for Apache	proFTPD FTP Server		
<b>WEBpliance WH (available on Windows 2000)</b>			
Supports Microsoft Access	Analog Web Analyzer	BIND/DNS	Support Allaire ColdFusion
Ensim Mail Server	Python	Ensim Virtual Web Hosting Tools	Vacation Auto-Responder
Microsoft IIS FrontPage	Microsoft IIS FTP Server	Microsoft IIS Secure Web Server	Microsoft IIS Web Server
Microsoft ASP support	Microsoft Data Source	sPOP3 + IMAP Server	
<b>Web Foundation Suite (available on Linux and Solaris)</b>			
Analog Web Log Analyzer	Apache Web Server	DNS/BIND Name Server	EGCS *
Lynx Text-Based Browser	Make	Melange Chat Server *	Microsoft FrontPage 2000
Majordomo Mailing List Server	Extension	PerlPHP *	OpenSSL
POP3 + IMAP Server	proFTPD FTP Server	PSAdmin	Python
WWWboard Discussion Board	Vacation Auto-Responder *	Webcal Web-based Calendar	Sendmail SMTP Server
<i>*indicates Linux Only</i>			
<b>Miva Ecommerce Suite and WEBpliance Add-on (available on Linux)</b>			
Miva Merchant	Miva Empressa		
<b>Apple Quicktime Suite (available on Linux and Solaris)</b>			
Apple QuickTime Server	Web Foundation Suite		
<b>Planet Intra Suite (available on Linux)</b>			
Planet Intra MySQL	Web Foundation Suite		

### About Ensim Corporation

Ensim Corporation dominates the Hosting Automation market with software products that enable ISPs, hosting providers, and Internet data center operators to automate the management and deployment of hosted services. By using Ensim's products, service providers can increase revenues while simultaneously reducing operational and support costs in a market expected to reach \$24.5 billion by 2005. Ensim's flagship product, ServerXchange, lets service providers rapidly deploy differentiated services and fosters self-management by customers. Ensim's WEBpliance LS instantly creates Web-hosting appliances for shared-hosting environments.

Ensim is headquartered in Sunnyvale, California with sales offices in the U.S., Europe, and Asia. The pre-IPO company is funded by New Enterprise Associates, Worldview Technology Partners, and other blue-chip venture capital firms. For additional information, please visit [www.ensim.com](http://www.ensim.com) or call 1-877-693-6746.

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