

ShoWare™ ASP Model

What is an ASP (Application Service Provider)? - An ASP deploys, hosts and manages access to application(s) to multiple parties from centrally managed facilities. The applications are delivered over networks on a subscription basis. This delivery model speeds implementation, minimizes the expenses and risks incurred across the application life cycle, and overcomes the chronic shortage of qualified technical personnel available in-house. The ASP model has become increasingly popular with companies working to increase ROI on IT expenses while improving operational efficiency, time -to-market and customer service.

Organizations Rely On ASP Technology - Whether your company is large or small, an ASP arrangement saves time and money, and simplifies ongoing system reliability and support. Most industry experts agree the most appropriate market for ASP hosting is small and mid-sized organizations, but all agree there is also opportunity for large enterprises. With the help of an ASP, small and mid-sized organizations can deploy enterprise applications that without an ASP would involve massive investments in software, deployment time and IT personnel. These businesses can then benefit from the efficiencies of integrated applications that were previously not cost-effective to develop and use.

How will the “ShoWare” ASP model work? - ShoWare™ will deliver and manage your ticketing applications and computer services from our remote data center to multiple users via the Internet or a private network, a cost-effective solution to the demands of systems ownership: up-front capital expenses, implementation challenges, and a continuing need for maintenance, upgrades and customization. ASP hosting through ShoWare™ will give customers a viable alternative to procuring and implementing complex ticketing systems themselves. We will provide customers with a comprehensive alternative to building and managing internal information-technology operations.

Benefits from using an ASP include:

- ~ Speed to market: ShoWare™ already has the equipment, applications and expertise ready to provide rapid market access
- ~ Operational freedom: by outsourcing application management, focus critical resources on core business functions
- ~ Improved performance: ShoWare™ can apply their vast experience to implement best IT practices for superior levels of availability, security, backup, disaster recovery, and help desk support
- ~ Financial flexibility: this model reduces fixed costs and lowers overall expenditures for hardware, applications and management
- ~ Reduced risk: with no capital expenditure on software, hardware, and IT personnel, organizations can "test" a new technology with minimal impact to their existing environment and bottom line
- ~ An innovation/evolution of IT outsourcing, making it more affordable and available
- ~ More predictable costs, with less financial risk
- ~ Quicker deployment of applications and IT capabilities

