



## 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 both 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

## *Glossary*

**Application Logic** - The computational aspects of an application, including a list of instructions that tells a software application how to operate.

**Application Service Provider (ASP)** -An ASP deploys, hosts and manages access to a packaged application to multiple parties from a centrally managed facility. 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.

**Application Maintenance Outsourcing Provider** - These providers manage a proprietary or packaged application from either the customer's or the provider's site.

**Availability** - The portion of time that a system can be used for productive work, expressed as a percentage.

**Backbone** - A centralized high-speed network that interconnects smaller, independent networks.

**Bandwidth** - The number of bits of information that can move through a communications medium in a given amount of time; the capacity of a telecommunications circuit/network to carry voice, data, and video information. Typically measured in Kbps and Mbps. Bandwidth from public networks is typically available to business and residential end-users in increments from 56Kbps to T-3.

**Business-Critical Applications** - The vital software needed to run a business, whether custom-written or commercially packaged, such as accounting/finance, ERP, manufacturing, human resources and sales databases.

**Capacity** - the ability for a network to provide sufficient transmitting capabilities among its available transmission media, and respond to customer demand for communications transport, especially at peak times.

**Client/Device** - Hardware that retrieves information from a server.

**Clustering** - Group of independent systems working together as a single system. Clustering technology allows groups of servers to access a single disk array containing applications and data.

**Data mart** - A subset of a data warehouse, for use by a single department or function.

**Data warehouse** - A database containing copious amounts of information, organized to aid decision-making in an organization. Data warehouses receive batch updates, and are configured for fast online queries to produce succinct summaries of data.

**Dedicated Line** - A point-to-point, hard wire connection between two service locations.

**Demarcation Line** - The point at which the local operating company's responsibility for the local loop ends. Beyond the demarcation point (also known as the network interface), the customer is responsible for installing and maintaining all equipment and wiring.

**Electronic Data Interchange (EDI)** - The electronic communication of the business transactions (orders, confirmations, invoices etc.) of organizations with differing platforms. Third parties provide EDI services that enable the connection of organizations with incompatible equipment.

**Enterprise Relationship Management (ERM)** - Solutions that enable the enterprise to share comprehensive, up-to-date customer, product, competitor and market information; for the end goals of long-term customer satisfaction, increased revenues, and higher profitability.

**Enterprise Resource Planning (ERP)** - An information system or process integrating all manufacturing and related applications for an entire enterprise. ERP systems permit organizations to manage resources across the enterprise and completely integrate manufacturing systems.

**Ethernet** - A local area network used to connect computers, printers, workstations, and other devices within the same building. Ethernet operates over twisted wire and coaxial cable.

**Fat Client** - A computer that includes an operating system, RAM, ROM, a powerful processor and a wide range of installed applications that can execute either on the desktop or on the server to which it is connected. Fat clients can operate in a Server-based Computing environment or in a stand-alone fashion.

**FDDI** - Fiber Distributed Data Interface. A standard for transmitting data on optical-fiber cables at a rate of about 100 Mbps.

**Gbps** - Gigabits per second, a measurement of data transmission speed expressed in billions of bits per second.

**Hosted Outsourcing** - Complete outsourcing of a company's information technology applications and associated hardware systems to an ASP.

**Internet Service Provider (ISP)** - Company that provides access for users and businesses to the Internet.

**Internetworking** - Sharing data and resources from one network to another.

**Kilobits Per Second (Kbps)** - A data transmission rate of 1,000 bits per second.

**Megabits Per Second (Mbps)** - A transmission rate where one megabit equals 1,024 kilobits.

**MetaFrame** - The world's first Server-based Computing software for Microsoft Windows NT 4.0 Server, Terminal Server Edition multi-user software (co-developed by Citrix).

**Modem** - A device for converting digital (data) signals to analog and vice versa, for data transmission over an analog telephone line.

**Multi-User** - The ability for multiple concurrent users to log on and run applications from a single server.

**Network Access Point (NAP)** - A location where ISP's exchange each other's traffic.

**Network Computing Architecture** - A computing architecture in which components are dynamically downloaded from the network onto the client device for execution by the client. The Java programming language is at the core of network computing.

**Online Analytical Processing (OLAP)** - Software that enables decision support via rapid queries to large databases that store corporate data in multidimensional hierarchies and views.

**Outsourcing** - The transfer of components or large segments of an organization's internal IT infrastructure, staff, processes or applications to an external resource such as an Application Service Provider.

**Packaged Software Application** - A computer program developed for sale to consumers or businesses, generally designed to appeal to more than a single customer. While some tailoring of the program may be possible, it is not intended to be custom designed for each user or organization.

**Performance** - A major factor in determining the overall productivity of a system, performance is primarily tied to availability, throughput and response time.

**Remote Presentation Services Protocol** - A set of rules and procedures for exchanging data between computers on a network, enabling the user interface, keystrokes, and mouse movements to be transferred between a server and client.

**Scalability** - The ability to expand the number of users or increase the capabilities of a computing solution users without making major changes to the systems or application software.

**Server** - The computer on a local area network that often acts as a data and application repository and that controls an application's access to workstations, printers and other parts of the network.

**Server-based Computing** - A server-based approach to delivering business-critical applications to end-user devices, whereby an application's logic executes on the server and only the user interface is transmitted across a network to the client. Its benefits include single-point management, universal application access, bandwidth-independent performance, and improved security for business applications.

**Single-Point Control** - One of the benefits of the ASP model, single-point control helps reduce the total cost of application ownership by enabling widely used applications and data to be deployed, managed and supported at one location. Single-point control enables application installations, updates and additions to be made once, on the server, which are then instantly available to users anywhere.

**Thin Client** - A low-cost computing device that accesses applications and and/or data from a central server over a network. Categories of thin clients include Windows-Based Terminals (WBT, which comprise the largest segment), X-Terminals, and Network Computers (NC).

**Total Cost of Ownership (TCO)** - Model that helps IT professionals understand and manage the budgeted (direct) and unbudgeted (indirect) costs incurred for acquiring, maintaining and using an application or a computing system. TCO normally includes training, upgrades, and administration as well as the purchase price. Lowering TCO through single-point control is a key benefit of server-based computing.

**Total Security Architecture (TSA)** - A comprehensive, end-to-end architecture that protects the network.

**User Interface** - The part of an application that the end user sees on the screen and works with to operate the application, such as menus, forms and "buttons."

**Virtual Private Network (VPN)** - A secure, encrypted private Internet connection.

**Web Hosting** - Placing a consumer's or organization's Web page or Web site on a server that can be accessed via the Internet.

**Wide Area Network** - Local area networks linked together across a large geographic area.

**Windows-Based Terminal** - Thin clients with the lowest cost of ownership, as there are no local applications running on the device. Standards are based on Microsoft's WBT specification developed in conjunction with Wyse Technology, NCD, and other thin client companies

