

# DON'T RENT A CLOUD. OWN ONE.

*Introducing the hybrid computing solution that offers ISV's ultimate flexibility for deploying software to small businesses.*

Let's face it. With today's emerging technology, businesses have innumerable options when it comes to deploying their critical enterprise applications. But the hard truth of it is this - whether companies are using traditional solutions or leveraging the power of the cloud, there's almost always a tradeoff, no matter what technology is at play.

This Catch 22 isn't an easy one to solve. Companies that utilize traditional solutions are able to exercise full control over their technology, but they're forced to deal with complex configuration and maintenance while missing out on the key benefits the cloud provides. Other companies that rely too heavily on the cloud are able to experience its grand functionality, but only at the expense of less control, less customization and being at the mercy of their cloud provider.

***"I believe Hybrid Computing is set to transform the way software is deployed in small and medium sized businesses."***

**-Mark Janzen**  
Founder of Applianz Technologies

At Applianz, we've figured out a way to give small and mid-sized businesses the same benefits of the cloud with full ownership and control over how they use it. With the full intention of making a user-friendly product, we've created an on-site solution that businesses can set up themselves with no IT expertise needed.

Our hybrid solution, known as AppEazy, makes it simple for anyone to run a variety of applications from any system, anywhere, anytime. Now, SMB's can experience the same benefits that are typically reserved for companies with big budgets and packs of IT experts. We've shaped AppEazy into a product that not only makes businesses more productive, but makes software better. For ISV's, this means they have the ability to put their software in front of more faces and expand their product offerings.

 **AppEazy**  
from APPLIANZ



# TRADITIONAL MEETS REVOLUTIONARY.

*AppEazy delivers a hybrid solution at the intersection of conventional technology and emerging cloud services.*

## More than just a server.

With AppEazy, users aren't getting a traditional server that requires hours of complex maintenance and setup configuration. They're investing in a solution that provides nearly instant functionality right out of the box, including remote access and nightly data backup (with full disaster recovery), features normally considered expensive add-ons.

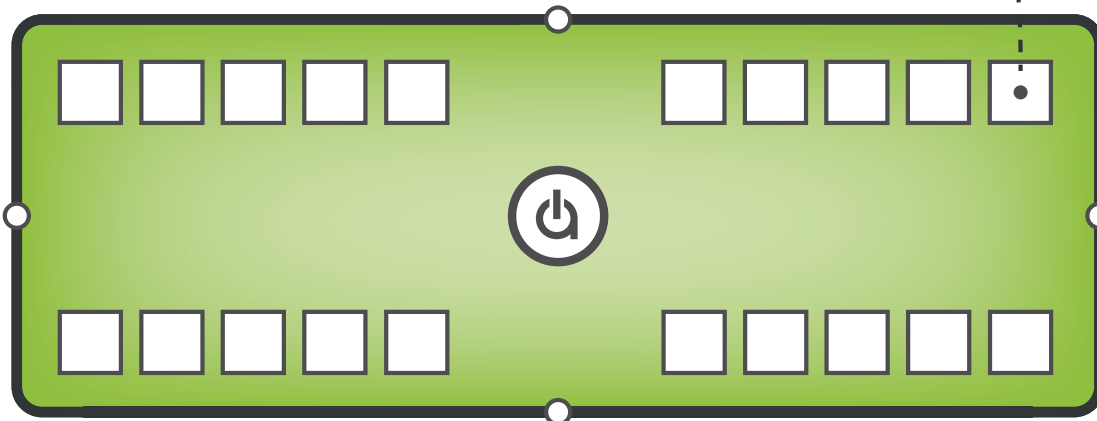
At the end of the day, AppEazy users can rest assured that their data is safe, their apps are accessible and most importantly, everything's going to be just as they left it when they wake up in the morning. Giving businesses complete ownership over their technology is a rare luxury few other solutions can offer. The extra flexibility and peace of mind that AppEazy provides makes it completely unique from everything else.

## INSIDE

We stock each system's components based on the number of people it will be serving, resulting in a dedicated virtual workstation for each user. So a 20-user system will have the power of 20 computers combined, allowing you to run the latest software at peak performance on any old clunker PC or Mac.

DEDICATED  
VIRTUAL  
WORKSTATION

1 USER  
ALLOWED



20 USER SYSTEM

## SOUND FAMILIAR?

When compared to a cloud solution, there's practically no difference in the benefits AppEazy offers. With the same control of a local server, AppEazy provides the extra functionality that today's businesses need. *Here's a look at some of the core features of our solution.*



### Remote Access

Access all your apps and files from anywhere with just a few clicks



### Disaster Recovery

If disaster ever strikes your office, we'll have your original data ready to go.



### Off-Site Data Backup

We'll back up your data every night to a secure, off-site location..just in case



### Universal Support

AppEazy supports virtually all third-party applications, giving you all the options you need

# NOT ALL APPS FALL FROM THE SKY.

*Delivering applications with maximum flexibility starts with going straight to the source.*

## Get Your Head Out of the Clouds.

No matter which solution businesses use to deliver apps to their employees, they've got to come from somewhere. For those using the cloud, their services come from a data center over which they have little to no control. Many companies forego the cloud route in order to keep control over their technology and data, which leads to yet another dilemma. With a traditional, on-site server, a high level of IT maintenance and configuration is typically the norm.

Businesses with local solutions are left to fend for themselves and need experienced IT staff on hand to keep their servers up and running. We understand the pain that many smaller businesses have when it comes to supporting IT staff, which is why we designed AppEazy to be capable of being set up by nearly anyone, regardless of IT experience. *Take a look below to see what a business would have to go through just to set up a traditional server with the same functionality of AppEazy.*

## OUR SIDE OF THE COIN

*The simplicity of AppEazy makes it the hands-down alternative to a complex, traditional solution.*



## Everything comes built right in.

Remote Access? Check. Automatic data backup? Got it. Full disaster recovery? It all works right out of the box. No need for Citrix or Terminal Server either - after a quick setup, AppEazy starts delivering all this functionality immediately. No add-ons required.



## Plug it in. Watch it go.

Having a local server can actually be great - if you can maintain it. The hard part for small businesses starts with keeping someone on staff with the know-how to keep a local solution up and running. With AppEazy, there's no need for ongoing maintenance or even any expertise at all in the initial setup.

# 1

# 2

# 3

# 4

# 5

### the TRADITIONAL ROUTE to APPLICATION DELIVERY

Here's what a business would typically have to go through just to run the software they need with a traditional server.

#### PURCHASE A SERVER

If companies need to deliver a lot of apps to a lot of employees, a server is the best way to get it done. Just throw the resources in a central location and serve it up from there. AppEazy takes the same approach.

#### HIRE AN EXPERT

Here's where AppEazy starts to distance itself from the pack. Unlike traditional servers with endless complexities, AppEazy doesn't require constant expertise to set up or maintain. Even the lowly intern can set it up.

#### UPGRADE HARDWARE

Running the latest software oftentimes requires an infrastructure upgrade. With our solution, they can use any combo of Macs or PC's and still get peak performance, as AppEazy runs the applications itself.

#### INSTALL ADD-ONS

Ever thought about how much remote access, backup recovery or data backup costs? Companies won't have to worry about these questions with AppEazy, as all this functionality is built-in and works out of the box.

#### MAINTAIN IT ALL

Keeping a server up and running is no easy feat. Managing a traditional server often keeps IT departments bogged down. With AppEazy, the high-level experts can concentrate on more important things.

# WE SHIP IT. THEY PLUG IT IN.

*AppEazy's no-nonsense approach puts your software in the hands of SMB's with little to no IT expertise*

## Expand your product lineup.

We help ISV's generate more revenue by developing their software products into hybrid solutions that reach more of their potential customers. With AppEazy, small and mid-sized businesses can utilize the software they need in affordable ways they may have never previously considered.

Our dedication to making AppEazy a simple, fool-proof solution helps put ISV's software in the hands of many businesses that need the extra functionality that our product provides. When it comes down to it, AppEazy makes practically any piece of software easier to install, deploy and maintain for businesses, regardless of their IT resources.

## PURCHASING CHOICES

*We offer our customers two ways of purchasing AppEazy: they can buy the server outright, or choose our rent-to-own option.*



### Own it.

The best and most popular of our purchasing choices, this option grants users complete control and customization over their system. Considering how easy AppEazy is to set up and maintain, most of our customers choose to own it outright.



### Month to month.

Our hosted, rent-to-own option gives our customers the option to pay for their AppEazy system through a month-by-month billing model, similar to software-as-a-service (SaaS). It's yet another opportunity for ISV's to distribute their software.

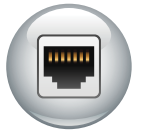
## A SIMPLE SOLUTION

*When customers choose AppEazy as their deployment solution, the to-do list gets a whole lot easier.*

# 1

### PLUG IT IN

Once we've shipped a company an AppEazy system, the first thing they need to do is find a spot to put it and plug it in to their network hub. From that point, they've already reached the halfway point.



# 2

### ADD USERS

With web-based AppEazy Manager, owners can set up accounts for anyone that will be using the AppEazy system. We've made this simple enough so that even the lowly intern could be the one doing the work.



# 3

### GET TO WORK

The best benefit of AppEazy is that it doesn't require regular maintenance or any IT expertise at all. Businesses can finally get all the functionality they need and concentrate on what's most important - staying productive.



# OPEN DOORS FOR YOUR CUSTOMERS.

*Instead of forcing customers to use software in certain ways, AppEazy lets the users decide how to deploy.*

How would you like to give potential customers more opportunities to buy your software? With an AppEazy solution, businesses can instantly have deployment options they may never have even considered. Objections such as cost, time or lack of IT personnel get thrown out the window when AppEazy enters the picture.

Because of our hybrid approach, and the ability for practically anyone to set up our solution, AppEazy provides businesses multiple options for deployment, without having to break their budgets or seek extra technical help.

## FLEXIBLE DEPLOYMENT

### YOUR PLACE OR OURS.

*With AppEazy's flexible deployment solutions, your customers will have options they've never considered before.*



#### DESKTOP

No need for a data center, or even a rack for that matter. AppEazy works fine as a desktop companion to your network.



#### RACKMOUNT

AppEazy fits in to any rackmount structure, enabling users to take advantage of previously-built facilities.



#### HOSTED

If preferred, we can host a solution in our own data center, making things completely "hands-off" for our clients.



## System Lineup

1-4 USERS

**Model 420 Mini**  
Suggested Retail: \$4,995

5 USERS

**Model 640**  
Suggested Retail: \$5,995

10 USERS

**Model 1140**  
Suggested Retail: \$9,995

20 USERS

**Model 2140**  
Suggested Retail: \$12,995

30 USERS

**Model 3140**  
Suggested Retail: \$16,995

40 USERS

**Model 4140**  
Suggested Retail: \$21,995

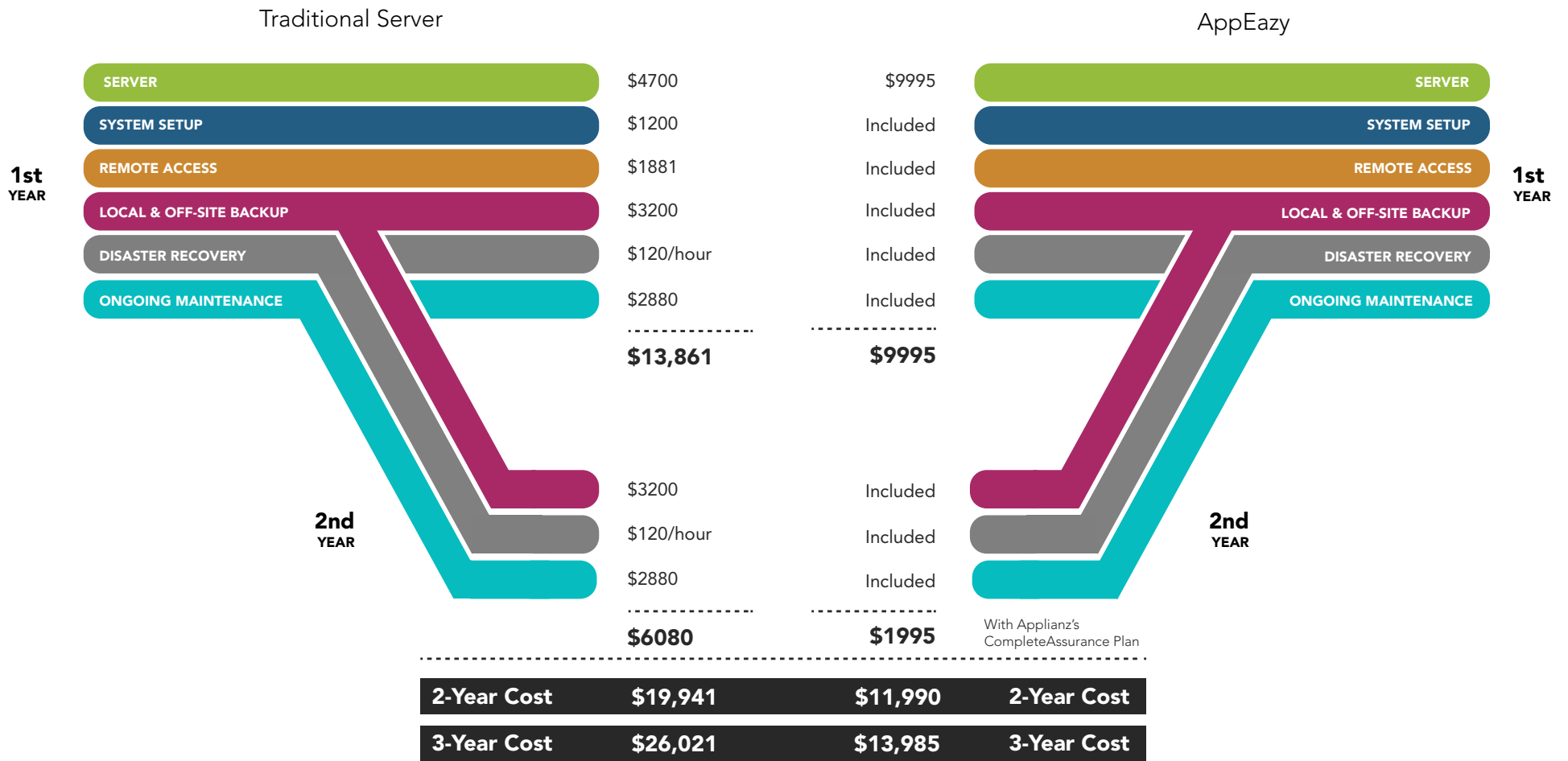
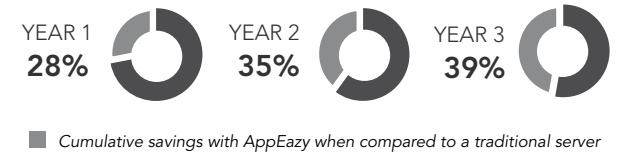
# A NUMBERS GAME

## Comparing AppEazy to a Traditional Server

AppEazy's "all-in-one" approach creates significant savings when compared to a traditional server. Most importantly, these savings are sustainable throughout the lifetime of the system and actually increase year after year.

### AppEazy vs. Traditional Server

**Savings Over Three Years**



\*Traditional server costs are based on bids solicited from third party vendors. Call us if you'd like to know more.



Applianz Technologies, Inc.  
266 N. Main, Suite 152  
Wichita, KS 67202

Mark Janzen | President  
Direct: 316-665-7218  
Cell: 316-734-1267  
[mark@applianz.com](mailto:mark@applianz.com)