

DON'T RENT A CLOUD. OWN ONE.

Introducing the hybrid computing solution that offers small businesses ultimate flexibility for deploying software.

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.



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.

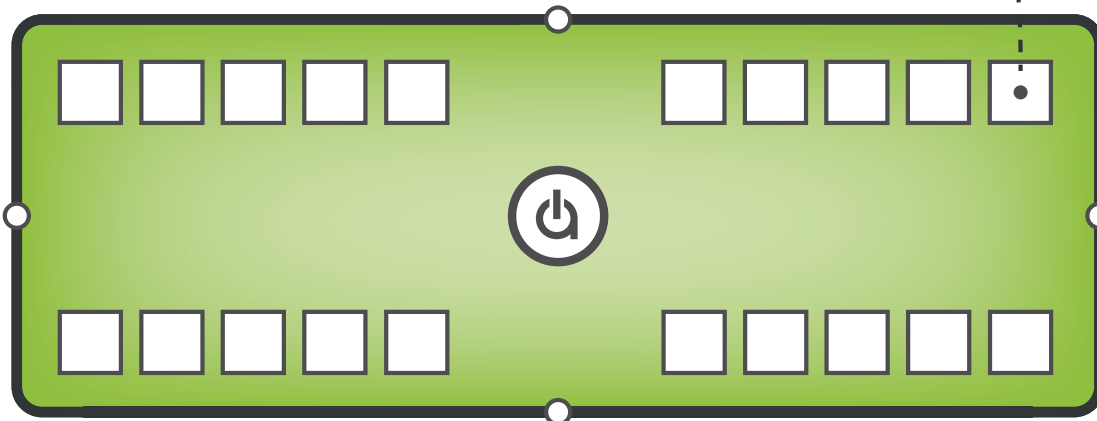
At the end of the day, AppEazy users can rest assured that their data is safe, their apps are accessible and most importantly, everything's going to be just as they left it when they wake up in the morning. Giving businesses complete ownership over their technology is a rare luxury few other solutions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



Hosting

Keep your system at your place, or have us host it for free in our data center.



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.

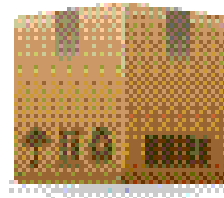
No matter which solution businesses use to deliver apps to their employees, they've got to come from somewhere. For those using the cloud, their services come from a data center over which they have little to no control. Many companies forego the cloud route in order to keep control over their technology 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.

NO EXPERTISE? NO PROBLEM.

AppEazy's no-nonsense approach gets SMB's up and running with the software they need in no time.

Get productive fast.

With AppEazy, small and mid-sized businesses can utilize the software they need in affordable ways they may never have previously considered. More importantly, they can start being productive almost immediately with AppEazy's quick setup. Our dedication to making AppEazy a simple, fool-proof solution gives businesses the extra functionality they need right out of the box. When it comes down to it, AppEazy makes practically any piece of software easier to install, deploy and maintain, regardless of a company's IT resources.

PURCHASING CHOICES

We offer businesses 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 chance to pay for their AppEazy system through a month-by-month billing model, similar to software-as-a-service (SaaS). It's yet another way to offer businesses total flexibility.

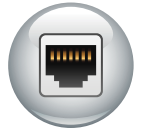
A SIMPLE SOLUTION

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're already halfway home.



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.

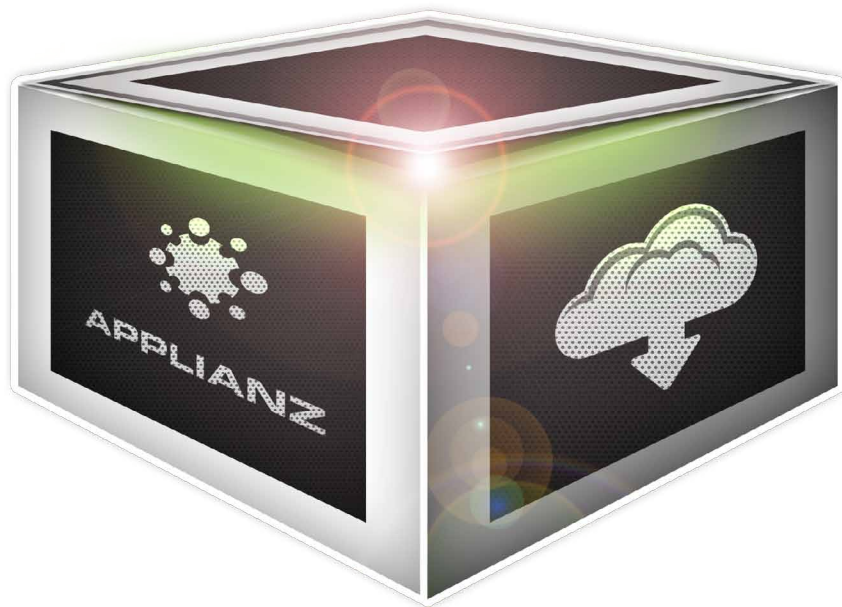


NEVER EXPERIENCE DOWNTIME AGAIN.

Our dedication to giving businesses ultimate productivity comes full circle with our 'CompleteAssurance' plan.

Whenever or wherever - you'll always have access to your apps and data. When a disaster hits your office, the only thing you can do is watch helplessly as the damage builds up and your technology goes down. Even if it's Mother Nature's fault, she's not going to show any remorse for ruining your last six months of accounting data. But we will.

Our CompleteAssurance plan allows you to keep your data safe under the most devastating circumstances without setting up additional services or hardware. With AppEazy's built-in automated backup utility, you'll never have to worry about hardware failures, managing security or recovering from a business disruption or disaster. We'll always have a secure, locked-down copy of your critical data that we can make available to you within a few hours, just in case.



CompleteAssurance

Effortless Remote Access

Our secure remote access technology allows employees to connect to vital business software from any off-site location (with Internet access) without the expense and hassle of VPN's, Citrix or Terminal Server. AppEazy's software manages all the complexity of remote printing, navigating IP addresses, ports and security protocols to give users near instant access from anywhere.

On-site & Off-site Backups

Automated nightly system backups replicate not only critical data, but also the entire system configuration and user settings. Every AppEazy system stores the most recent 30 days of backups on-site and securely off-site.

Disaster Recovery

In the event of a business interruption, a customer's most recent nightly backup will be uploaded to a remote AppEazy system in one of our data centers where all users will get reconnected automatically. Even with a system failure or natural disaster, users are normally fully functional again within four hours or less. No more days of downtime.

Lifetime System Warranty

All AppEazy systems and hardware are fully protected in the event of equipment failure eliminating unexpected costs and downtime.

Automated Updates

New AppEazy features and security updates are extensively tested and automatically installed, eliminating standard server maintenance.

Continuous Monitoring

All AppEazy systems are monitored for hardware failures, on-line activity and ensuring backups are successfully taking place daily.

Support

Local phone and email support is available to all AppEazy customers and partners with an active support and service plan.

Free Hosting

Customers looking for a completely "hands-off" solution can have us host their AppEazy system in our data center at no additional cost. While the physical system will reside at our place, customers will maintain full control to do as they please.

ULTIMATE FLEXIBILITY. FROM DAY ONE.

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

With an AppEazy solution, businesses can instantly have deployment options they may never have even considered. Objections such as cost, lack of time or 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 them break their budgets or seek extra technical help.

FLEXIBLE DEPLOYMENT

YOUR PLACE OR OURS.

With AppEazy's flexible deployment solutions, your business will have options you may have never even 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: \$7,995

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

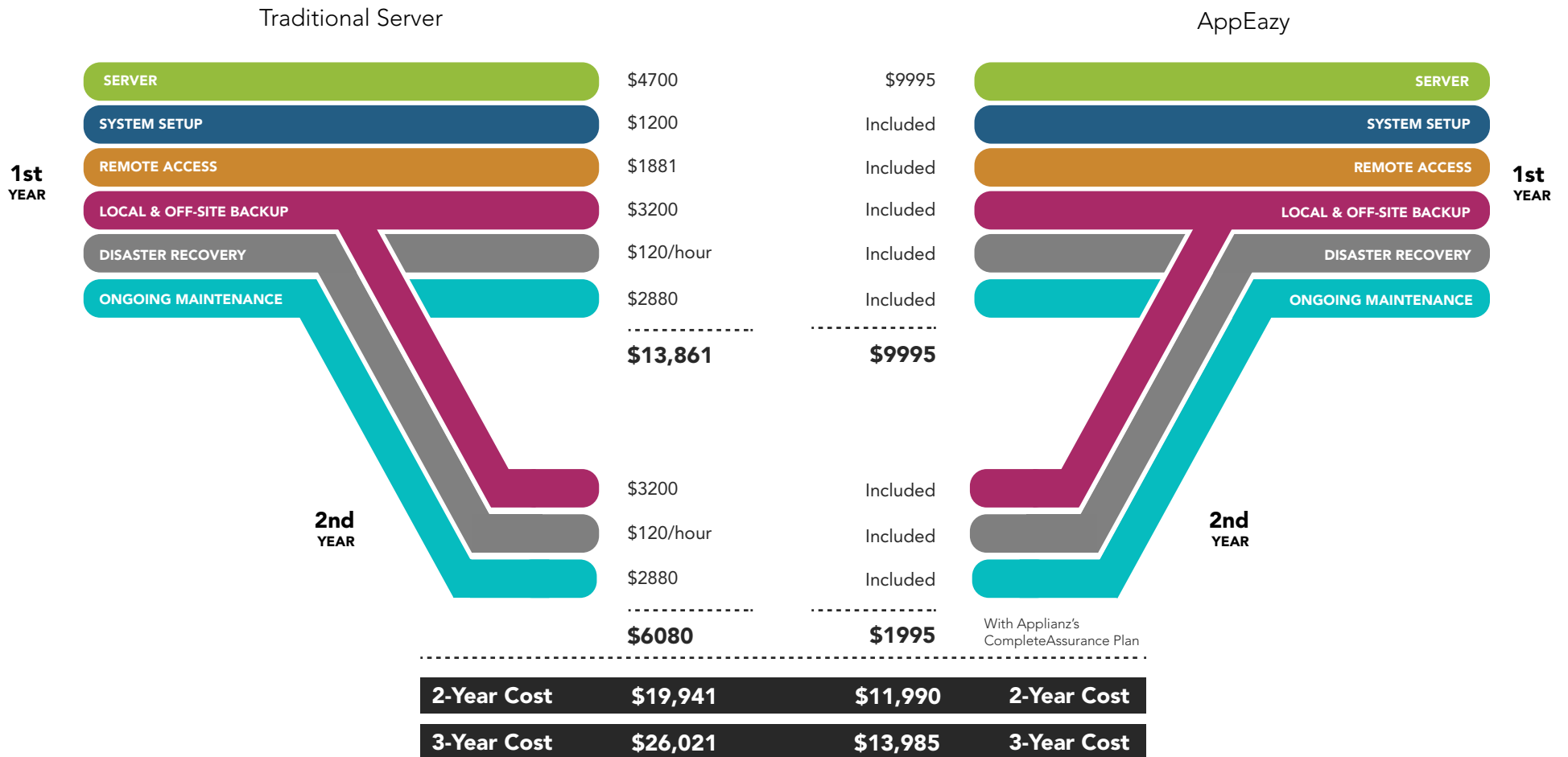
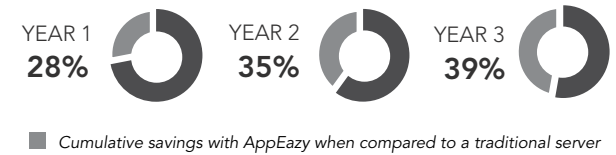
A NUMBERS GAME

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

316-263-4800
applianz.com