

# ENSIM APPOINTS DENNIS TSU VICE PRESIDENT OF MARKETING TO EXTEND LEADERSHIP IN HOSTING AUTOMATION

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## Tsu Brings Twenty Years Network Infrastructure Experience in Market and Product Development

London UK, July 17, 2001 – Ensim Corporation, the dominant hosting automation provider, announced today that Dennis J. Tsu has joined the company as vice president of marketing. Tsu will be responsible for product management, market development and marketing communications. Tsu's immediate charter is to rapidly extend the capabilities of ServerXchange™, the company's flagship product for hosting operations and expand product lines, complemented by aggressive brand awareness campaigns that reinforce Ensim's competitive lead.

Tsu's background spans more than 20 years at top technology companies such as Cisco Systems, Sun Microsystems and IBM/Rolm. From a marketing perspective, he has helped pioneer voice mail, wide area networks, Internet servers, electronic commerce and Web-development tools. He also brings to bear his experience with technology start-ups.

"The Hosting Automation segment is at an inflection point that demands a wider breadth of solutions and world-class marketing programmes," said Rosen Sharma, president and CEO of Ensim. "Dennis' experience is a perfect fit for Ensim's vision as we continue to outpace our competitors with customer-driven products that advance the state of Hosting Automation."

"With its extraordinary financial stability and rapidly growing customer base, Ensim is the clear winner in hosting automation," Tsu said. "I intend to work closely with the company's management to accelerate the development and deployment of new products and marketing programmes for hosting providers worldwide."

Tsu joined Ensim from Cisco Systems, where he served most recently as director of operations for a \$4-billion line of business. He joined Cisco through the acquisition of a start-up, InfoGear Technology Corp., where as vice president of marketing he oversaw development of innovative Internet appliances. Prior to InfoGear, Tsu spent three years at Sun Microsystems in the capacity of director, Internet & electronic commerce marketing, where he drove the positioning, marketing and selling of Sun as a market leader.

Before Sun, Tsu was director of product marketing at Network Equipment Technologies (N.E.T.), a supplier of wide area network products. At Rolm/IBM, his most current position of programme manager was focused on the development of next-generation PBXs. His background also includes positions at McKinsey & Co. and the Boston Consulting Group.

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## About Ensim Corporation

Ensim Corporation dominates the Hosting Automation market with software products that enable ISPs, hosting providers and Internet data centre 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 stand-alone WEBpliance 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 <http://www.ensim.com> or call 1 877 693 6746.

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