

# ENSIM INTRODUCES FIRST HOSTING RESELLER AUTOMATION SUITE DESIGNED TO OBSOLETE GENERAL-PURPOSE ACCOUNTING PACKAGES

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For \$1 per Month or Less, New Upgrade to Ensim's ServerXchange Lets Hosting Resellers More Profitably Activate, Bill and Administer Each Domain

London UK, July 24, 2001 – Ensim Corporation, the dominant hosting automation provider, has introduced the first software for hosting providers to build and grow their businesses by giving the reseller channel specialised software that replaces customised spreadsheets and other generic small-business accounting packages. As an upgrade to Ensim's hosting operations platform, ServerXchange™, the new Reseller Automation Suite costs hosting providers one-dollar per month or less for the unprecedented combined functionality of the activation, billing and administration of each domain – giving hosting resellers the ability to build in substantial profits.

ServerXchange addresses the needs of hosting providers who want to create and expand plans and service offerings, develop high-density hosting businesses and build and manage a reseller channel. In the face of hosting-industry consolidation and eroding margins, Ensim's Reseller Automation Suite contributes to a more profitable reseller channel through standardised features that facilitate excellent customer service, differentiated plans, proactive billing and centralised administration across major server environments. Meanwhile, International Data Corporation expects the U.S. hosting industry's continued growth to reach \$18.9 billion by 2003.

"The dynamics of the reseller channel in today's hosting industry dictate quick deployment, ease-of-use and differentiation," said Dennis Tsu, vice president of marketing at Ensim. "Building and managing an extensive channel is one of the most efficient ways for hosting providers to open new avenues of revenue. The Reseller Automation Suite is yet one more on-ramp to profitability for our ServerXchange customers."

Hosting providers who upgrade to Ensim's Reseller Automation Suite empower their resellers with:

- Plan-management templates that promote rapid time-to-market and differentiation.
- Automatic domain set-up that reduces operational overhead.
- Automated, recurring statements that ensure accurate and timely billing.
- The ability to manage hosting resources and applications from a single, unified interface across Windows® 2000 and Linux servers.
- Customer self-service that reduce support costs and increase retention.

- Integrated trouble-ticketing for superior customer service.
- Extensive, built-in reporting that helps identify business and customer trends.

The Reseller Automation Suite is currently available. Prices start at \$25.00 per month for 25 domains, with volume discounts reaching \$125 per month for 500 domains (or 40 cents per domain per month).

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#### About Ensim Corporation

Ensim Corporation is the market leader in Hosting Automation products and services. The company's flagship product, ServerXchange, is used worldwide to automate the management, deployment and sales of hosted services. Ensim is headquartered in Sunnyvale, California with sales offices in the United States, London and Singapore. The privately held 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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