

EazyBusiness

Open Source Business Applications as a Cloud-based Service for Small and Medium-sized Businesses

EazyBusiness is a provider of cloud-based business applications that enable small and medium-sized businesses (SMBs) worldwide to set-up, grow and manage their businesses profitably and competitively. EazyBusiness offers the EazyBusiness Suite, a focused suite of solutions built using proven, best-of-breed open source applications to deliver enterprise-class business management capabilities for SMBs. The EazyBusiness Suite is built on a unique cloud services platform and offered as an on-demand service through an integrated "WebTop" that enables a unified user experience and a common administration console.

Unlocking the Power of Open Source

Small and medium businesses still spend too much on software today. This is despite the promises of newer software models such as software as a service (SaaS) and open source Software to reduce their total cost of ownership. Even though open source software is free, adoption by SMBs has been limited due to complexity and the high hardware and labor costs involved in finding, installing, implementing, and maintaining them within a business – and that drives up its cost to the SMB. EazyBusiness changes all this and now makes open source software a fully accessible, affordable, and simpler on-demand service for SMBs.

EazyBusiness combines the economy of the open source model with the simplicity of the SaaS model. EazyBusiness has achieved this by building a robust *cloud services platform* that enables the integrated delivery and management of multiple open source applications – based on a common framework of cross-application components and services.

Highlights

- ✓ Delivers Open Source Software-as-a-Service
- ✓ Designed as a complete business solutions suite using best-of-breed open source applications
- ✓ Solutions for CRM, HRM, Website & eCommerce, email, collaboration and more
- ✓ Based on a Cloud Services Platform that enables integrated application delivery & management
- ✓ Rich 'WebTop' interface offers unified user and management experience
- ✓ Hosted on the world-class Amazon EC2/S3 cloud
- ✓ Reduces cost of business software by up to 70%

The EazyBusiness Suite

With the EazyBusiness Suite of ready-to-use business solutions, SMBs can quickly launch their businesses online, acquire and manage customers, and manage their employees -- all while easily deploying email, collaboration and other productivity tools to improve overall business performance.

The first four solutions within the EazyBusiness suite include:

EazyWeb – A complete platform for creating websites, ecommerce stores, and company intranets that enable easy upload and editing of content to provide a custom online experience. EazyWeb is powered by Joomla!, the industry-leading open source web content management application.

EazyCRM – A comprehensive solution for managing customer relationships (CRM) that integrates sales, service and marketing to help acquire, grow, and

retain customers. EazyCRM is powered by vtiger - the industry-leading open source CRM application.

EazyHRM – A complete human resources management solution for that integrates and streamlines HR operations while enabling compliance & reporting. EazyHRM is powered by OrangeHRM, a feature-rich open source HRM application.

EazyWork – An integrated set of rich, interactive tools for email, messaging, conferencing, collaboration, authoring, and office management that enable a company to improve productivity. EazyWork is powered by Zimbra, the popular open source email and collaboration solution.

The EazyBusiness Cloud Services Platform

The patentable EazyBusiness Cloud Services Platform has been specifically built to deliver open source applications from the cloud by combining the virtues of both single and multi-tenancy models. This approach enables EazyBusiness to easily achieve the scalability and ease of administration required for cloud-based applications while it also provides the ability to customize every single customer instance as one would expect with open source software. The EazyBusiness Cloud Services Platform includes a rich set of common application services required to successfully enable, deliver, and manage multiple applications on demand. These services include application provisioning and management, user management, security and access control, integration, customization, scalability and availability, data back-up, and recovery -- as well as a robust set of infrastructure and cloud management services.

The EazyBusiness cloud services platform was designed to provide:

- Seamless integration and delivery of multiple applications within a single, unified WebTop
- Single Sign-On & access control across apps
- Centralized application & user administration
- Cloud management services including application metering, billing, and usage reporting
- Integration with private or public cloud applications

Benefits

- ✓ Enterprise-class, award-winning functionality at a price that saves >70% in license costs
- ✓ True open source solution that's fully customizable
- ✓ Single interface for application access, support, service, and billing needs
- ✓ No vendor lock-in; customers are free to take their application instance and data elsewhere
- ✓ Secure, scalable, reliable solution

Breakthrough Value for SMBs

EazyBusiness offers SMBs a breakthrough value by reducing their software licensing costs by up to 70 percent, generating potential savings of tens of thousands of dollars or more annually. The EazyBusiness Platform makes true open source software now accessible to SMBs from the cloud while still preserving their ability to fully customize and modify their application instance unlike other cloud-based solutions. SMBs now have the flexibility, choice and instant access to the latest market leading applications that can be deployed and managed across private and public clouds. The EazyBusiness suite can be deployed behind the firewall within a virtual appliance as a private cloud instance. And there's no vendor lock-in; clients can migrate their applications in-house or to other providers.

EazyBusiness Changes the Status Quo

By leveraging industry-leading open source software and using a unique cloud services platform, the EazyBusiness Suite gives SMBs solutions for customer relationship management (CRM), human resources management (HRM), website and ecommerce management, and employee collaboration and communication. This combination promises to change the status quo and transform the economics of open source software for SMBs. For additional information, visit us on the web at www.eazybusiness.com.

Contact:

email: info@eazybusiness.com
phone: 800- 901-EAZY (3299)