

SWsoft PEM is a customizable billing and automation solution for delivering hosting services and software applications to millions of customers.

Automate Your Entire Business

PEM streamlines all business processes, from online ordering and provisioning to common account management tasks. PEM allows you to build customized service plans which your customers can order from an online store. Customer orders are automatically provisioned and billed without any manual involvement. Orders are filled almost instantaneously and your customers can go online to configure their services using the PEM control panel without learning how to configure a server.

Service Provider Opportunities

PEM has been customized for the needs of industry leading service providers:

- Telecoms and ISPs use PEM to integrate hosting services into their existing infrastructures.
- Domain Registrars use PEM to offer hosting services to their large customer bases.
- Hosting Service Providers use PEM to automate and expand their businesses with new capacity and new services – including SaaS offerings.

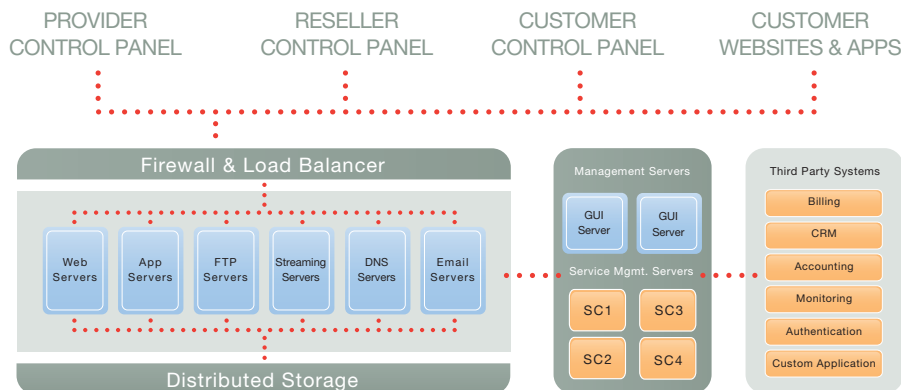
PEM's flexibility and scalability make it ideal for service providers who are entering hosting as well as for established providers with existing infrastructures.

Launch and Sell Customized Service Plans

Using PEM, you can increase revenue by selling new services to existing customers via the customer control panel or by acquiring new customers through the online store.

Improve Server Utilization

The PEM management servers, web-based control panels, and resource servers (see diagram below) can be deployed across multiple servers for high scalability, high density, and high availability. This improves your profitability while improving customer responsiveness.



PEM Advantages

Integrated Billing – Pre-integrated billing allows customers to order, upgrade, and manage services from a single control panel. Customer and service plan data is automatically synchronized between the billing and provisioning systems.

Extensible – PEM includes a well documented set of APIs for providers who want to use their own billing system, online store, domain registrar, or payment gateway.

Distributed – Deploy services on farms of single-purpose servers to increase server density and maintain a low cost structure. Some services can be deployed in service clusters for high availability.

Scalable – Add servers to manage millions of users and thousands of service plans. Orders are processed asynchronously to ensure rapid online response in peak periods.

Modular – You can deploy specific components or a complete solution, including billing, marketing, provisioning, resource management, and customer care.

PEM Services

You can offer customers many types of services using PEM. Service plans can include combinations of resources from several different service nodes.

- Domain Registration
- Email Hosting
- Shared Hosting
- Virtual Hosting
- Dedicated Servers
- Hosted Exchange
- Hosted SharePoint
- Game Servers
- Media Streaming
- Custom Applications
- SaaS Applications

Differentiate with PEM

PEM allows you to differentiate your solutions by offering unique services, unique business models, unique business flow, and unique branding.

Multiple Levels of Differentiation

PEM has control panels for service providers, resellers, and customers. PEM allows you to customize:

- **Storefront** – Integrate with your existing website to maintain your current branding. Customize the shopping process to collect the data relevant to your service offering.
- **Control Panels** – Rebrand the customer and reseller control panels. Add new screens from third party applications.
- **Business Logic and Workflow** – Create customized business processes including automated and manual procedures.
- **Service Components** – PEM allows you to integrate your own sub-systems or deploy PEM's pre-integrated billing, directory services, customer care, marketing, and e-commerce modules.
- **Reseller Programs** – PEM supports multiple distribution models. Allow resellers to customize branding, pricing, workflow, service plans, registrars, and payment gateways.

SWsoft Customization Services

SWsoft has hundreds of person years of experience delivering hosting solutions to customers. Our experts can help with customization, installation, integration, and migration of existing customers.

Leading Providers Use PEM

PEM has been deployed by several leading hosting providers including telecom carriers, domain registrars, and hosting providers.



SWsoft helped intergenia deliver new product offerings to the market, 39 days after project inception. Within a few months, intergenia grew to a customer base of over 20,000 users. After launch, intergenia utilized PEM to quickly deploy other services, including Windows hosting and Hosted Exchange.



Web.com utilized PEM to consolidate hosting services on a single integrated platform. SWsoft's services team helped migrate thousands of customers from several different platforms in order to reduce the cost and complexity of Web.com's automation solution.



Data393 utilized the PEM documentation and software development kit (SDK) to migrate a majority of their existing customers to a single platform and reduce the cost of servicing their customer base. In the future, Data393 is looking to utilize PEM to automate SaaS offerings.

Learn more at www.swsoft.com/pem

Software as a Service (SaaS)

PEM automates the ordering, delivery, and management of hosted applications so providers can deliver SaaS.

- **Web applications** – PEM's application vault allows customers to configure and deploy applications into a web directory.
- **Traditional applications** – PEM allows users to pay for and automatically provision applications into a virtual environment.
- **Multi-tenant applications** – create service plans and configuration processes to integrate multi-tenant applications with your other services.

Open Fusion

PEM supports the Open Fusion initiative to improve integration among hosting industry software.

PEM incorporates the Application Packaging Standard so providers can offer APS certified applications without control panel development.

How do I get started?

Service providers can purchase pre-engineered PEM modules (such as Hosted Exchange) or customize a deployment by offering multiple services or by deploying customized modules.

Pricing consists of deployment fees, customization fees, and ongoing licensing fees. Prices vary by the types of services offered as well as by the amount of integration required.

Contact a PEM specialist at pemsales@swsoft.com for detailed pricing information.



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