

Media Release

Longscale announces the launch of OzoneCentral™ – an application marketplace platform powered by the Microsoft Windows Azure Platform

Los Angeles, 9 July 2011: Longscale, a cloud-based application marketplace platform vendor, announced today that it is launching **OzoneCentral™**, a platform that brings together ISVs with major global service providers. PLDT, the Philippines' largest telecom provider, will be one of the first customers of OzoneCentral™, which is powered by the Windows Azure Platform and will be launched in alliance with Microsoft Corp. Longscale's collaboration with Microsoft provides the numerous ISVs building applications based on the Windows Azure platform with increased global channel opportunities to gain new customers.

Based on a pay-as-you-grow subscription, Longscale offers turnkey SaaS marketplaces that enterprises and service providers can quickly take to market under their own brand to address the growing opportunity for cloud-based business applications. A private label application marketplace - whether offering business applications via mobile, web or a combination of the two - is a critical component for enterprises and service providers focused on developing new revenue streams, driving increased customer retention and loyalty, or recruiting new customers. For organizations offering cloud services, Longscale's OzoneCentral™ reduces business risk and time to market. It also simplifies marketplace maintenance by including applications, tools, and platform management as well as technology integration.

To ensure the ongoing success of each marketplace, Longscale actively recruits, integrates and maintains an ecosystem of relevant business application vendors. Regardless of the cloud platform on which their solution was built, application vendors who participate in the Longscale ecosystem obtain access to multiple new customers and market segments at a cost they can afford.



Importantly, small and medium sized businesses get easier access to relevant, cost-effective services from their existing trusted service provider.

According to Milinda Kotelawele, CEO of Longscale, “Longscale’s application marketplace enables service providers to offer software services that are complementary to their primary product offers. The beauty of our cloud-based platform is that it allows our partners the ability to get into the market within a few months, then drive revenue quickly and scale up or down based on market response.”

Longscale chose to build its application marketplace on the Windows Azure platform because it helped enable Longscale to rapidly deliver a highly-scalable product with worldwide availability. Additionally, Microsoft has a well-developed partner ISV ecosystem with strong developer support and customer loyalty. Longscale also selected the Windows Azure platform because Microsoft partners are rapidly building a large catalogue of consumer and business applications running on Windows Azure.

Marco Limena, vice president of Business-to-Business Services, Operator Channels at Microsoft said, “We are excited about the benefits that Longscale’s application marketplace platform brings to service providers that want to rapidly deploy new cloud services. Equally important, Windows Azure ISVs are able to deliver their applications to new markets by taking advantage of the reach of telecommunication companies and other hosting service providers.”

PLDT, which also owns leading mobile operator Smart, is working with Longscale and Microsoft because of the opportunity for business and product innovation that it brings to their telecommunications services portfolio. PLDT will use the Longscale platform to bring applications developed in-house, applications from the growing developer community in the Philippines, and applications developed by the global Microsoft ISV community, to their customers.



"We really like the Longscale model with its flexibility and agility in bringing together all parts of the cloud marketplace ecosystem in a way that creates a shared commitment from all parties," said Jovy Hernandez, VP of Sales & Marketing for PLDT. "The fact that Microsoft and Longscale are working together will fast-track innovation. A large global and scalable cloud platform, combined with a smaller, nimble specialist that helps us move quickly, is an exciting proposition."

Longscale is working with a number of additional global service providers and selected enterprise customers to offer similar applications marketplaces, providing further distribution opportunities for its growing community of software applications providers.

Longscale's OzoneCentral™ will be showcased at the 2011 Microsoft Worldwide Partner Conference (WPC), July 10-14, in Los Angeles. WPC is the premier event for Microsoft partners worldwide that allows partners to both learn about the latest Microsoft programs, strategies and cutting-edge technologies and to connect with other Microsoft partners.

- ENDS -

For further information please contact Barrie Littlefield at barrie.littlefield@longscale.com
or +61 413 457 449.