



Softengine and Virtustream Showcase Successful SAP Business One Cloud Deployments

*Flexibility and Cost Saving Benefits of Softengine and Virtustream
Joint Offering Demonstrated at ASUG SAP Business One Summit 2011*

Los Angeles and San Francisco, CA – October 27, 2011 – [Softengine](#), a leader in ERP and CRM business solutions with extensive experience in hosted ERP subscriptions, and [Virtustream, Inc.](#), a leading cloud solutions provider, today announced a joint sponsorship of the Americas' SAP Users' Group (ASUG) SAP Business One Summit 2011, taking place October 26-28 at Lake Lanier Islands Resort in Buford, Ga.

During the event, Softengine Vice President of Business Development Barry Lederman and Virtustream Executive Vice President Peter Albers will outline the compelling benefits of the [Global Cloud Service Center](#), a joint offering with Virtustream that deploys SAP Business One in the cloud. Virtustream Vice President of Solutions Architecture Sean Jennings, will present "To the Cloud in 80 Days," a case study on one of the largest SAP production environments running in a multi-tenanted private cloud today, according to some industry analysts.

In less than two months since the introduction of the Global Cloud Service Center, Softengine and Virtustream are already seeing customer interest, which capitalizes on the two organizations' deep background in SAP to migrate SAP Business One workloads onto the Virtustream [xStream](#) enterprise cloud platform. xStream was built from the ground up to accommodate even the most complex enterprise applications, including SAP applications. Softengine and Virtustream created the Global Cloud Service Center as a "one-stop-shop" hosted model providing enhanced performance, increased flexibility and cost efficiencies.

"By deploying our SAP Business One Softengine environment on the Virtustream xStream cloud, BigByte is afforded tremendous flexibility to easily expand its SAP Business One deployment, and we have plans to potentially double our deployment in the near term," said Michael Franklin, chief operating officer at BigByte, a third-party, global warranty management company that recently deployed onto xStream. "Plus, given Virtustream's solid reputation and SAP certifications, I do not need to worry about security or disaster recovery. I can focus instead on activities that are strategic to BigByte's business."

Softengine, a SAP Gold partner, was named the SAP Global Solution Partner of the Year for Leadership and Innovation 2009 and Industry Solution Leadership 2010. Virtustream is an SAP-Certified Global Provider of Cloud Services and a Certified SAP Hosting Provider.

"The presentation at the ASUG Business One Summit will target customers and resellers alike, since our joint approach with the Global Cloud Service Center is to alleviate roadblocks facing both groups when it

comes to adoption of SAP in the cloud,” said Barry Lederman, Softengine’s vice president of Business Development. “Resellers care about security, disaster recovery and other advantages of the private multi-tenant cloud environment provided by Virtustream, and customers care about a deployment that can scale to meet any future needs. Our offering addresses all those requirements.”

“Virtustream’s joint offering with Softengine showcases the significant market need for an enterprise cloud offering like xStream, which can provide the security and management functionality that today’s businesses require,” said Peter Albers, executive vice president, [Cloud Cover Services](#) at Virtustream. “Both of our companies have long track records with enterprise applications; we understand and can mitigate any customer concerns regarding the application or the deployment choice.”

About Softengine

Based in Los Angeles since 1996, Softengine, a Top 10 Gold Business Partner of SAP and Global Innovation Partner of the Year, 2009 and 2010, is a leading provider of solutions (on-premises or hosted “SaaS”) to the SME (Small-emerging and Mid-size Enterprises) that have outgrown their accounting only and legacy applications. Softengine leverages SAP Business One’s innovative technologies, like on-the-fly configuration, to deliver the most flexible end-to-end solutions. SAP Business One’s technology and know-how enable customers to immediately drive efficiencies upward and build competitive advantage. Softengine solutions are complemented by a full range of industry-specific extensions and services to promote rapid return on investment. We distinguish ourselves by getting the job right the first time - eliminating downtime, reducing support calls and saving customers’ time and money. It means minimal interruption to ongoing business. www.softengineusa.com

About Virtustream

Virtustream (www.virtustream.com) is an innovative cloud provisioning firm committed to delivering next-generation infrastructure services to enterprise class customers. We leverage our secure high performance platform, xStream, to deliver highly available and elastic compute resources at true consumption-based pricing. We lead our Cloud Platform Services with [Cloud Advisory Services](#), providing expertise in the areas of cloud adoption, migration and architecture strategies and infrastructure-related integration services. We provide ongoing support for our [Cloud Platform Services](#) through two groups: our [Cloud Cover](#) team provides a managed service, from core infrastructure through enterprise applications and the [Cloud Staging and Networks](#) group that provides colocation, security and network services. Virtustream owns and operates its own data centers in the U.S. and U.K., and has offices in Washington, D.C., New York, San Francisco, Atlanta, London, Dublin and the Channel Islands. Keep tabs on us with Twitter: www.twitter.com/rjrogers87 and www.twitter.com/Virtustream.

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