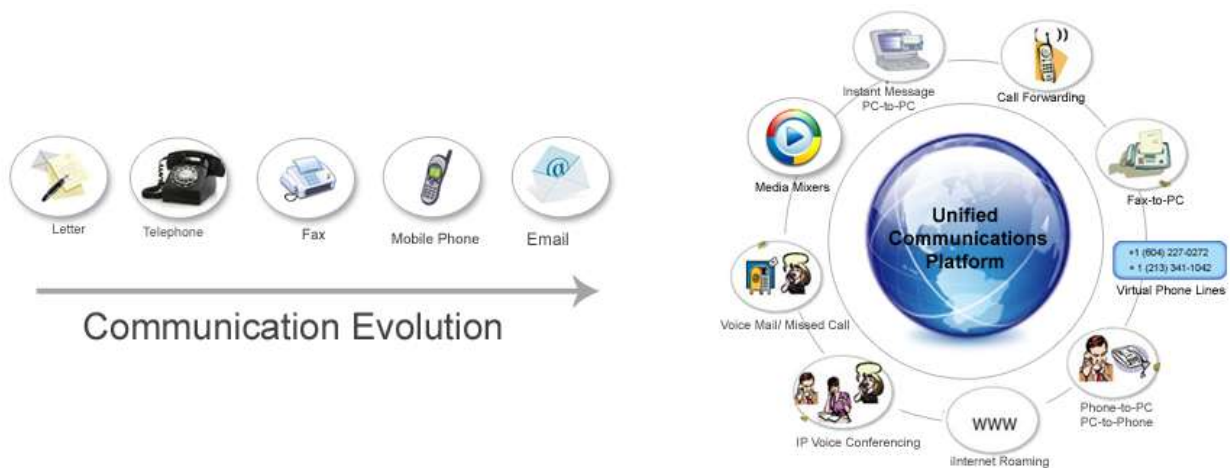


Hosted Exchange Opportunity in Cloud Computing

Complete Turnkey Solution



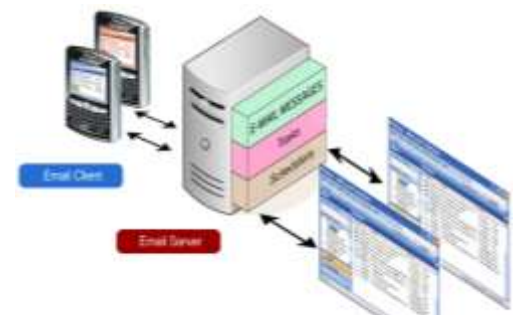
Enterprises have seen their communication technologies evolving towards greater unification



Unified Messaging

Hosting Key Concept: Store and forward exchange

Unifies Emails, Calendars, Tasks, Schedules and other forms of text based messages. Allows the automatic exchange of data between and among users.



Unified Collaboration

Key Concept: Near Real-Time Exchange

Allows co-authoring of documents, document management, retrieval, workflows and all other types of content management.



Unified Communications

Key Concept: Real-Time Exchange

Allows real-time communication between parties including telephony, presence, video and audio conferencing etc.



Enterprise Applications

Enterprise Applications previously had their GUIs that allowed users to interact with data on given interfaces

Current Enterprise applications like CRM require fully converged interaction between Enterprise Applications in the back office and the unified messaging, collaboration and communications systems on the front end.



► Microsoft Enterprise Servers

Microsoft has a range of enterprise servers.

- Microsoft Exchange broadly delivers unified messaging
- Microsoft SharePoint broadly delivers unified collaboration
- Microsoft Lync broadly delivers unified communication



Ideal for cloud computing

Modern enterprise work-force is now fully mobile and demands access to all unified services wherever, whenever, however, whatever and by whoever.

This makes the previous on-premises storage of information incompatible with modern needs of accessibility



Cloud Computing

This creates a high demand for Microsoft Enterprise products to be served from the cloud instead of from on-premises servers.



Offering Exchange as Hosted Service

A huge market is unfolding for offering Microsoft Exchange as a hosted service in the cloud

Who is it for?

1. Hosting Companies

Traditional web hosts can be easily upgraded to be Cloud Hosts offering Hosted Exchange

2. Internet Service Providers

ISPs whether wired or wireless are ideally suited to offer MS Exchange as a hosted service to their existing customers. This allows them to better monetize the Internet access they are already providing to their customers

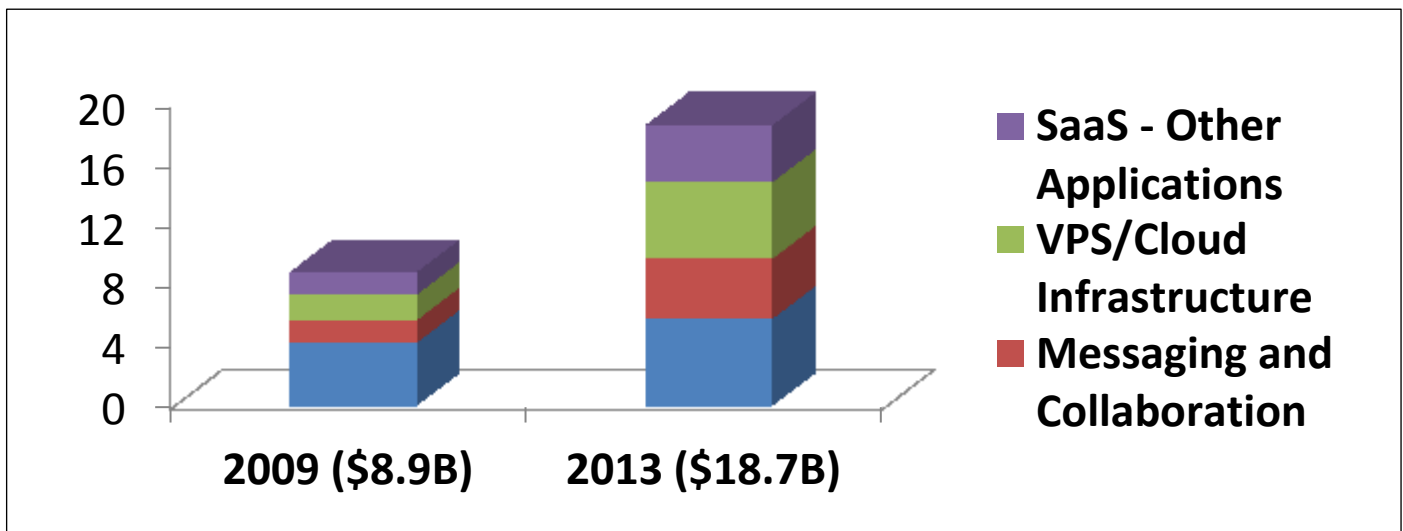


3 . Telcos

Telecoms who have been traditionally providing only telephony services, are ideally suited to extend their offering towards complete unified messaging, collaboration and communications.

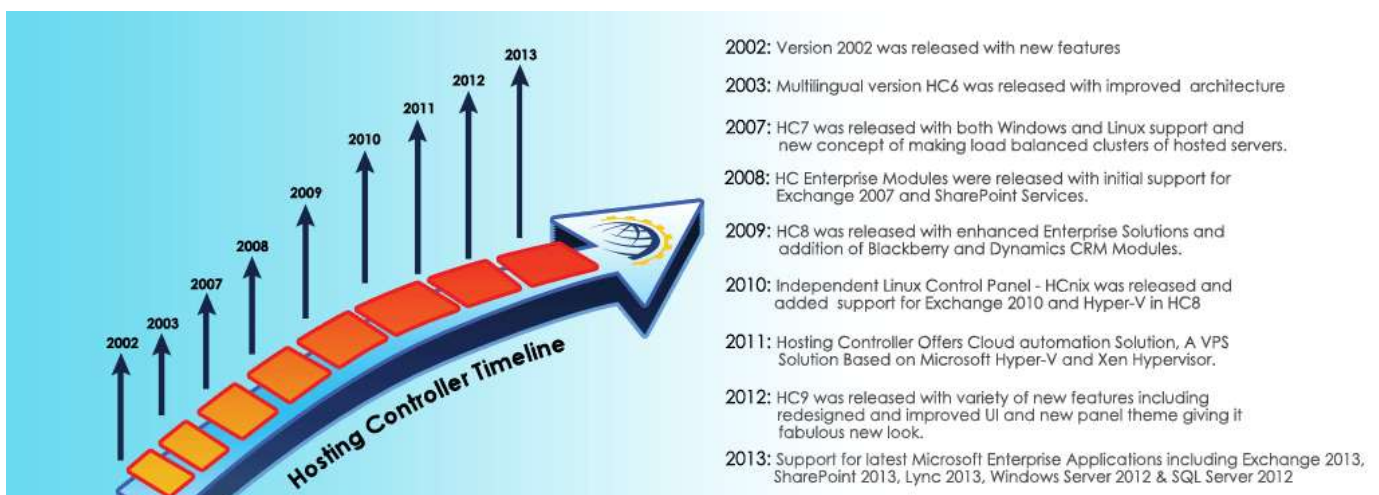
The Business Case

- Gartner Says worldwide cloud computing market has surpassed \$68 Billion in 2010.
- Forrester says Cloud spending would hit \$160B by 2020
- Independent studies suggest it could hit \$240B by 2020

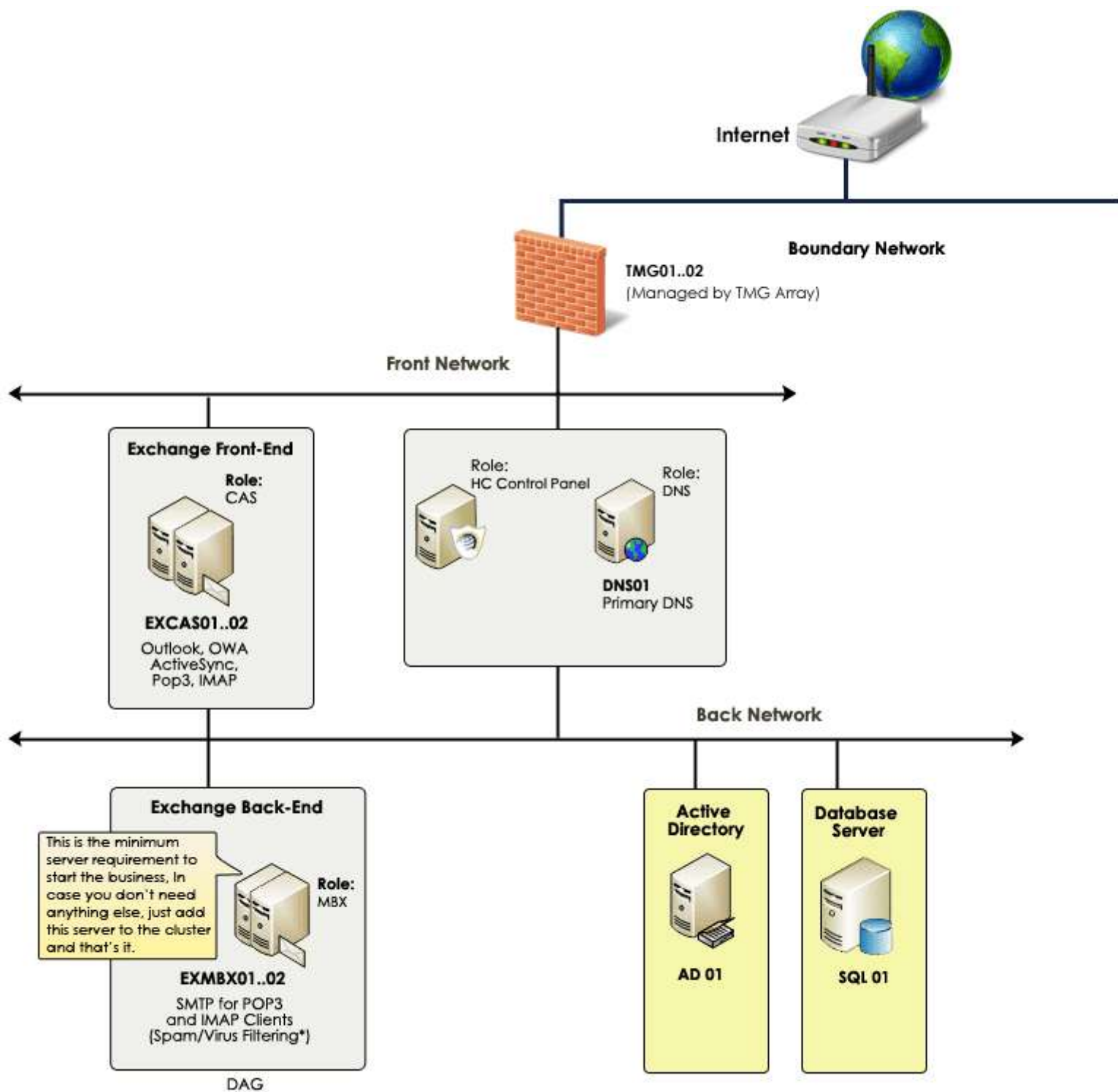


► About Hosting Controller

- Based in Richmond, BC Canada
- Started development in 1997
- First control panel launched in 1999
- 5000+ companies purchased the panel so far
- Specializes in automation of Microsoft Enterprise Solutions



Exchange Deployment



Microsoft Validated Control Panel

Hosting Controller is one of the few Microsoft validated control panel for Exchange and also recognized as an ISV and Software Development partner.



► Turnkey Services

- Installation of Microsoft Exchange 2013
- Installation of Hosting Controller for complete automation
- Setup of SPLA (Service Provider License Agreement) with Microsoft
- Configuration of all servers using Microsoft best practices for:
 - High-Availability
 - Redundancy
 - Fault-Tolerance
 - Security
 - Scalability
- Definition of all plans & packages
- Setup for billing and automatic service management
- Design of auto-signup page and integration with website
- Training of staff for operations, scalability and level 1 support
- Remote level 2 and 3 support with SLA
- Upgrade protection for one year

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Founded in 1999, Hosting Controller is a cloud hosting automation solution for web hosts and cloud based service providers. It allows them to manage both Windows & Linux servers simultaneously as part of a single cluster. In addition to shared hosts, HC offers a full solution suite for hosted Enterprise Applications creating a shared multi-tenant environment for automatic provisioning of Hosted Exchange 2010/2013, BlackBerry, SharePoint, Lync and Dynamics CRM. It also offers a full automation solution for Infrastructure and Virtualization providers offering virtualized partitions on both Windows and Linux based servers through VMware ESXi 5, Hyper-V technology & Xen Hypervisor technology for Linux! Hosting Controller Inc. is based in Richmond, BC, Canada and has customers in 125 countries worldwide.