



Application Service Provider (ASP)

MAS 200

Client/Server

Benefits of the Best/IBM ASP Program

- Provides outstanding security.
- Improves cost effectiveness.
- Maintains your company's focus.
- Keeps pace with technology.
- Offers proven experience.
- Enables quick implementation.



MAS 200 DEPLOYED OVER THE INTERNET

Over the years, businesses and individuals alike have become accustomed to purchasing their own software and installing it on their own hardware. Technology has evolved at an astonishingly rapid pace and, consequently, this practice is slowly yielding to what industry experts agree may be the future of computing: Application Service Providers (ASPs). As with other technologies surrounding the Internet, Best is proud to be at the forefront of the accounting and business management software industry, offering this exciting option to our customers.

Traditionally, an ASP is defined as "a business that provides the hardware and software infrastructure to run and manage another company's software applications from an offsite location." At Best, we are teaming with our strategic partner, IBM Inc., to provide a solution in which MAS 200 software is provided to customers and hosted offsite at secure state-of-the-art locations.

For certain companies, the advantages of MAS 200 through the ASP model can be very cost effective. Aside from segmenting your software cost into predictable payments, you can also effect large hardware, administration and support cutbacks. Indeed, companies that have chosen ASP hosting have significantly reduced and sometimes completely eliminated the need for an expensive and hard-to-staff Information Technology (IT) department.

Secondly, choosing to ASP host MAS 200 essentially guarantees that your company will remain at the forefront of technology.

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By associating yourself with Best and IBM, leaders in our respective businesses, you ensure that your company can always be equipped with the latest hardware and software available.

ASP offers several supplementary advantages that can be found below. Additionally, we have described two types of businesses that we feel are ideally suited for our ASP program. If you feel your company fits into one of these categories, or if you would like to learn more about the Best ASP solution, please contact your Best authorized reseller.

Who can benefit from the Best ASP program?

1. Start-up companies that may not be able to afford enterprise-class systems or any company that does not have the budget or resources to continually manage, update and upgrade sophisticated software and hardware.
2. Established companies that do not have highly complex or customized business processes and therefore have the flexibility to modify their accounting and business management practices. This type of company may have a small in-house IT group, or they may have a large IT staff and are looking for ways to reduce labor costs.

BENEFITS

Proven Experience	IBM is the world's leading information technology services provider. Likewise, when combined with its U.K. parent company, Best is a world leader in business management software. Together, Best and IBM provide a combination of hardware, software, service and support that's second to none. Moreover, Best has been certified by IBM's ASP Prime program which tested the functionality and viability of MAS 200 in an ASP environment.
Outstanding Security	IBM Global Services offers state-of-the-art hosting capabilities that put questions surrounding security to rest. Your data resides in a secure environment and is backed up on a regular basis.
Cost Effectiveness	By having MAS 200 hosted at an off-site location, you'll save significantly on your company's IT capital budget allocations. This includes a reduction in the costs related to hiring an IT staff, as well as the costs of purchasing vast amounts of network hardware and software. In an ASP environment, you can also enjoy the convenience of a manageable payment schedule.
Maintain Your Focus	Having your software hosted can free up valuable management time, otherwise dedicated to running IT departments. The ASP service picks up some or all of these tasks so your management team can focus on your company's core expertise and gain a competitive edge.
Keep Pace with Technology	With the ASP model you are afforded use of the latest version of our software. Additionally, with IBM as your host, you can rest assured that your hardware will be first class.
Quick Implementation	IBM is already fitted with MAS 200 and can have your company prepared to get up and running, and even Web enabled, in a matter of weeks — not months.