

## Software as a Service (SaaS, Cloud)

### Leverage Your Precious Capital with Our Newzware Hosted Services



Now another option is available. The Newzware Suite of Products can be deployed as an **ICANON** Hosted Software Application, saving you a large capital investment and IT management headaches. The Newzware suite of products can be a shared resource with a private, secured database. There is no server side hardware to purchase or licensing fees to pay, so there is no upfront capital investment when implementing a new system or making a significant upgrade.

Client software can be applied to your workstations operating with an Internet connection to our servers and your data. Couple this economical service with our Newzware Web Self Service modules for both Circulation and

Advertising and your operation will perform seamlessly with your customers while leveraging your investment in network connectivity and Internet speed. Leased licensing and support are all part of this cost-effective approach to business software deployment. Now, regardless of distribution frequency and circulation size, there is little excuse for not having the proper newspaper business software tools you need. High performance products such as Management Console and our integrated Mapping and Demographic applications are also available. We can also provide for-fee Managed Services to eliminate those daily chores such as billing, mail labels, bundle tops, pagination, draw reports, renewals, distributor payments and more.

#### **Support**

Regardless of systems deployment, the signature support services of **ICANON Newzware** are at your disposal. As an integral part of your SaaS contract, all system upgrades and maintenance are performed at off-peak hours to minimize any disruption to your business applications. Training is held at your location, using your data and your business profiles. Backups are performed nightly so there are no worries about lost data and revenue. Optional redundancy is also available.

#### **Reduction in overall costs**

With a predictable monthly fee, rather than large capital outlay, **Newzware SaaS** significantly reduces operational costs and hardware expense. Service and maintenance are performed on the systems by **ICANON** with auto updates of application and operating software. New application implementation is quick and effort free.

#### **Uptime**

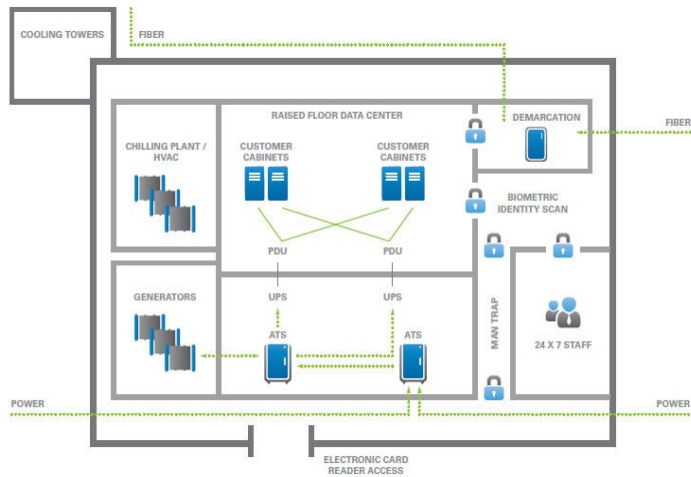
Operating from a 24x7 SAS 70 secured access and environmentally acclimatized data center, **Newzware SaaS**

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is configured as a shared resource installation with each customer managed in an isolated and private database. Through this configuration, **Newzware SaaS** will run in a 99.995 percent up time physical environment. Redundant and conditioned power with Generator backup insures against interruptions. Newzware can seamlessly integrate any third-party applications into **Newzware SaaS** just as if they existed on a private local premise server. Those hosted customers requiring audited performance can participate in our Newzware “Audited” services program and receive SOC 1 reporting.

**Features:**

- Reduced and Budgeted Operational costs
- Full Features of Traditional Installation
- Reduced IT requirements
- No Hardware Management
- No OS Management
- No Legacy Software Concerns
- Annual Contract with Multi-Year Discounts
- Managed Services invoiced monthly
- On-Line Technical Staff Assistance
- Excellent model for distributed publications
- Redundant Power and Internet resources



ICANON Data Center Resources

**Available Applications:**

- Circulation Management
- Display Advertising
- Classified Advertising
- Accounts Receivable
- General Ledger
- Accounts Payable
- Editorial

**Allow us to demonstrate this cost saving distributed method for business computing.**

