

# PROGRESS<sup>®</sup> ARCADE

## SIMPLIFYING APPLICATION DEPLOYMENT IN THE CLOUD

To survive and thrive as an independent software vendor (ISV), you must be able to respond faster than your competition while coping with tight budgets and strict time frames. If you can provide rapidly customized applications to your customers with minimum disruption to their business and IT systems, you will win more deals.

Progress<sup>®</sup> Arcade™ is a Cloud deployment platform. The Arcade portal environment provides access to an online Cloud community dedicated to simplifying the process for partners and customers to test, demo and deploy market-leading SaaS and Cloud-enabled business applications. It also provides on-demand, Cloud-based access to Progress products, allowing you to learn about the capabilities and benefits offered by these products.

## HIGHLIGHTS

- > Portal environment to streamline application deployment to any Cloud
- > Marketplace to share ideas and shop for complementary products and services
- > Easy to use—stage, demo, and deploy your application with just a few clicks
- > Visit the Product Showroom for all Progress Software solutions



**Figure 1**

*Arcade makes the deployment in the Cloud fast and easy*

## COMMUNITY MARKETPLACE IN THE CLOUD

To foster a sense of community, Arcade provides several virtual resources to make the Cloud more user-friendly.

### ***Network and discuss all things SaaS and Cloud with others just like you in the Community Cafe***

With access to a community of one of the largest ecosystems of ISVs, IT consultants and enterprise IT developers deploying software-as-a-service (SaaS) applications today, you can gain insight into best practices and access to valuable skilled resources in Cloud computing. With a similar look-and-feel to Progress Communities, the Community Cafe will be instantly recognizable.

### ***Take a test-drive of other Progress applications and solutions in our Product Showroom***

See firsthand how other ISVs are leveraging Progress products and new features to deliver competitive SaaS and Cloud-enabled business applications. Gain access to best practices and how-to information to assist you in getting your application running in the Cloud. Even evaluation licenses are easy to access, and there is no need to download product or configure licenses—everything is in the Cloud!

### ***Visit the virtual vendor marketplace of complementary products and services***

The Expo virtual conference hall includes products and services from Progress partners that offer complementary Cloud-based offerings to expand and enhance your solution.

### **ACCORDING TO A RECENT SURVEY OF OUR PARTNERS:**

- > 90% are investigating Cloud computing
- > 88% have given "a lot" or "some" thought on hosting in the Cloud
- > 60% will begin work on testing the Cloud
- > 50% will make some form of Cloud purchase in 2011

Browse the various partner “booths” to learn about new products, watch multimedia presentations and videos, access brochures and data sheets, and connect for potential business opportunities.

## RESOURCES FOR SUCCESSFUL CLOUD DEPLOYMENT

Arcade provides a single environment with all the tools you need to deploy your solution to the Cloud. For those that are new to pay-for-use Cloud services, Arcade provides utilities to help estimate production run-time costs prior to application deployment.

### ***Quickly and easily prepare your application for the Cloud***

The Stage & Test area of Arcade helps to streamline application deployment in the Cloud by providing pre-configured image templates of Progress solutions such as Progress® OpenEdge®, Progress® SonicMQ®, BPM, and more. These templates act as the foundation for your Cloud-based application and, with guidance from the wizard-like interface, allow the focus of your effort to be on deployment, not setup.

### ***Offer prospects and employees the ability to demonstrate your products in the Cloud***

Arcade enables you to demonstrate your solution to prospects, customers, or even your own internal teams. The Demo environment provides for the creation and use of multiple iterations of your application. By allowing you to have a demonstration ready in a moment’s notice, your sales and marketing teams can shorten the sales cycle and drive new business by eliminating repetitive setup and configuration.

### ***Deploy your production application in the Cloud with just a few simple clicks***

With Arcade, deployment of your application into full production is a straightforward and painless process. Within a few moments, you can deploy multiple production environments in the Cloud, drastically reducing the time it takes to turn your prospects into profitable, revenue-generating customers.

### **ACCORDING TO GARTNER 2010 SPA:**

*“By 2015, 50% of all application ISVs that target SMB customers will be pure cloud application service (SaaS) providers; up to half of these offerings will use productized PaaS technology.”*

## PARTNERSHIPS FOR SUCCESS

Progress Software delivers superior software, products, and services that increase business effectiveness by empowering our partners and customers to dramatically improve application development, deployment, integration, and management. Progress invests in product development that exploits new advances in software technologies, anticipates market trends, and provides business advantage to our partners and customers. We endeavor to always enable you to take advantage of emerging technology trends such as SaaS and Cloud computing, event-driven architecture, data integration, open source, and business event processing while protecting their investments in existing business applications.

## RIGHT SCALE<sup>®</sup> Cloud Management Platform

*Progress Software partnered with Rightscale to make Progress Arcade Cloud-agnostic.*

## TAKING THE NEXT STEP

For eight consecutive years, Progress has achieved a 5-Star rating from CRN (Channel Reseller News) for our ISV Partner Program, recognizing vendors who provide the best channel programs in the market. To find out more about how Arcade can help you rapidly deliver market-leading SaaS and Cloud-enabled business applications, visit [arcade.progress.com](http://arcade.progress.com) or [www.progress.com](http://www.progress.com).

## PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

## WORLDWIDE HEADQUARTERS

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