

# Business Model

## (Application Service Provider)

### What is Application Service Provider (ASP) delivery?

Decisioning Solutions software applications are delivered using an ASP model. This means that Decisioning Solutions owns, operates, and maintains the technical and business resource infrastructure and makes all its solutions and analytics available to clients via the internet using state-of-the-art security measures.

One thing that led to the growth of ASPs is the high cost of specialized software. Millions of R&D dollars have gone into applications offered by Decisioning Solutions due to the specialized nature of our solutions and analytical offerings. As enhancements in technology/business practices and the industry landscape changes it becomes nearly impossible for a small, medium and even large organization to afford to purchase the software. Organizations cannot build the sophistication levels due to the lack of technical/business skill sets and extreme capital costs allocation required. This is why Decisioning Solutions' ASP model makes sense.

Take the airline model as an example. Does an organization buy or build a jet and handle the operating intricacies, even if they send employees on numerous flights a year? No. The same model applies to the industries we serve. Consumers pay a transactional or monthly fee to access specialized services that can't be obtained via a purchase or build.

### What makes ASP a smart business decision?

Being fast and easy to implement, ASP makes good business sense. Our solutions interface with all existing databases, billing systems, websites or enterprise applications. Decisioning Solutions prides itself on an extremely short set-up time and limited technical skills required for connectivity.

### Cost Reduction

The advantage of transaction-based pricing is that you are only charged for what you use. Unlike other competitive solutions, our applications were originally developed for ASP delivery, dramatically decreasing implementation efforts and costs.

### Re-allocation of resources

Decisioning Solutions enables organizations to re-allocate resource costs from both an IT/business perspective and from a build/maintenance and user perspective. IT and business expertise resources can be very expensive and very specialized (like pilots in the airline example as noted earlier).



For further information, please contact Decisioning Solutions at [Info@decisioningsolutions.com](mailto:Info@decisioningsolutions.com)



## Dependable/Secure

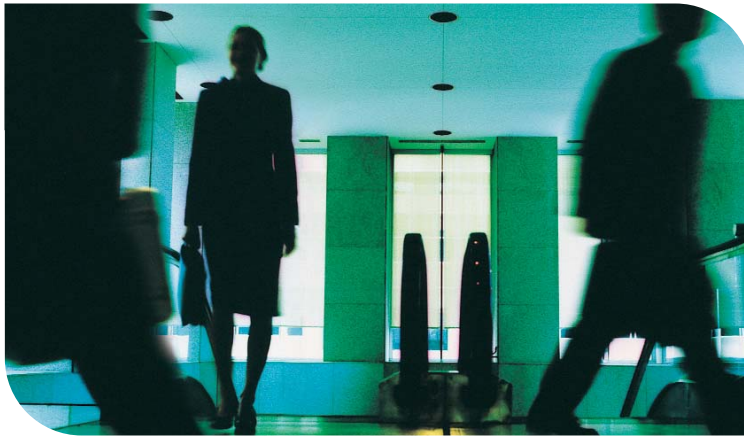
Our applications are securely hosted at our partner's facility (IBM Global Services) using state-of-the-art encryption and firewall technologies. Decisioning Solutions' provides its clients with superb back-up facilities, disaster recovery systems, full redundancy, load balancing and firewall protection, offering 100% security.

## Never outdated

Decisioning Solutions' enhancements occur as needed without involvement or additional costs to your organization. New software releases are provided without delay. The system is fully backwards compatible - with no additional cost or down time involved. Your solutions and third party data sources will never become outdated and will never need to be repurchased or reintegrated.

## Scalability

Our solutions are scalable. Whether you are a small, medium or large organization, our solutions fit your needs. As your business grows, so do our scaleable solutions, with no further integration costs required. All applications are pre-integrated and operate outside of your IT infrastructure.



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