

# Press Release

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[www.wrappedapps.com](http://www.wrappedapps.com)

### **Wrapped Apps™ Becomes Enablement Partner for [salesforce.com](http://salesforce.com)'s AppExchange**

*Wrapped Apps™ Offers Its Service Delivery Platform to ISVs, Reducing Development Time and Costs of On-Demand Deployments*

October 9, 2007, Ottawa, ON, Canada — Wrapped Apps™ Corporation, the first company to offer a full feature Service Delivery Platform (SDP) today announced that it has become a partner on [salesforce.com](http://salesforce.com)'s AppExchange. Wrapped Apps™ provides Independent Software Vendors (ISVs) and service providers with a comprehensive platform for faster on-demand deployments and reduced costs. The Wrapped Apps™ SDP is available in two categories on the AppExchange: Integration & Data Management: Application Integration & Mashups, and Industry Solutions: Software.

"Momentum for the AppExchange continues to accelerate as thousands of customers of all sizes are using it to quickly and easily extend Salesforce with additional on-demand business applications," said Clarence So, senior vice president of marketing, [salesforce.com](http://salesforce.com). "Rapid adoption of on-demand applications shows that customers worldwide are rejecting lengthy, expensive and complex software implementations. Wrapped Apps™ service can be used in conjunction with the Force.com platform to help ISVs who have already invested time and resources in developing traditional software applications go on-demand."

The Wrapped Apps™ Service Delivery Platform can usually bring applications onto the AppExchange within 30 days, enabling companies to take advantage of existing software investments and focus on their core features and functionality. The Wrapped Apps™ platform addresses a range of technical issues for on-demand deployment, streamlining the on-demand process for ISVs.

Alain L. Mercier, CEO of Wrapped Apps™, said, "The AppExchange is the world's first marketplace for on-demand applications, and as a leading platform to enable Software-as-a-Service (SaaS) applications, we are committed to helping companies bring their solutions to the AppExchange as quickly as possible."

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### **Wrapped Apps™ Corporation**

Wrapped Apps™ Corporation is first to market with a full feature Service Delivery Platform (SDP), including Virtual Multi-Tenancy™ (VMT™) technology. The Wrapped Apps™ SDP provides an automated management system for deploying and configuring applications and content online; with features such as automated provisioning, life-cycle management, user self-subscription, enterprise scalability, license compliance, and usage reporting. In contrast with the traditional approach of building multi-tenancy functionality into the application code and database; we offer a revolutionary Virtual Multi-Tenancy™ (VMT™) solution, which provides multi-tenancy functionality in the system layer of our SDP. This enables application and content providers to focus development efforts on their core offerings, and get to market quicker with reduced risk, complexity, and cost. As a result, most applications, whether single or multi-tenant, can be wrapped and published to our SDP — enabling life-cycle capability for online delivery — within 30 days. For more information, please visit [www.wrappedapps.com](http://www.wrappedapps.com).

### **Force.com Platform and the AppExchange**

Force.com is the on-demand platform for the next generation of business applications. Force.com reinvents traditional customization and integration and enables the creation of a whole new generation of on-demand applications that go beyond client/server computing. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via [salesforce.com](http://salesforce.com)'s AppExchange marketplace, enabling all the innovation that Force.com unleashes to benefit the entire on-demand community.

The AppExchange economy continues to expand as thousands of [salesforce.com](http://salesforce.com) customers have installed thousands of on-demand business applications available on the AppExchange, found at <http://www.salesforce.com/appexchange>.



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