

## **AJAXO HAS OUTDATED THE CONCEPT OF ANNUAL SOFTWARE MAINTENANCE FEE AND RECURRING LICENSE FEE**

*Are you tired of paying outrageous annual software license fee or software maintenance fee so as to operate the software that you own?*

It is common knowledge that information technology can reduce cost and improve productivity. However, most enterprise software comes with a substantial annual maintenance fee. I have recently spoken to some enterprise managers who are responsible for license renewal and find that the cost of software license renewal can range from \$80K to \$800k or even more. Have you wonder if software maintenance fee or software license is an absolute expense that you must face year after year?

The software industry has been charging hefty recurring fee for its license, support and maintenance. If you have subscribed to service agreements from companies such as Oracle, IBM, or SAP, you will know what I am talking about. AJAXO has the technology that enables us to build and maintain software at a small fraction of the prevailing cost without outsourcing it to oversea. All work is done domestically in Silicon Valley (San Jose, CA). You can experience the scale, quality, and durability of our software platform by accessing two large scale Web based consumer applications at <http://www.ajaxo.com/> - a Web based nationwide grocery search engine and a Web based visual social network for users to interact with businesses and retailers. These systems are available online for use by the public from coast to coast. We are confident that we can turn your business ideas into efficient information technology solutions at such an affordable price that is unmatched by others.

The key distinction between AJAXO and the rest of the software industry is that AJAXO's software delivery **does not require recurring license fee or annual maintenance fee**. AJAXO guarantees speedy completion at a lowest cost. That's AJAXO's business principle. Our software solution uses standard OPEN

SOURCE platform. Our software platform is written in JAVA for use with Enterprise LINUX, and POSTGRES SQL database. What all these means to you is that there is no recurring software license fee or maintenance fee. It comes with a maintenance guarantee that Ajaxo will provide the maintenance on-demand when needed.

Software is not like hardware. Working software cannot fail because of wear and tear. Software requires modification as business model changes. Software only requires maintenance if there are changes in hardware configuration. Otherwise, software should work and work forever. If that is true, then what is the rationale to pay expensive software license fee and software maintenance fee for reasons of "just in case".

AJAXO's application software is timeless because AJAXO does not integrate third party software into its architecture. Many software integrators rely on third party platform that will cause their solution to be outdated when the third party platform is no longer supported. AJAXO only relies on standard operating platforms. Consequently, applications created by AJAXO are independent of third party software platforms. AJAXO's technology has been proven over time. During the past ten years, applications implemented by AJAXO are compatible with several different releases of operating systems, JAVA, databases, and hardware architectures.

We welcome your opinion. Please let us know if AJAXO can help you to reduce your annual software cost.

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