

### **TechInsight as an ASP Model**

The TechInsight application is provided as a vendor-hosted solution. Our experience has shown that the application service provider (ASP) model is the most cost-effective way to produce a faster return on investment (ROI) and a quicker implementation – our pricing proves this out. In addition to the TechInsight services, 3-Point Technologies maintains the hardware, the licensing agreements for 3<sup>rd</sup> party software and data, and performs continuous system back ups.

The ASP model allows clients to simply license the system from 3-Point Technologies without (1) incurring the capital cost of purchasing hardware and software, (2) purchasing and maintaining the various data feeds and upgrades required for the accuracy TechInsight relies on, and (3) it also alleviates the need of having a large dedicated support staff. The cost of third party data sources for an individual license would be prohibitive for any one company, compared to the ASP pricing structure.



Additional benefits of the ASP model include:

- Third party expertise and dedicated focus to the application
- Analysis using the latest proven statistical packages and methodologies
- No additional drain on your staff required to operate and maintain the application
- Free upgrades to the latest releases
- Continuous integration of the latest available geospatial data
- Elimination of issues associated with internal application management
- Single point of contact for all questions and support issues
- Ability to offer the application to a wide user-base
- State-of-the-art security providers and system configurations to protect your data
- Full network access control and intrusion detection

TechInsight servers are, in turn, hosted at a location that provides physical security, environmental control, redundant power and network facilities. Additionally, because it is our core business, the location provides extensive bandwidth and network routing capabilities. Lastly, only 3-Point Technologies' authorized personnel have access to the servers, with controlled entry by card-key access and constant video surveillance.

*Operations analysis and reporting is our core competency allowing our clients to focus on theirs!*