

Independent Software Vendors (ISVs) Now Have Viable Options to Optimize Their SAP Integration with Bristlecone Labs

MILPITAS, CA--(Marketwire - July 11, 2009) - Bristlecone Labs, a division of Bristlecone, today announced the launch of a new Hosting service for ISVs in the SAP ecosystem. Designed to provide a development, test and demonstration environment for ISVs, Bristlecone Labs' Hosted Environment Services (HES) for SAP allows ISVs to focus on their core product strategy efforts and minimize the complexities and overheads of maintaining a SAP environment in-house.

"The launch of SAP Hosting for ISVs is a culmination of our exclusive focus for over 5 years of providing services for enterprise software companies, working with SAP software partners, identifying their unique needs and creating a service that will ultimately help them focus on their core strengths," said Irfan Khan, Vice President & General Manager, Bristlecone Labs.

With the increasingly complex upgrade and maintenance requirements for SAP systems, ISVs costs usually associated with maintaining an in-house SAP environment and support team have also risen. Designed to allow ISVs to more efficiently address SAP environment needs, three tiers of HES for SAP are now available.

- The **Silver HES** is designed for ISVs that have light use and simple integration with SAP, or need a simple environment to demonstrate their products.
- The **Gold HES** accommodates a more focused routine monitoring and updating of SAP integration capabilities.
- The **Platinum HES** is designed for software companies serving a customer base dominated by SAP customers and have frequent use of their development, test and demo environment.

Khan noted, "SAP hosting for ISV's expands our service portfolio and complements our development, integration and outsourcing services to ISV's, helping our customers to decrease development costs and time to market."

About Bristlecone Labs

Bristlecone Labs, a division of Bristlecone, is the preferred partner for enterprise ISVs, providing outsourced product engineering services. From startups to industry leaders, successful companies such as SAP, HP, Teradata, Ivara and BAP rely on Bristlecone Labs to help them strategize and execute their offshore product development strategies, helping them to lower costs and decrease time to market. Headquartered in Silicon Valley, CA, Bristlecone Labs operates development centers throughout the U.S.

and India. The company is part of the \$6.7 billion Mahindra Group. For more information, please visit www.bristleconelabs.com.

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