

7M Aspire Application Hosting is an application portal and management solution for service providers. It ties together services ranging from application distribution and user administration to usage tracking and billing. Scaling from simple web applications to complex environments with multiple platforms, 7M Aspire is ideal for a stepwise approach to managing outsourced applications with a rapid Return on Investment and can be effectively used by:

- ❑ **Corporate IT departments** that are centralizing application hosting and management for a distributed organization.
- ❑ **Service Providers** that offer a specific application solution to a large number of customers.
- ❑ **Hosting and outsourcing organizations** focusing on application management and distribution for their customers.
- ❑ **Software vendors** who want to develop new business models by offering their software as services to a broad user community.

With 7M Aspire, a hosting organization will achieve a unified and flexible way of securely, rapidly and easily deploying applications to users through a web browser, regardless of platform, device or location. It contains the following main features:

Central management of applications and licenses

7M Aspire provides the hosting organization with a single point for managing all applications across multiple platforms (Web, Windows, Unix and mainframe). Integration with emulator tools such as Citrix MetaFrame, Microsoft Terminal Services and various host-based emulators gives full flexibility in developing an optimal service offering platform. Each application is easily associated with a set of license models that determine availability, price and duration for the service. License models can be customized across different customers. Allocation of applications with associated license models to customers is done through a unique subscription mechanism.

Usage tracking and reporting

7M Aspire tracks all usage of applications down to a customer, department and user level. Custom reports can be generated to view usage across different user groups, applications, etc. Data can be exported to third party billing systems based on usage, licenses and built-in pricing models. Usage tracking can also be used to ensure license compliance and for audit trails.

Delegated user administration

A unique feature of 7M Aspire is the ability to delegate the administration of users and their access profiles according to the needs of the hosting organization. User management can be delegated either to customers themselves or to “*Virtual Service Providers*” that manage individual end customer relationships.

Users are managed through a role based access control module, accessible within a browser. An administrator is given responsibility for a defined part of an

organization and can establish role based access policies. Users can be members of multiple roles and will automatically receive the application profiles associated with these roles. This ensures efficient user management across multiple applications and policy-based control of access privileges.

Web client with single sign-on

With 7M Aspire, end users need only a browser – no software installation is necessary. In the browser the user has a customized desktop and can access any application securely, not just Web applications but also Windows and legacy, with single sign-on across all application types. The desktop can be easily integrated with existing information portals or Intranets.

Strong authentication

7M Aspire supports multiple authentication front ends, from password based to RSA SecurID and PKI/digital certificates. Rules can easily be established to manage different authentication requirements based on e.g. where the user is logging in from. This allows the system administrator to establish the appropriate level of authentication security according to internal policies and business requirements. Authentication is integrated with existing directory servers, such as Novell, Netscape/iPlanet or Microsoft Active Directory. Different customers can use different types of authentication and directories.

Secure access control

When delivering applications across an open Internet connection, inherent security risks are manifested. This is particularly true in a one-to-many model where firewall management becomes extremely complicated and error-prone. 7M Aspire addresses this problem with a GateKeeper solution, a high-performance reverse-proxy solution that acts as an application firewall at the hosting site. By placing this intermediary in a controlled environment, all application access will be properly authenticated and authorized.

Scalable to a large user base

7M Aspire has been designed to support a large number of simultaneous customers and users. Independent testing at IBM laboratories has verified that the solution is easily scalable to a large user base. The product has established third party certifications for Service Providers.



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