



# Pulsar Technologies

## Introduction

Pulsar Technologies (Pulsar) has been providing **real pay-per-use** metering and invoicing to world technology markets since 2000.

From servers to printers, from software applications to data storage, Pulsar has developed the necessary proprietary infrastructure to monitor, meter, and bill usage per seat, per license, per gigabyte, per print, per month... whatever metric is relevant for the technology vendor, the customer or the managed service provider.

This **expertise** in enabling utility based pricing has created a truly unique company whose efforts have been successfully leveraged by world-class players:

- *On a worldwide basis:* Network Appliances' Storage On Demand program.
- *On an European basis:* Hewlett-Packard BizMax program, Telefonica, Lexmark.
- *From a technology vendor's client perspective:* Accenture, Banco Santander, Electronic Arts, Philips Semiconductors, PriceWaterhouseCoopers, SAP, Siemens.

## Pulsar and Software Vendors, Managed Service Providers Capabilities enabling Software as a Service

Pulsar has developed a patented, fully-integrated pay per use solution: software, hardware, and process know-how that enables automated, real pay-per-use at a very low per transaction cost.

Current capabilities include:	
Metering and billing;	License compliance
Secure and effective communication of all related data	Automated management of all information for specific vendors' programs
Consultancy on program development	Analysis and reporting on user behavior

Specifically for SaaS, Pulsar has adopted a product development strategy that:

- Provides a variety of non-intrusive data collection options.
- Integrates easily with **zero to very minimal** development effort by the software vendor client.

## Management

Co-founders CEO Jose Luis Parga and COO Antonio Sanchez brought 20 years experience in finance and operations from technology powerhouses Hewlett-Packard and Silicon Graphics, with global responsibilities. CTO Juan Jose San Martin, an enthusiastic academic, has committed his talent to the pay-per-use concept, successfully developing patented hardware and software for Pulsar.

## Strategic Relationship with Technology Finance Partners

Pulsar offers its services in North America through a partnership with San Francisco-based Technology Finance Partners, experts in software sales methodologies: pricing & licensing, deal structuring, and targeted programs that drive revenue optimization.

For information contact Ann Flynn, [ann.flynn@tfpllc.com](mailto:ann.flynn@tfpllc.com) or 650-291-9734.

