# Parallels® Automation

## A Complete Platform for Delivering Cloud Services

### Helping You Profit from the Cloud

Parallels Automation is the most profitable and complete platform for the Cloud available today. Whether you're a traditional Web hosting service provider, a telecom looking to get into hosting, or a developer interested in delivering Cloud-based applications, Parallels Automation can help you increase your revenues and grow your customer base by offering small-and-medium-businesses the Cloud-based solutions they need.

Only Parallels Automation offers:

- **The broadest set of Cloud-based solutions** available today—one that's constantly being updated with new services to meet emerging market needs

- **The ability to resell, upsell, and cross-sell** Cloud services through a retail channel and grow your hosting business

- **A Cloud platform that integrates business and operations management** and enables you to manage everything—including platforms, services, and user self-service panels—through a single control panel

- **The automation needed to easily launch new Cloud services**—and deliver them efficiently

- **Extensive scalability**, enabling you to launch a wide range of enterprise-class Cloud services to a worldwide customer base

- **A broad ecosystem of partners** that further enhances the services and applications available for the platform

By helping you launch, host, resell, and market new and enhanced Cloud-based services, Parallels Automation represents the quickest way to profit from the ongoing shift to the Cloud.

### Operations, Business, and Application Support

Parallels Automation is a complete platform for delivering Cloud services, consisting of three key components:

- **Parallels Operations Automation**, a complete operations support system for Cloud services with end-to-end automation for a wide range of functionality, including:
  - Provisioning
  - Server and application management
  - Branding and white labeling
  - End-user self service

- **Parallels Business Automation**, a comprehensive business support system for Cloud services, including:
  - Ordering
  - Account management
  - Billing and invoicing
  - Service plan creation and management
  - Reseller management
  - Trouble ticketing

- **Application Packaging Standard (APS) ecosystem**, enabling you to easily aggregate and rapidly launch any application or Cloud service based on the free and open APS specification

Together, these components provide a comprehensive automated platform that will help you quickly bring new Cloud services online; easily provision and manage your services; and automate ordering, billing, and trouble ticketing. With Parallels Automation, you'll be ready to meet the needs of small and medium-sized businesses as they move to the Cloud in increasing numbers—growing your customer base and increasing your revenues while decreasing operating expenses and customer churn.

### Benefits of Parallels Automation

- **Rapidly deliver new Cloud services.** With complete back-office automation, tight integration with billing and business systems, and numerous service module add-ins, you can deliver new services in a fraction of the time required for in-house development—so you can be among the first to market.

- **Increase revenue and decrease churn.** By offering more services, you'll boost average revenue per user (ARPU). You'll also be able to offer more services, reducing customer churn and increasing profits and growth.

- **Optimize your operations to improve your bottom line.** By automating your back-office operations, you'll reduce development and maintenance costs. In addition, our advanced virtualization technology will increase the density of your virtual servers. All these changes will help drive improvements in your bottom line.

"By using Parallels Automation, Star is quicker to market and can monetize demand and give our customers what they are looking for with the WorkLife suite of services."

— Hugo Harber,
  Director of Product and Market
  Solutions at Star

## Broadest Portfolio of Cloud Services

The Parallels Automation solutions portfolio supports the broadest base of Cloud services available today—with more coming all the time.

| Service | Description |
|---------|-------------|
| Software as a Service (SaaS) | Offers automated deployment, updating, and billing for hundreds of open-source and commercial SaaS applications. Supports Application Packaging Standard, enabling easy integration of all APS-wrapped applications. |
| Infrastructure as a Service (IaaS) | Scalable, virtual infrastructure that will help you profitably offer Cloud data-center services to small and medium businesses. Provides everything you need, including billing and provisioning services. |
| Virtual Private Server (VPS) Hosting | Virtualization support that is technology-agnostic, so you can choose the virtualization technology that best fits each scenario. Supports high-efficiency, low-latency container technology; bare-metal hypervisors; and Windows and Linux operating systems. |
| Messaging and Collaboration | Supports state-of-the-art messaging and collaboration solutions, including Microsoft Exchange, Microsoft Office Communications Server, Microsoft SharePoint, Open-Xchange, Linux Mail, and more. |
| Mobility Services | Supports Open-Xchange and Microsoft Exchange messaging platforms and Windows Phone, BlackBerry, and Good mobile devices. |
| Microsoft Dynamics CRM | Supports feature-rich customer relationship management software, linked to a hosted Microsoft Exchange and SharePoint solution. |
| Shared Web Hosting | Provides a scalable, efficient, and highly available shared hosting platform. Automates creation of shared hosting plans for both Windows and Linux. |
| Customer Directory Integration | Uses automated Active Directory synchronization to easily migrate large numbers of internal IT administrators and end users to the Cloud. |
| Control Panels | Simplifies administration of Cloud services, allowing your resellers and customers to handle many tasks themselves. Panels are available for providers, resellers, customer administrators, and end users. |

## Advance Your Business with Parallels Automation

Here are just a few sample scenarios to illustrate the breadth of ways in which Parallels Automation can help you:

- **Get started.** Are you just getting started in the hosting or Cloud services business? Parallels Automation provides you with a complete, integrated business and operations automation platform that will get you to market in the fastest time—so you can start profiting from the Cloud today.

- **Mature beyond a single service.** Maybe you're already offering one Cloud service and would like to expand to more—but your custom solution can't scale to a second or third service. Parallels Automation can grow with you as your needs grow, enabling you to rapidly scale up to a full set of Cloud services.

- **Offer the latest services.** As a forward-looking hoster or service provider, you want to make sure your offerings stay up to date with the latest developments in Cloud technology. With our ongoing market research and frequent introduction of new services, you can be sure you'll always be among the first to market with the latest and most profitable Cloud services.

"Parallels Automation provided the ability to create a single customer plan from resources located on separate application clusters."

— Joost Pisters,
  Portfolio Manager,
  Hosted Applications, KPN

## Plug-ins To Further Reduce Your Costs

Parallels Business Automation plug-ins reduce your costs of doing business by automating key service delivery functions.

| Plug-in | Description |
| --- | --- |
| Domain registration | A plug-and-play solution that supports numerous domain registrars worldwide. |
| SSL certification | A plug-in that lets you issue and renew multiple types of SSL certificates through eNom, including RapidSSL, GeoTrust, and SBS certificates. If you need integration with another certificate vendor or reseller, we can build you a custom plug-in. |
| Payment processors | Customized credit card payment plug-ins, allowing for multiple merchant accounts and payment methods. Can be configured to perform different types of transactions (e.g., preauthorization, sale, and voided sale), both before and after provisioning a service. |
| Fraud screening | A comprehensive system that automatically monitors online and offline transactions and integrates the results into your workflow process. Depending on the results, you can choose to approve (either automatically or manually) or reject the transaction. |

## Broad Ecosystem of Partner Services and Applications

Our extensive partner ecosystem further enhances the services available to you through Parallels Automation, providing you with:

• Hundreds of SaaS applications

• A wide range of utilities, including such popular choices as Kaspersky for antivirus protection and Ksplice Uptrack for rebootless upgrades to the Linux kernel.

## Parallels Professional Services: We're Here to Help You

A key benefit of Parallels Automation is that all modules are customizable to meet your specific needs—and our experienced professional services team is available to help. Working with you at all stages of the process, from helping you decide if Parallels technology is right for you to collaborating with you to create a customized deployment, we'll make sure you have a successful experience with Parallels Automation.

## Contact Us to Learn More

The time to build out your Cloud services is now—before your competition beats you to market. Let Parallels' state-of-the-art technology and in-depth expertise help you profit from the Cloud. Contact us today to learn more: **www.parallels.com**

"Deploying Parallels Operations Automation was essentially a practical decision, both from an operational point of view and from a profitability perspective. We looked at the alternatives prior to deployment and Parallels stood head and shoulders above the rest."

— Celal Ulgen,
Chief Marketing Officer,
SoftCom Inc.

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