Parallels® Automation

Resell, Upsell, Cross-Sell, and Delight Your Customers

Parallels Automation is the most profitable and complete platform for the Cloud available, enabling you to deliver the most comprehensive set of Cloud services at the lowest cost. Reselling Cloud services delivered through Parallels Automation will get you to market faster than any other approach, so you can take immediate advantage of the great window of opportunity that the Cloud currently offers.

Whether you're a systems integrator, a value-added reseller, or a hosting company looking to extend your range of services without investing in infrastructure, Parallels Automation can help you increase your revenues and grow your customer base by offering small and-medium-sized businesses the Cloud-based solutions they need.

As a Parallels Automation reseller, you simply purchase the services your customers want at wholesale prices from one of our large partners and resell them under your brand at retail prices. This approach allows you to maintain the customer relationship while offering the most comprehensive set of Cloud services available on the market.

Only Parallels Automation offers resellers:

- **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 easily launch new Cloud services** and deliver them efficiently

- **The lowest-cost approach**, enabling you to launch a wide range of enterprise-class Cloud services to a worldwide customer base without investing in infrastructure

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

By enabling you to easily launch and market new and enhanced Cloud-based services, Parallels Automation gives you the quickest way to profit from the ongoing shift to the Cloud.

Why Resell Cloud Services Through Parallels Automation?

- **Rapidly deliver new Cloud services.** 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), reduce customer churn, and increase profits and growth.

- **Simplify operations and minimize costs.** Working with a Parallels partner to resell Parallels Automation services is super-easy, with our new wizard-based reseller setup, no infrastructure to maintain, and no upfront investment.

"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

"With Parallels on board, we aim to roughly double the amount of services each of our customers will adopt over the next eighteen months. This target is felt to be realistic based upon current customer behavior and trends. Both new and existing clients come to us because they see us as a provider of one type of service; and once satisfied with their purchase, they feel compelled to purchase more."

— Dan Germain,
CTO, Cobweb Solutions

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, allowing you to brand the services and handle many tasks yourself, without involving your wholesale partner. Similarly, customer control panels enable your customers to handle many tasks themselves, reducing support requirements.

Contact Us to Learn More

The time to build out your Cloud services is now—before your competition beats you to market. Let Parallels help you profit from the Cloud. Contact us today to learn more: **www.parallels.com**

Advance Your Business by Reselling Parallels Automation-Enabled Services

- **Get started.** Are you just getting started in the hosting or Cloud services business? Reselling Parallels Automation will get you to market with no infrastructure costs and in the fastest time—so you can start profiting from the Cloud now.

- **Mature beyond 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. Reselling Parallels Automation will enable you to rapidly scale your business to offer 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 Cloud services. While it's not always possible to stay up to date with custom deployments, offering the latest Cloud services becomes easy when you're reselling services delivered through Parallels Automation.

"The Parallels Automation solution for Hosted Exchange allows us to offer the most advanced and up-to-date messaging services to our customers."

— David Grantz,
   CIO, Exchange My Mail

∥ Parallels®

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