Building Your Cloud Strategy with Parallels and APS

Aubrey Smoot
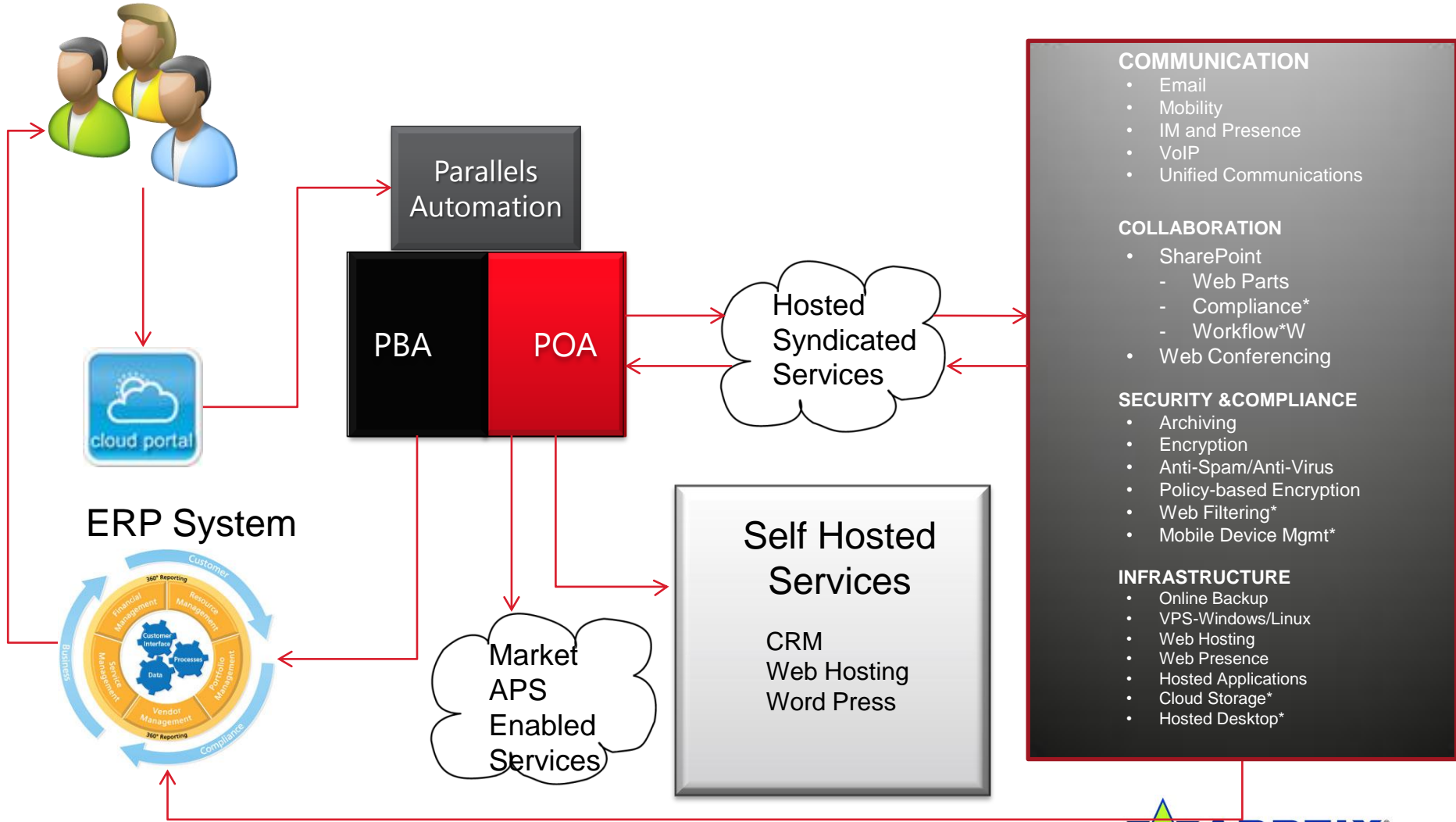Sr. Vice President, Sales and Business Development

Agenda

- Putting the Pieces Together
  - Self Hosted, APS Integrated, Working with a hosted technology aggregator

- Implementing on The Vision
  - Project Management
  - Marketing
  - Finance
  - Sales Training
  - Support Training
  - System Integration
    - Provisioning, Control Panel, Storefront

- Introduction to Apptix

Enabling the Cloud Like No Other

Parallels Automation

PBA | **POA**

ERP System

cloud portal

Hosted Syndicated Services

Market APS Enabled Services

Self Hosted Services

CRM
Web Hosting
Word Press

COMMUNICATION
- Email
- Mobility
- IM and Presence
- VoIP
- Unified Communications

COLLABORATION
- SharePoint
  - Web Parts
  - Compliance*
  - Workflow*W
- Web Conferencing

SECURITY &COMPLIANCE
- Archiving
- Encryption
- Anti-Spam/Anti-Virus
- Policy-based Encryption
- Web Filtering*
- Mobile Device Mgmt*

INFRASTRUCTURE
- Online Backup
- VPS-Windows/Linux
- Web Hosting
- Web Presence
- Hosted Applications
- Cloud Storage*
- Hosted Desktop*

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Careful attention to the cost accounting side

But … The Vision Isn't Enough

You have to Implement and Deploy!

Evaluating beyond the price points

- So, you have picked Parallels as the architecture for your Cloud offering

- You have standardized on APS for technology integration

- Now you face the challenge of implementing in a meaningful time to market that turns this decision profitable in the near term

Solution ….

- Look to a hosting aggregation partner to quickly bring "foundational" offerings to market

- Evaluate candidate partners on their process and methodology:
  - Must be organized to support your line of business (i.e. Broadband vs. Large Integrators)
  - Must have documented processes, artifacts, and deliverables by discipline
  - Must establish peer-to-peer relationships along functional boundaries prior to contract signing
  - Must work closely with your platform vendor (Parallels)

Project Management

- Oversee service launch
- Determine key contacts and definition of roles between parties
- Establish project timelines
- Manage ongoing weekly status calls
- Create and manage detailed project plan
- Define various requirements
  - Service
  - Billing
  - Provisioning
- Schedule training sessions
  - Sales
  - Support

Marketing

- Go to Market plan

- Develop marketing material
    - Web content
    - Sales collateral
    - Sales presentations
    - Whitepapers
    - Case studies

Finance

- Define billing requirements

- Confirm service costs

- Determine fee schedule (support charges, setup fees, migration fees, etc.)

- Develop billing and invoice process flow

- Align billing with existing ERP system

Sales Training

- Web-based
- Sales documentation
- Certification
- Services
    - What are they?
    - How they function
    - How to sell
- Differentiators
- Competition

Support Training

- Call center training
  - Troubleshooting
  - Knowledge base of issues

- Support documentation

- Common issues/resolutions

- Escalation of issues

- Daily monitoring of services

System Integration

- APS integration
  - Lab system for testing
  - Senior developers
  - Vast knowledge of APS Technology

- API Integration with existing platform

- Integration with existing ERP platform

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Introduction to Apptix

- ## Pioneer in hosted communication & collaboration
  - In operation for over a decade
  - 365,000+ users worldwide

- ## Financially secure
  - Publicly traded (OSE: APP)
  - Profitable and growing

- ## Recognized industry leader
  - 2011 Microsoft Gold Partner
  - Top Industry Honor and Award Recipient

What does Apptix Provide?

- Project Manager
    - Ensures project goals are set and met

- Go to Market assistance
    - GTM plans
    - White labeled documentation, web content, whitepapers, etc.

- Sales training templates
    - Webinars, training sessions

- Support models and training
    - Webinars, training sessions
    - Documentation
    - Tier 2 and tier 3 escalation

- APS / API expertise
    - Lab environment for Integration testing
    - Development expertise

- Best in class services/solutions

- Ongoing increase of services offered via APS

Apptix Solution Portfolio

COMMUNICATION
- Email
- Mobility
- IM and Presence
- VoIP
- Unified Communications

COLLABORATION
- SharePoint
  - Web Parts
  - Compliance*
  - Workflow*
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SECURITY & COMPLIANCE
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- Hosted Desktop*

PROFESSIONAL SERVICES
Migration | Exchange Integration | SharePoint Design

DELIVERY OPTIONS
Hosted | Dedicated | Managed Service

SINGLE UNIFIED USER INTERFACE

LEVERAGING WORLD CLASS TECHNICAL ARCHITECTURE

Upcoming Service Offering

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APS for Hosted Exchange, SharePoint, and Mobility

Available: Now

Platform	Capability
✓ **Parallels Automation**	✓ **Hosted Exchange 2010**
✓ **Parallels Automation for Cloud Marketplace**	✓ **SharePoint 2010**
Parallels Plesk Panel	✓ **Mobility**
Parallels Plesk Storefront	

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APS for Online Backup, Email Encryption Client, WebPresence

Available: March 2012

Platform

✅	**Parallels Automation**
✅	**Parallels Automation for Cloud Marketplace**
	Parallels Plesk Panel
	Parallels Plesk Storefront

Capability

✅	**Online Backup**
✅	**Email Encryption**
✅	**WebPresence**

APS for Lync, Archiving and Compliance, AD Sync, and Email Continuity

Available: Q3 2012

Platform	**Capability**
✔ **Parallels Automation**	✔ **Lync**
✔ **Parallels Automation for Cloud Marketplace**	✔ **Archiving & Compliance**
Parallels Plesk Panel	✔ **AD Sync**
Parallels Plesk Storefront	✔ **Email Continuity**

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Apptix Can Help!

Apptix and Parallels are the Answer!

Enable Company Growth through Cloud Services

Call To Action

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