

|| Parallels®

# SUMMIT

Parallels  
Summit 2012  
Profit from the Cloud™



**APsSTANDARD**  
Reach for the Cloud™

## Opportunities with Google Apps

Jeff Ragusa, Google Apps SMB Channel Lead

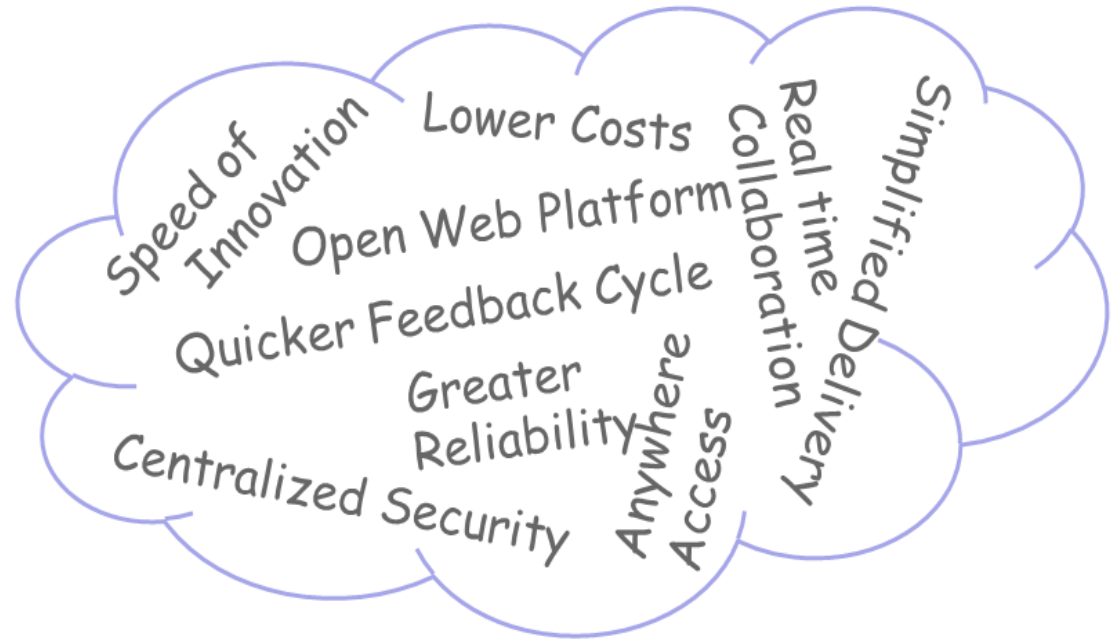
Google Apps

# Best of both worlds

Cloud advantages



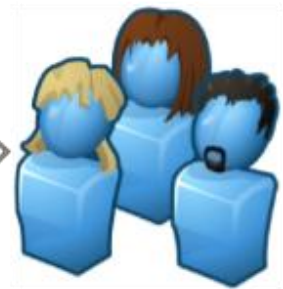
Customer relationship control



Vendors



You



Customers

# Google Apps Authorized Reseller Program

You

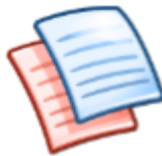


Google Apps

- help clients deploy
- handle recurring billing
- optionally bundle in additional services



Customers



- 20% off list price (perpetual)
- online resources to help you sell, market, deploy, and support
- a centralized client management console



Google

Google Apps

# Your customers are your customers

## What does this mean?

- You're in control of the support relationship
- You're in control of the billing relationship
- You're in control of service configuration
- You're in control of the feature rollout timeline
- You're in control of messaging
- You're in control of branding

Google Apps

# Google Apps for Business



Your price: \$40/u/yr or \$4/u/mo

## Business integration

- Customer branding
- Central configuration panel
- Two-factor authentication
- Parallels Automation

## Client connectivity

- Android / iOS / WinMo
- MS Outlook & MS Office

## Support & Reliability

- 99.9% SLA
- 24x7 phone support

## Rapid adoption

- 4 million+ businesses
- 40 million+ active users
- 5k+ new businesses daily

Google Apps

# Constant Innovation

Hundreds of feature enhancements to the core Google Apps suite each year:

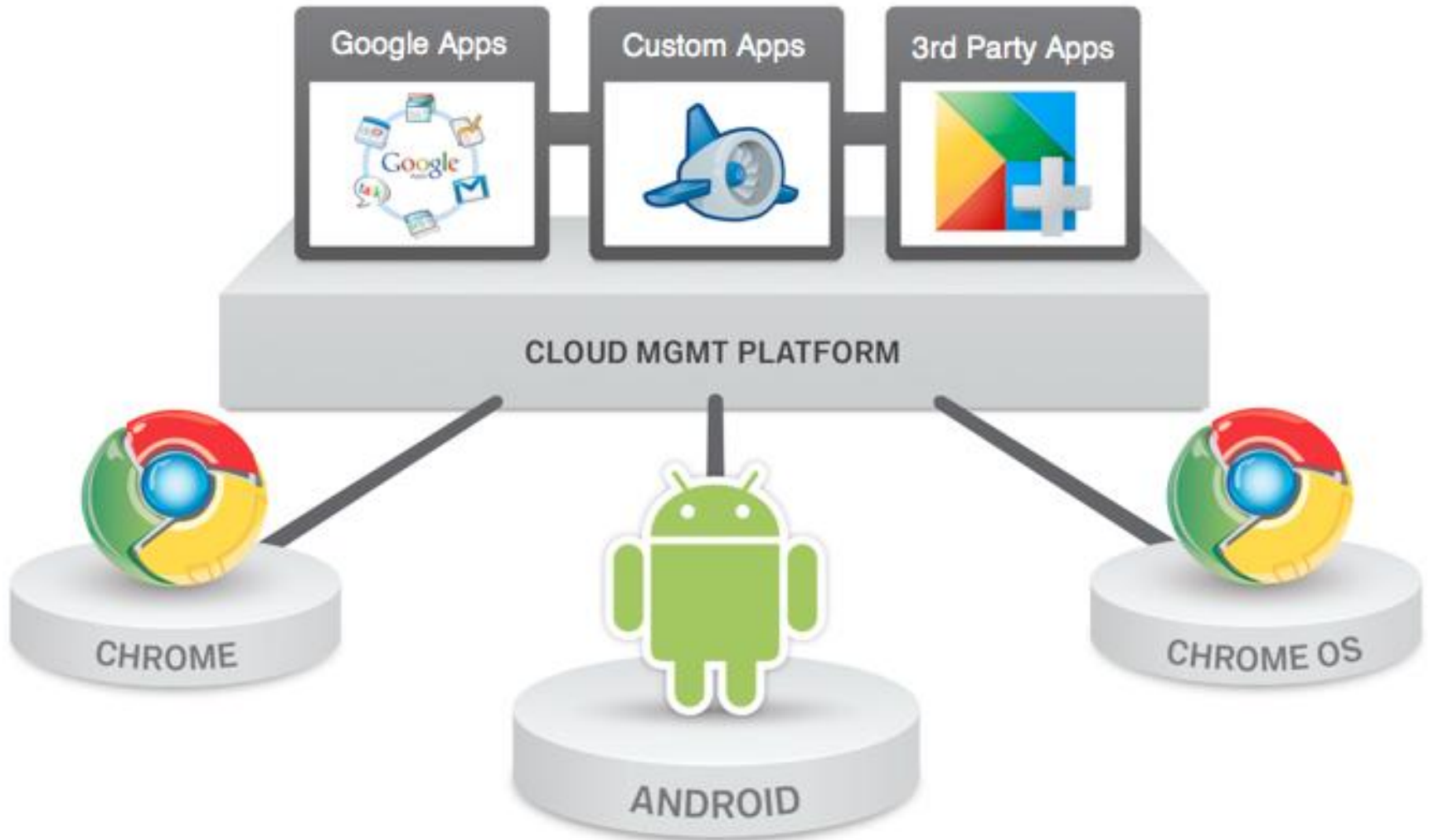
- End user features
- Extensibility & integration
- Administration & reporting

Expanding beyond Apps:

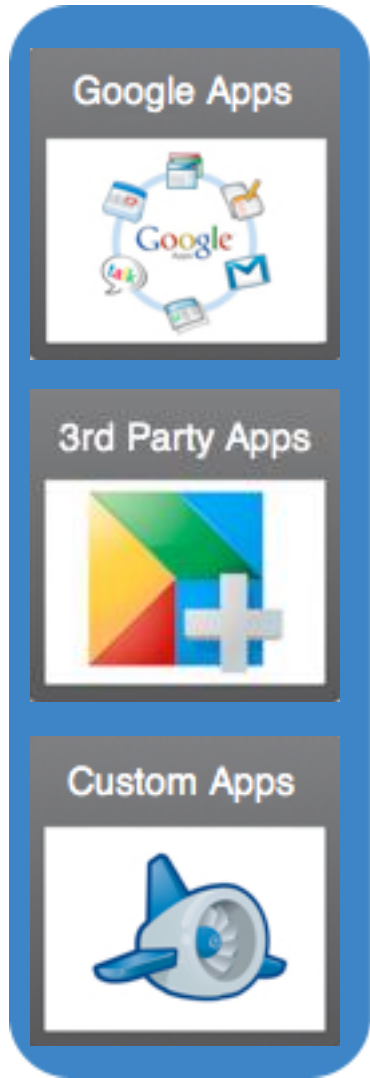


Google Apps

# 100% Web



# Driving SMB to 100% Web



- Provide application management consulting
- Source & bundle complementary web applications
- Integrate applications into custom solutions

Google Apps



# Leveraging Google Apps

## Increase ARPU & Reduce Churn

- Email + full suite of collaboration and productivity applications + other Google services
- Pre-integrated complementary applications marketplace
- Retain relationship control for support & upsell
- Site building suite to complement web hosting/dev
- Easy forms and surveys
- Message policy management
- Mobile device management
- Usage reporting
- Security management
- 99.9% SLA
- Technical & sales certifications

Google Apps

# Google Apps and Parallels Automation

Subscription: 1000911

Configuration & Administration

Sites & Domains

**Google Apps Business**

- Subscription
- Service Status
- User Accounts

Service Users

Statistics & Analysis

Hosting Configuration & Administration Google Apps Business

**Subscription**

**You are ready to start provisioning**  
Please confirm provisioning.

Application Google Apps Business

- Subscription -

Subscription service

COMPANY SETTINGS

**Google Apps: Customer account created**

Dashboard Organization & users Groups

**organic-flowers.com**  
organic-flowers.com

Users Services

Parallels Automation: Creating Google Apps account

Subscription: 1000911

Configuration & Administration

Sites & Domains

**Google Apps Business**

- Subscription
- Service Status
- User Accounts

Service Users

Statistics & Analysis

Hosting Configuration & Administration Google Apps Business

**Add New User Account**

Please specify settings for services

- User Account -

Google Apps users accounts

**USER SETTINGS**

User FirstName

User LastName

Login User

Login Password

**Google Apps: User account created**

Dashboard Organization & users Groups Domains

organic-flowers.com » **Pete Mitchell**

User Information Resolved settings Privileges

**General**

**Pete Mitchell** [Rename user](#)  
**pmitchell@organic-flowers.com**

Newly created [Getting started instructions](#)

Parallels Automation: Creating Google Apps users



**Learn more or get started**

<http://www.google.com/apps/resellers>

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Google Apps