APS Packaging Made Simple

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APS – Standardizes Cloud Service App Deployment

2M+ **APS package downloads**

300+ **APS packages in the catalog**

66% **annualized deployment growth**

48% **commercial apps**

ISV Applications → APS → Service Providers

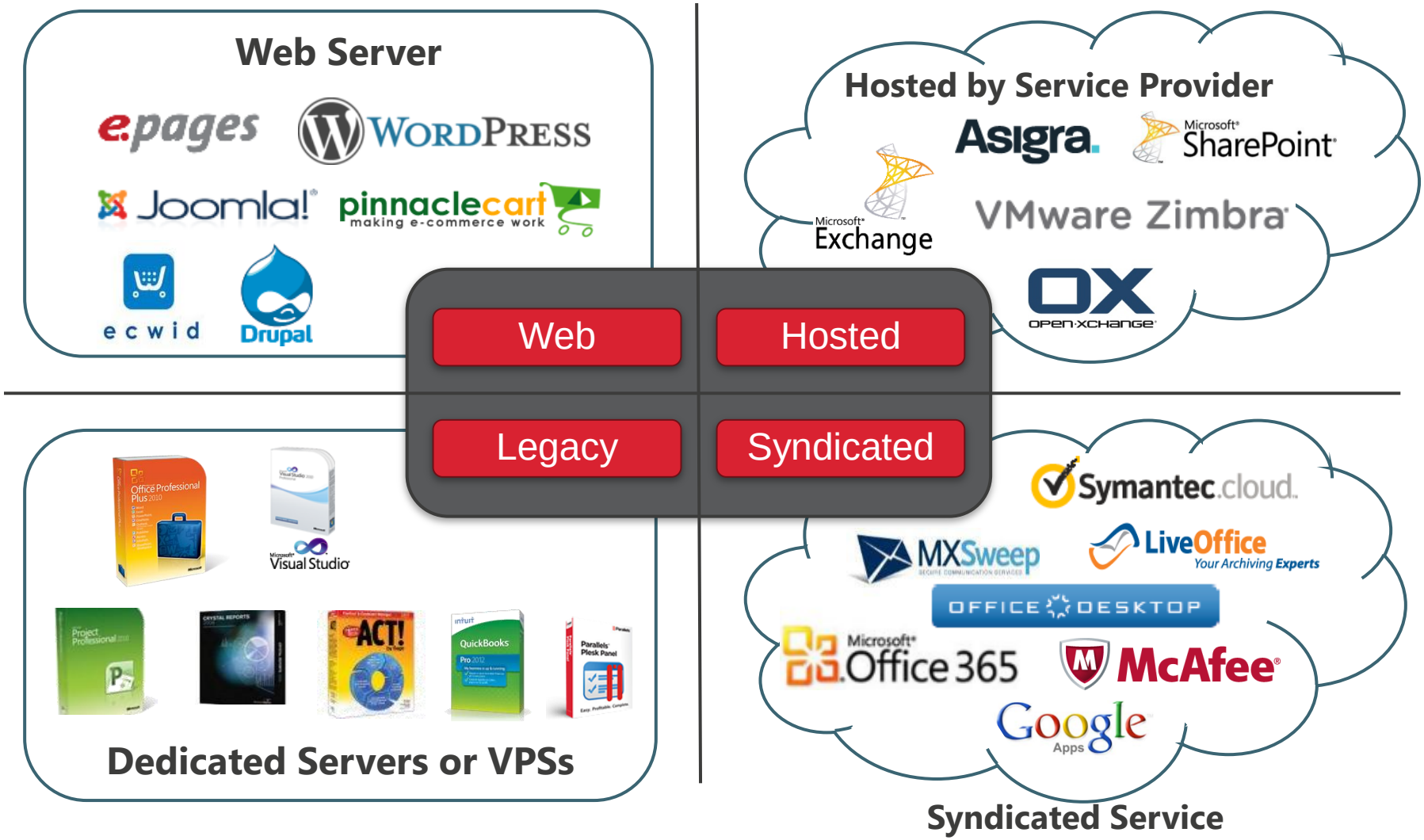
Benefits for ISVs

- Package once, reach 10s of Ms
- Does not change your application

Benefits for Service Providers

- Access to more applications
- Easier to install & maintain

APS Package Application Types



APS Packaging Covers

Web Server

ePages · WordPress · Joomla! · pinnaclecart

Hosted by Service Provider

Asigra · Microsoft SharePoint · VMware Zimbra

- Provisioning App. Account & User Settings
- Billing definition and enablement
- Multi-role control panel customization
- Application integration

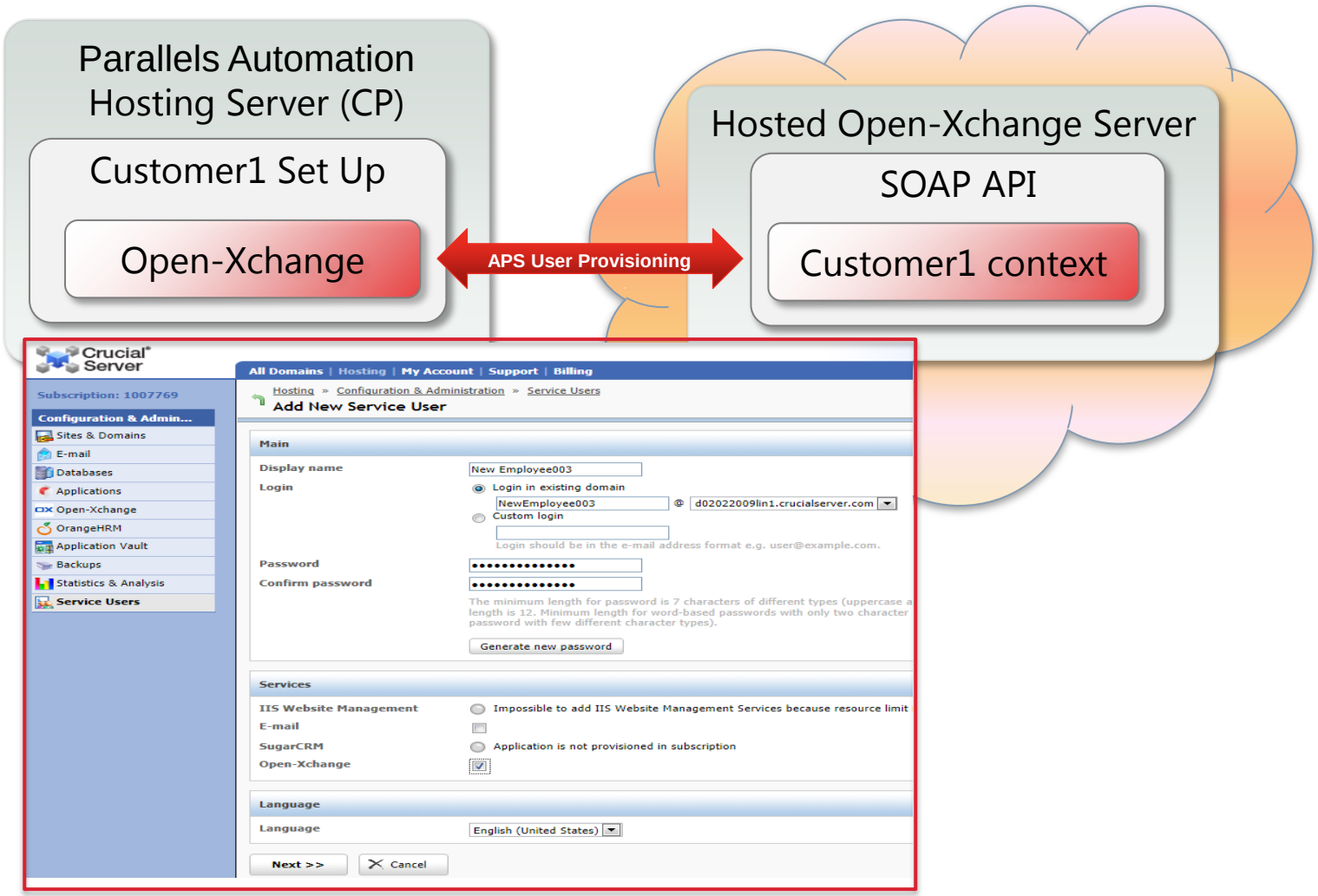
Visual Studio

Dedicated Servers or VPSs

MXSweep · LiveOffice Your Archiving Experts · OFFICE DESKTOP · Microsoft Office 365 · McAfee · Google Apps

Syndicated Service

APS Package Example: Hosted Open-Xchange



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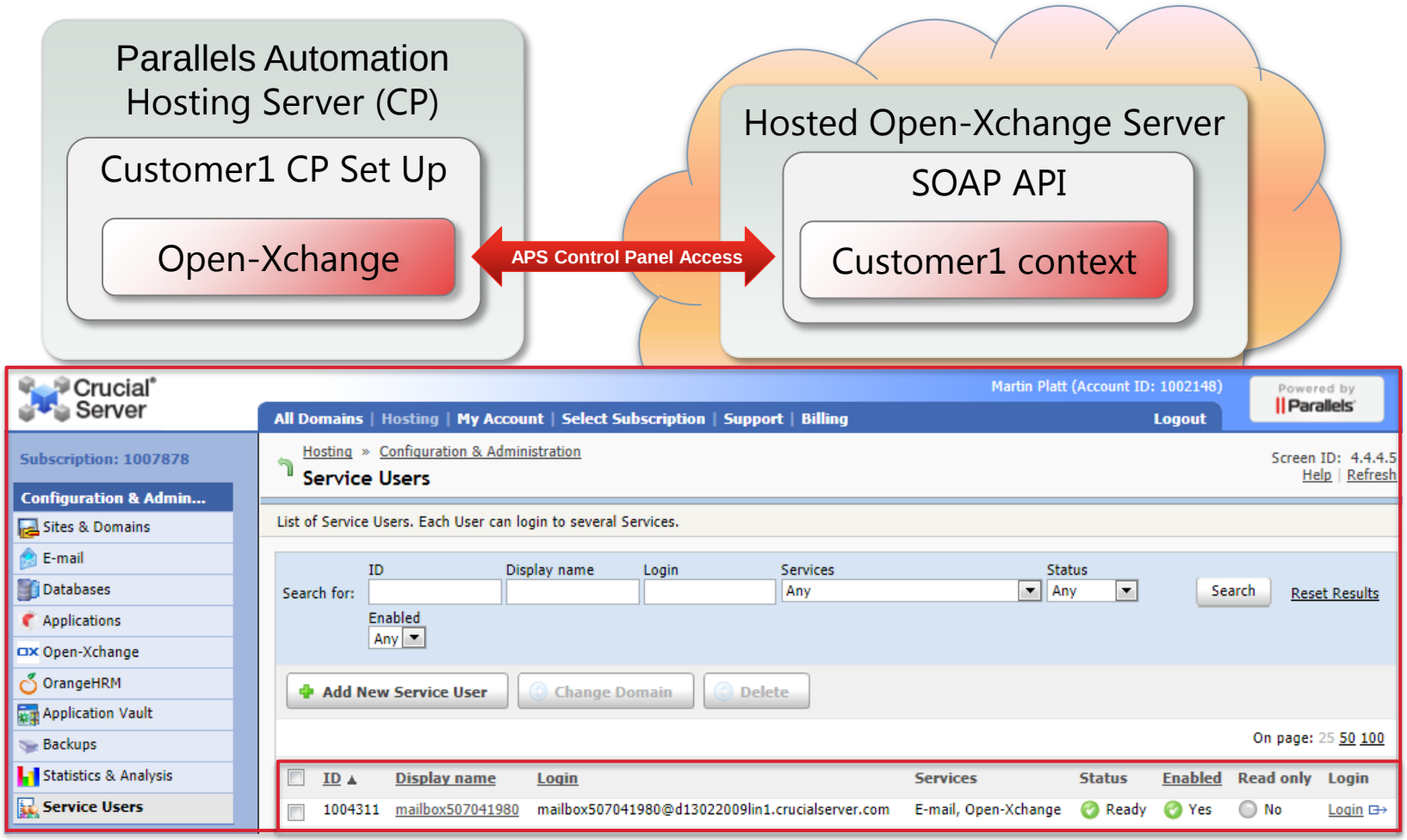

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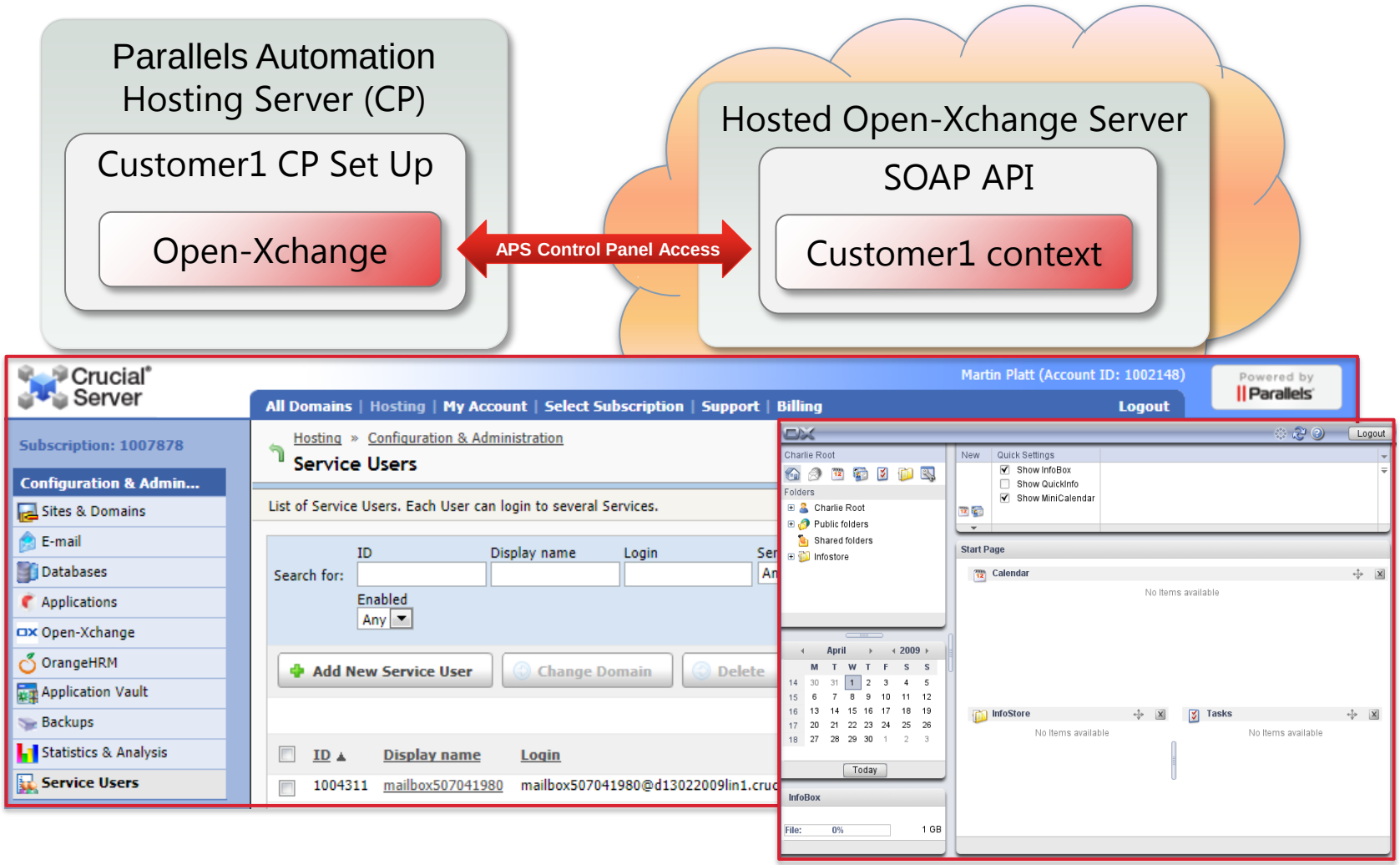


APS Package Structure

Application Content

- Application files (i.e. logos, docs)
- Application templates

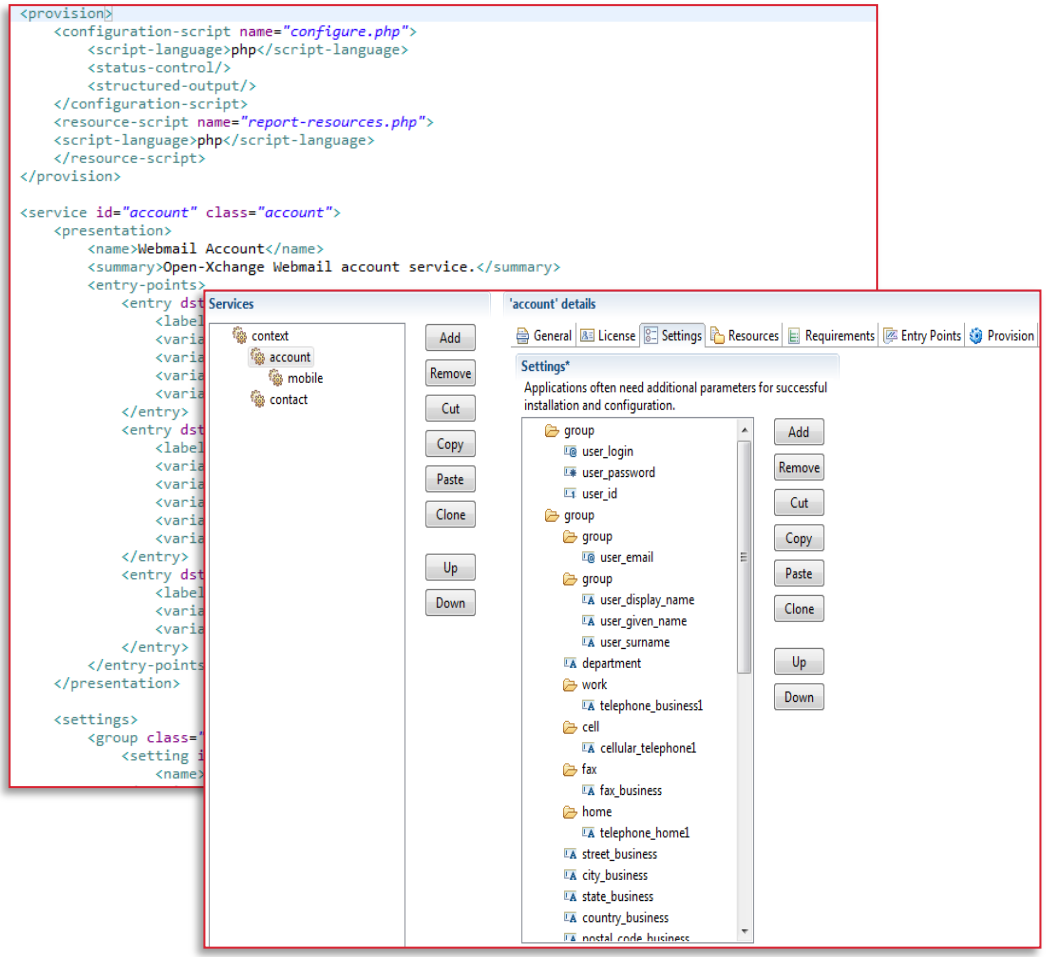
Application Definition

- Components (services)
- Configuration parameters
- Entry points
- Requirements
- Display information

Provision logic (scripts)

- Install/Remove
- Re-configure
- Validate settings
- Deliver license
- Upgrade
- Backup/Restore

Open-Xhange APP-Meta.xml Visualized in Eclipse



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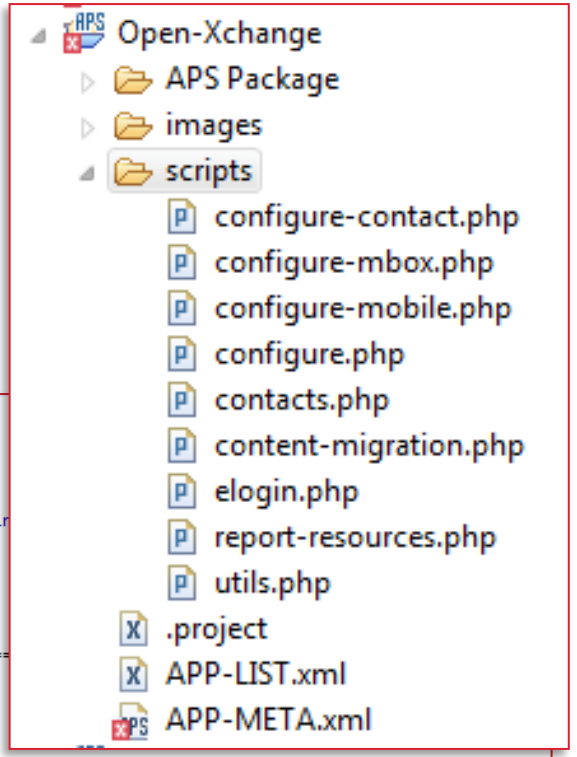
Open-Xhange Provisioning Visualized in Eclipse




```
require_once("utils.php");
require_once("contacts.php");

if(count($argv) < 2)
{
    print "Usage: configure-contact (ir
    exit(1);
}

$command = $argv[1];

if ($command == "enable" || $command ==
    exit(0);
}

$protocol = "http";
$hostname = getenv('SETTINGS_ox_host');
$destUsername = getenv('SETTINGS_admin_login');
$destPassword = getenv('SETTINGS_admin_password');

$folderName = getenv('SETTINGS_public_contact_folder');
if (strlen($folderName) <= 0) {
    // Folder name is not defined - public contacts functionality is not needed
    exit(0);
}
```

APS Packaging Options

Self Packaging for ISVs / Service Providers

www.apsstandard.org

APS Training

Learn

APS Resources

Package

- ISV Packaging Documentation
- Development Tools
- Support Queue
- Certification Guidelines & Submission Process
- APS Test Bed
- APS Technical Forums

APS Packaging Options

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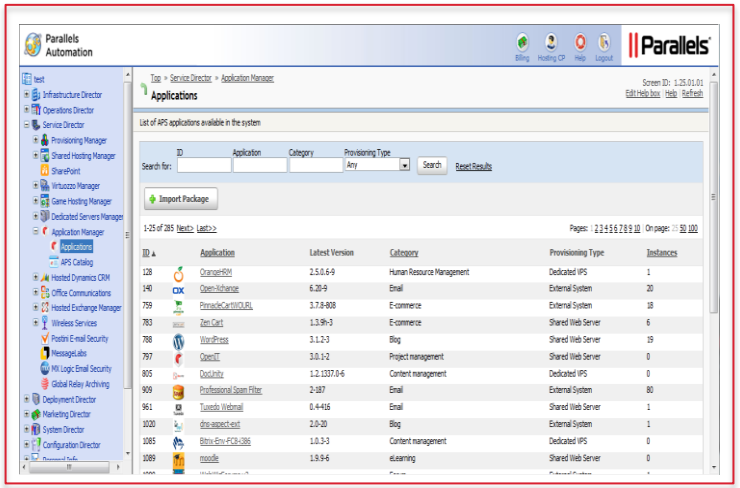
APS Sandbox

Test

APS Go-To-Market

Certify & Catalog

- Parallels led APS Webinars
- APS Highlights in Parallels Newsletters
- Joint APS Trade Show Promotions
- Automatic load of new APS packages into Catalog



APS Packaging Options

Use a certified APS System Integrator

APS

www.apsstandard.org

SofCloudIT

Mikel Irizar – Founder, SofCloudIT

70+ Packages Developed

goMobi

PANDA SECURITY

StopTheHacker

proofpoint

Attracta
search visibility technology

osCommerce
Open Source E-Commerce Solutions

SUGARCRM
COMMERCIAL OPEN SOURCE

OrangeHRM

SofCloudIT

APS Packaging with SofCloudIT – Requirements

Questions you should be clear about before starting an APS Project:

- Business Requirements
  - How will is the application/service going to be sold?
  - What is the selling business process (workflow)?
- Technical Requirements
  - Will the solution be deployed?
  - Will the solution be deployed as an on-premises or off-premise (syndicated) service by the service provider?
  - What is the installation/service provisioning workflow?
  - For external services, what are the documented APIs that will be consumed by the APS package?

SofCloudIT

APS Packaging with SofCloudIT – 9 Step Process

Successful APS Packaging in 4 to 12 Weeks

1. Project Review between ISV and SofCloudIT
2. Complete Initial Functional Requirements Document (IFRD)
3. Generate proposal with scope of work, timeline, etc.
4. Provide detailed Functional Requirements Document (FRD)
5. Start APS development
6. Deliver draft APS package based on FRD
7. Enable ISV testing via SofCloud PA/Plesk test beds
8. Obtain package certification and complete documentation
9. ISV sign-off /approval of the package

SofCloudIT

APS Packaging with SofCloudIT – Categories

- Basic
  - Provisioning infrastructure: Parallels Automation/Plesk Panel
  - Relationship: Web App
  - No business model: Open Source

- Intermediate
  - Provisioning infrastructure: External Service (on-premises or off-premise)
  - Relationship: External infrastructure/license system (i.e. API, Web Service)
  - Simple business model: Few types of products, simple workflow, some special technical requirements

- Advanced
  - Provisioning infrastructure: Parallels Automation plus external infrastructure
  - Relationship; External infrastructure/license system (i.e. API, Web Service)
  - Complex business model: Several type of products, complex workflow, many technical requirements

Q & A

Come to the APS Theater to Learn More

APSSTANDARD

Day 1	Wednesday
12:45 PM	ePages
1:00 PM	Infratel
1:15 PM	SofCloudIT - APS SI
1:30 PM	BackupAgent
1:45 PM	Scality
2:00 PM	Microsoft
2:15 PM	Google Apps
2:30 PM	Pinnacle Cart
2:45 PM	R1Soft
3:00 PM	UNITY Mobile
3:15 PM	SpamExperts
3:30 PM	StopTheHacker
3:45 PM	Open-Xchange

Day 2	Thursday
12:45 PM	Symantec.Cloud
1:00 PM	Jelastic
1:15 PM	Apptix
1:30 PM	Attracta
1:45 PM	Global Relay
2:00 PM	goMobi by Afilias
2:15 PM	Quest
2:30 PM	CloudFlare
2:45 PM	MXSweep
3:00 PM	McAfee
3:15 PM	Asigra
3:30 PM	Office Desktop
3:45 PM	Site Lock

Technical Resources – APS & Parallels Websites

- APSStandard.org Website
  - APS Documentation & Development Tools (Update: Eclipse 3.7 support)
  - APS Questionnaire (http://survey.apsstandard.org/index.php?sid=2)
  - APS Support Queue (www.apsstandard.org/feedback)
  - Parallels Automation Test Bed (via www.APSStandard.org)
  - APS Certification
  - APS Application Catalog
  - APS Forums (New)
- www.parallels.com
  - Parallels Plesk Panel
    - www.parallels.com/products/plesk
  - Parallels Automation
    - www.parallels.com/products/automation / http://download.pa.parallels.com/poa/5.3/
  - Parallels Partner Network
    - www.parallels.com/partnernet/product-documentation/ (registration required)