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APS Packaging Made Simple

James Raquepau – Director, Technology Alliances
Mikel Irizar – Founder, SofCloudIT

APS – Standardizes Cloud Service App Deployment

2M+ APS package downloads
300+ APS packages in the catalog

66% annualized deployment growth
48% commercial apps



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

Web Server



Logos for e.pages, WordPress, Joomla!, PinnacleCart, eCwid, and Drupal.

Hosted by Service Provider



Logos for Asigra, Microsoft SharePoint, Microsoft Exchange, VMware Zimbra, and OX Open-Xchange.

Web	Hosted
Legacy	Syndicated

Dedicated Servers or VPSs



Logos for Office Professional Plus 2010, Visual Studio, Project Professional 2010, ACT!, QuickBooks Pro 2010, and Parallels Plesk Panel.

Syndicated Service



Logos for Symantec.cloud, MXSweep, LiveOffice, Office Desktop, Microsoft Office 365, McAfee, and Google Apps.

APS Packaging Covers

Web Server



Hosted by Service Provider



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

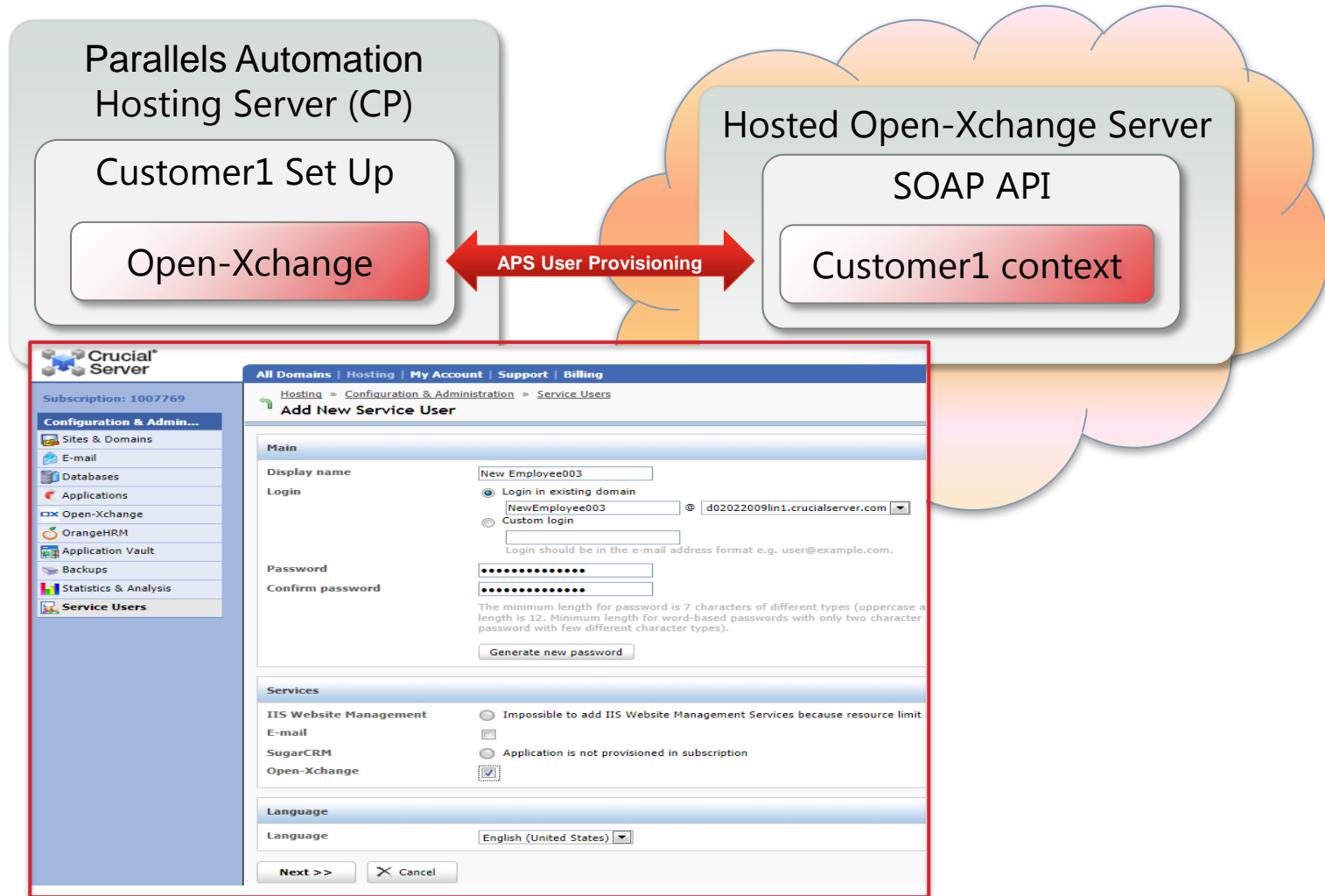


Dedicated Servers or VPSs

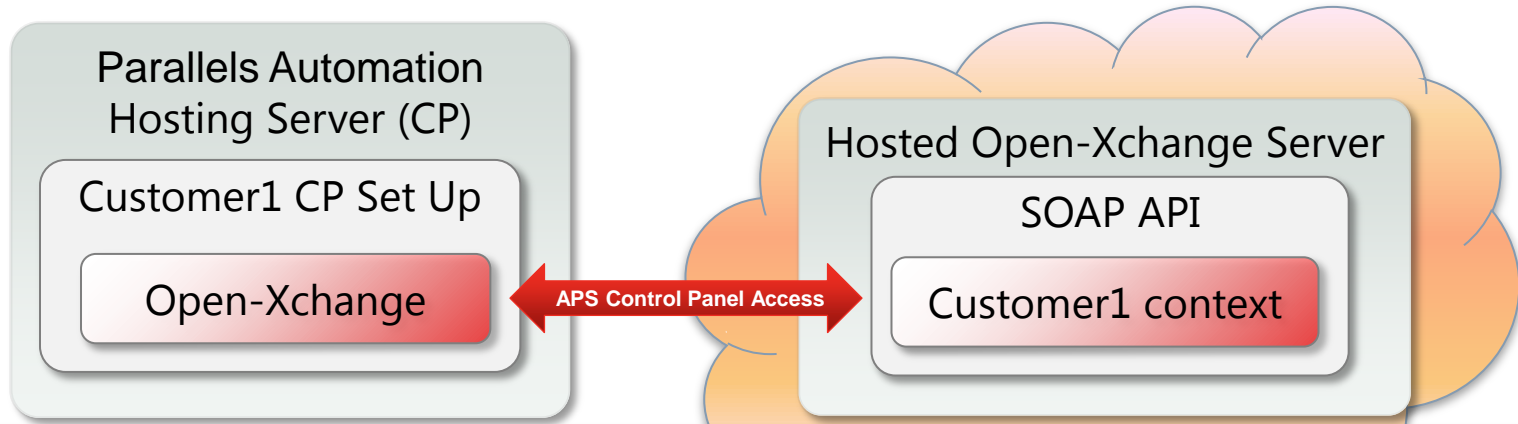


Syndicated Service

APS Package Example: Hosted Open-Xchange



APS Package Example: Hosted Open-Xchange



Crucial Server

Martin Platt (Account ID: 1002148)

Powered by Parallels

All Domains | Hosting | My Account | Select Subscription | Support | Billing

Logout

Subscription: 1007878

Configuration & Administration

Hosting » Configuration & Administration

Screen ID: 4.4.4.5

Help | Refresh

Service Users

List of Service Users. Each User can login to several Services.

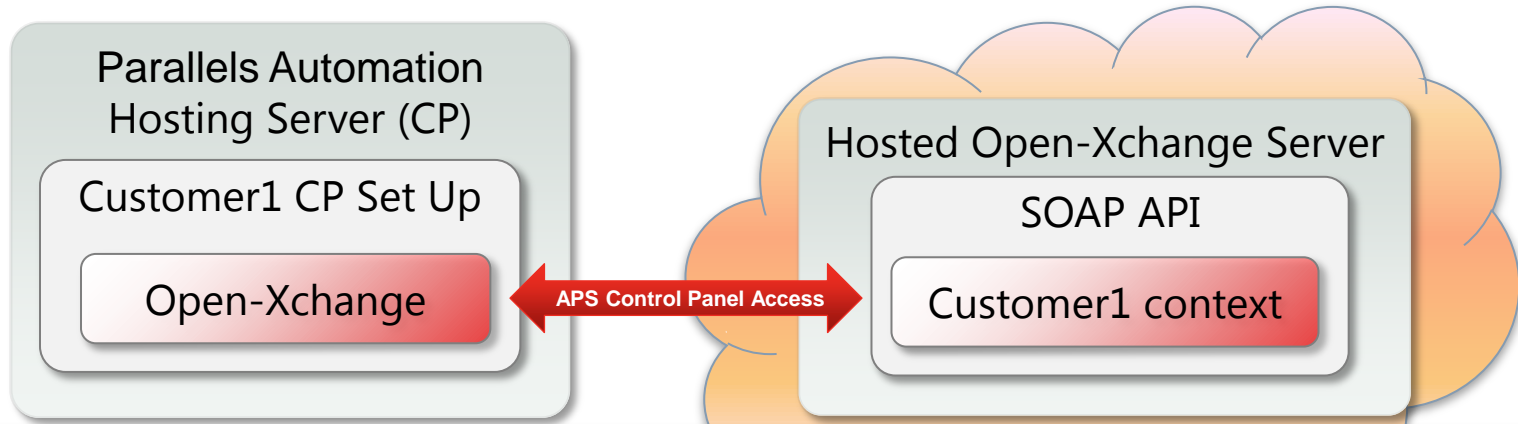
Search for: Services: Any Status: Any

Enabled: Any

On page: 25 [50](#) [100](#)

<input type="checkbox"/>	ID ▲	Display name	Login	Services	Status	Enabled	Read only	Login
<input type="checkbox"/>	1004311	mailbox507041980	mailbox507041980@d13022009lin1.crucialserver.com	E-mail, Open-Xchange	Ready	Yes	No	Login

APS Package Example: Hosted Open-Xchange



Crucial Server

Martin Platt (Account ID: 1002148)

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All Domains | Hosting | My Account | Select Subscription | Support | Billing | Logout

Subscription: 1007878

Configuration & Administration

Service Users

List of Service Users. Each User can login to several Services.

ID	Display name	Login
1004311	mailbox507041980	mailbox507041980@d13022009lin1.crucial.com

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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-Xchange APP-Meta.xml Visualized in Eclipse

The screenshot displays the Eclipse IDE interface. On the left, the XML editor shows the content of the `Open-Xchange APP-Meta.xml` file. The XML structure includes a `<provision>` block with configuration and resource scripts, and a `<service id="account" class="account">` block. The `<service>` block contains a `<presentation>` section with a name, summary, and entry points, and a `<settings>` section with a group and settings.

```
<provision>
  <configuration-script name="configure.php">
    <script-language>php</script-language>
    <status-control/>
    <structured-output/>
  </configuration-script>
  <resource-script name="report-resources.php">
    <script-language>php</script-language>
  </resource-script>
</provision>

<service id="account" class="account">
  <presentation>
    <name>Webmail Account</name>
    <summary>Open-Xchange Webmail account service.</summary>
    <entry-points>
      <entry dst="context">
        <label>context</label>
        <variable name="account" type="string" value="account" />
        <variable name="mobile" type="boolean" value="false" />
        <variable name="contact" type="boolean" value="false" />
      </entry>
      <entry dst="mobile">
        <label>mobile</label>
        <variable name="account" type="string" value="account" />
        <variable name="mobile" type="boolean" value="true" />
        <variable name="contact" type="boolean" value="false" />
      </entry>
      <entry dst="contact">
        <label>contact</label>
        <variable name="account" type="string" value="account" />
        <variable name="mobile" type="boolean" value="false" />
        <variable name="contact" type="boolean" value="true" />
      </entry>
    </entry-points>
  </presentation>
  <settings>
    <group class="account">
      <setting id="user_login">
        <name>user_login</name>
      </setting>
      <setting id="user_password">
        <name>user_password</name>
      </setting>
      <setting id="user_id">
        <name>user_id</name>
      </setting>
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        <name>user_email</name>
      </setting>
      <setting id="user_display_name">
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      </setting>
      <setting id="user_given_name">
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      </setting>
      <setting id="user_surname">
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      </setting>
      <setting id="department">
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      </setting>
      <setting id="work">
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      </setting>
      <setting id="telephone_business1">
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      </setting>
      <setting id="cell">
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      </setting>
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        <name>cellular_telephone1</name>
      </setting>
      <setting id="fax">
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      </setting>
      <setting id="fax_business">
        <name>fax_business</name>
      </setting>
      <setting id="home">
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      </setting>
      <setting id="telephone_home1">
        <name>telephone_home1</name>
      </setting>
      <setting id="street_business">
        <name>street_business</name>
      </setting>
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        <name>city_business</name>
      </setting>
      <setting id="state_business">
        <name>state_business</name>
      </setting>
      <setting id="country_business">
        <name>country_business</name>
      </setting>
      <setting id="postal_code_business">
        <name>postal_code_business</name>
      </setting>
    </group>
  </settings>
</service>
```

The right side of the screenshot shows the 'account' details view in Eclipse. It features a 'Services' tree on the left with nodes for 'context', 'account', 'mobile', and 'contact'. The 'Settings*' tab is active, displaying a list of settings for the 'account' service, including 'user_login', 'user_password', 'user_id', 'user_email', 'user_display_name', 'user_given_name', 'user_surname', 'department', 'work', 'telephone_business1', 'cell', 'cellular_telephone1', 'fax', 'fax_business', 'home', 'telephone_home1', 'street_business', 'city_business', 'state_business', 'country_business', and 'postal_code_business'. Each setting has a corresponding 'Add', 'Remove', 'Cut', 'Copy', 'Paste', 'Clone', 'Up', and 'Down' button.

APS Package Structure

Application Content

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

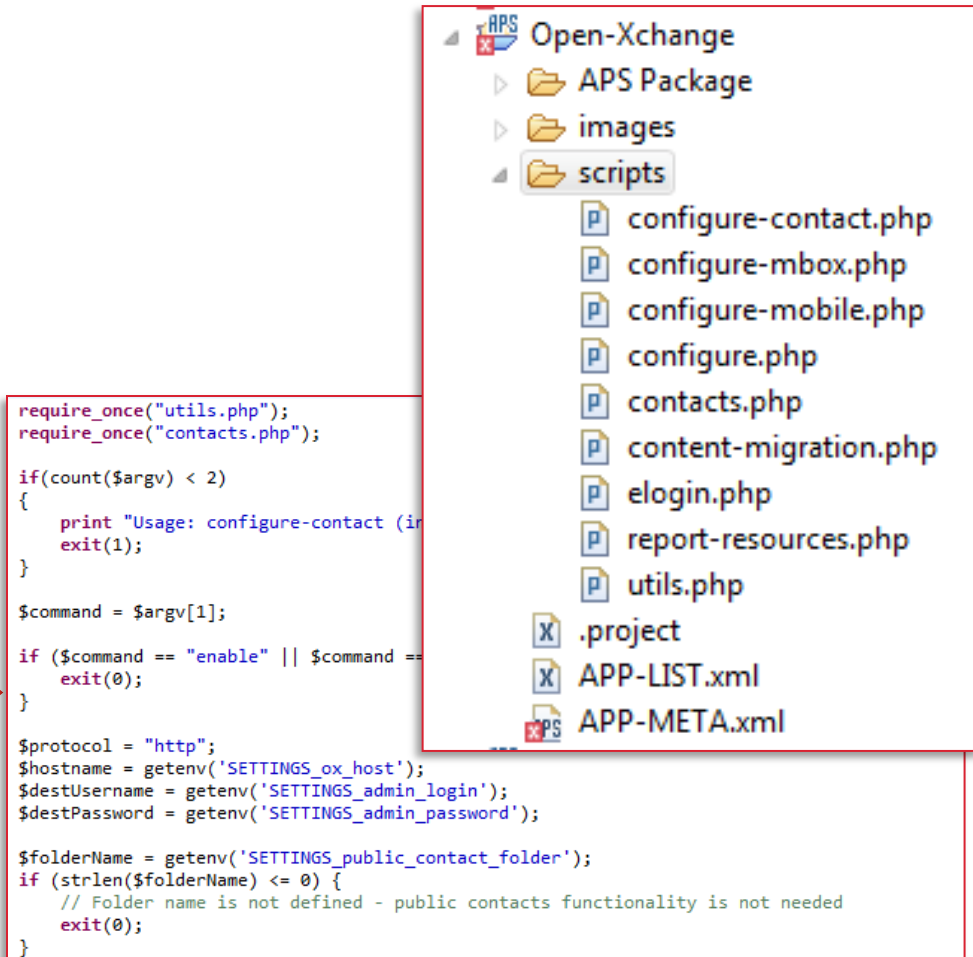
Application Definition

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

Provision logic (scripts)

- Add/Delete Account or User
- Re-configure
- Validate settings
- Deliver license
- Upgrade
- Backup/Restore

Open-Xchange Provisioning Visualized in Eclipse



The screenshot shows the Eclipse IDE interface. On the right, a project explorer displays the structure of the 'Open-Xchange' project, which includes folders for 'APS Package', 'images', and 'scripts'. The 'scripts' folder is expanded, showing several PHP files: 'configure-contact.php', 'configure-mbox.php', 'configure-mobile.php', 'configure.php', 'contacts.php', 'content-migration.php', 'elogin.php', 'report-resources.php', and 'utils.php'. Below the project explorer, a code editor displays the contents of a PHP script, which is a provisioning script for Open-Xchange. The script includes logic for handling command-line arguments, setting environment variables, and performing file operations.

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

if(count($argv) < 2)
{
    print "Usage: configure-contact (i
    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

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Training & Certification

APS Development & Implementation Online Course
March 8, 2012. 8:00 AM to 12:00 noon

Overview
Training
Certification
Pricing Information
Registration

Feb. 14-16 Orlando, Florida
[Learn More](#)

SUMMIT Parallels Summit 2012
Reach for the Cloud

First Name*

Last Name*

Company*

E-mail*

Phone*

Country*

APSSTANDARD
Reach for the Cloud™

Why APS? | Applications | Community | Support | Contact

Turn your cloud applications into low-touch revenue streams.

REACH FOR THE CLOUD™
GET STARTED

ADD YOUR LINK TO THE CLOUD SUPPLY CHAIN

By enabling the automated provisioning, configuring, billing, and support of cloud-based offerings, the Application Packaging Standard (APS) allows businesses across the cloud to take more applications to more diverse markets faster.

Whether you're a hosting/telecommunications provider or an ISV, you can dramatically scale your business and extend your reach and your portfolio of applications by adopting APS as the leading cloud-based packaging standard.

ISVS
Extend the reach of your cloud-based applications!
[Read More](#) [View Applications](#)

SERVICE PROVIDERS
Scale your offerings while minimizing your overhead!
[Read More](#) [View Providers](#)

SEE WHAT OTHERS ARE SAYING

Philipp Stroh, Arango - Systems Research
[View all Conversations >>](#)

Application Catalog Residents of the Cloud

WordPress	Drupal
Magento	TYPO3
Drupal	Magento
TYPO3	Magento
Drupal	Magento
TYPO3	Magento
Drupal	Magento
TYPO3	Magento
Drupal	Magento
TYPO3	Magento

[Click for More](#)

APS Packaging Options

Self Packaging for ISVs / Service Providers



www.apsstandard.org

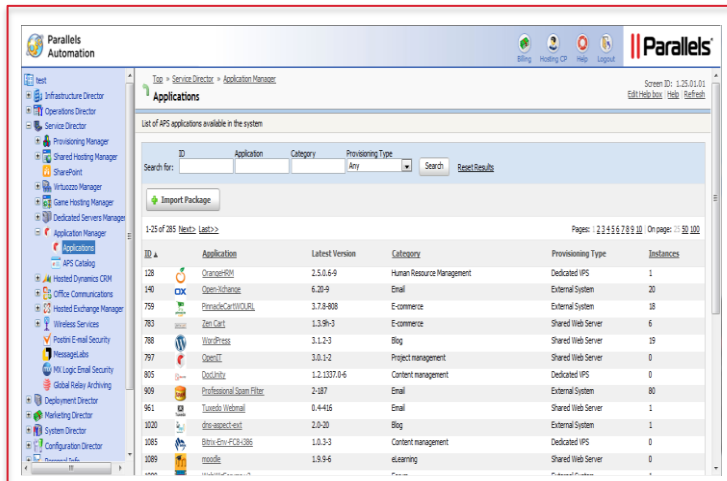
APS Sandbox



APS Go-To-Market



- 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



www.apsstandard.org



SofCloudIT

Mikel Irizar – Founder, SofCloudIT

70+ Packages Developed



SofCloudIT

APS Packaging with SofCloudIT – Requirements

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

- **Business Requirements**

- How will the application/service 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

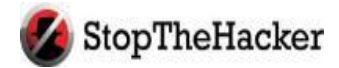
- Basic

- 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



SofCloudIT

Q & A

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SUMMIT

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/partnetnet/product-documentation/ (registration required)