

|| Parallels®



Parallels
Summit 2012
Profit from the Cloud™

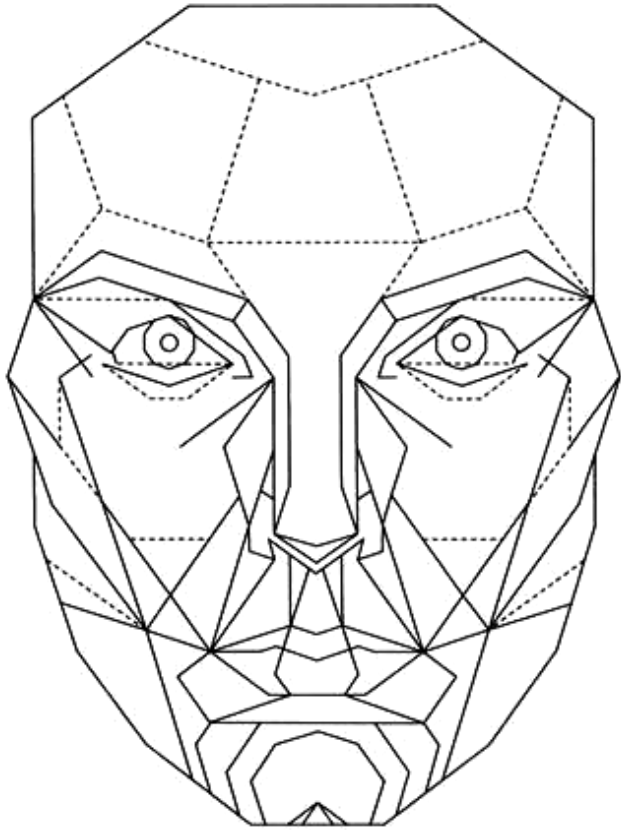
A Practical Guide to Good Web Design

Kim Johnston, VP of Marketing

Agenda for this Session

- Foundational requirements for web design
- Design principles
- The Parallels journey
- Recommended action checklist
- Q&A

Your Website is As Personal As You Are



1.6180339887

It represents your:

- Business goals
- Your products
- Your personality

Cloud Insights

- Know who you are
- Know your audience



Key Findings in the Cloud

Our research showed that the US cloud market grew by 25% in 2011, with some services—especially hosted communication and collaboration—growing much faster. Over the next several years, even more SMBs—particularly the micro businesses—will be entering the cloud and expanding their use of cloud services, providing huge opportunities for service providers that are able to reach them with the right services at the right price. Parallels found that different sizes and categories of SMBs have different needs and plans for their cloud service use, meaning that, for service providers to grow their cloud business, it is essential both to know their SMB audiences and to offer them the right services:

1. Know Who the IT Decision Makers Are

Sometimes the IT decision maker in a small business is simply the owner or another member of the company's leadership; in other cases, it's an IT consultant or dedicated IT staff member within the company. Our research showed that, to drive new customer adoption, service providers' marketing will need to target the right IT decision maker in each case. As Figure 2 illustrates, our research indicates that the US SMB market consists of three separate decision-making groups:

- **SMBs with no IT staff ("do-it-yourselfers").** Some 45% of US micro SMBs fall into this category, along with 17% of small SMBs and nearly all of the non-employers. For these "do-it-yourselfers,"

Template: Value Proposition / Key Messages

Lead Category	Description		
Customer Promise	<i>Committed to the success of your business</i>		
Value Proposition	Parallels makes it possible for you to take advantage of the best technology – when you need it and without complexity – so you can stay focused on business		
Key Message Pillars	Potential	Simple	Smart
Key Customer Benefit	Fastest path to business success by accessing enterprise-class services and applications that scale with your business	Simple, easy-to-use technology that is supported by a broad partner community	Manage the “health” of your business by controlling costs and IT investments
Key Differentiators	<ul style="list-style-type: none"> • Partner ecosystem • Best in class virtualization • Platform independence 	<ul style="list-style-type: none"> • All you need in a complete package • Easy-to-use management tools of the services and products that you use 	<ul style="list-style-type: none"> • Partner eco-system • No “hidden” charges • Platform independence
Supporting Details	<p>Gain access to enterprise-level services because Parallels enables Service Providers to automate and rapidly deliver these services</p> <p>Run any business-level applications on any hardware using Parallels Desktop for Mac</p> <p>Run any server operating system on any hardware using Parallels Server</p>	<p>Service offerings that can easily flex with your business from a broad range of service providers using Parallels</p> <p>Built-in power, support and backup at the server in one complete package with Parallels Server</p>	<p>Service providers deliver Parallels technology that makes it easy and cost-effective to consume services that are right for your business</p> <p>Consolidate your desktops into one using Parallels Desktop for Mac</p> <p>Extend your server investment by running a broad range of operating systems on a single box with Parallels Server for Mac Bare Metal Edition—the only one certified by Apple</p>

Template: Value Proposition / Key Messages

Lead Category	Description		
Customer Promise	<i>Work and play the way you want</i>		
Value Proposition	Parallels makes it possible for you to take advantage of the best technology – when you need it and without complexity – so you can stay focused on business		
Key Message Pillars	Potential	Simple	Smart
Proof Points	<ul style="list-style-type: none"> • Parallels Desktop for Mac • Parallels Server for Mac • Hundreds of partners world- wide • Support virtualization of more than 140 operating systems 	<ul style="list-style-type: none"> • Parallels Server for Mac • Parallels Automation 	<ul style="list-style-type: none"> • Parallels Server for Mac, BME • Flexible license terms • Parallels Desktop for Mac • Hundreds of partners world wide • Support virtualization of more than 140 operating systems • Parallels Automation suite
Evidence	SearchServerVirtualization.com Product of the Year, 2009 FindMyHost.com Editor's Choice Oct. 2009		Only Apple-certified BME solution for Xserve SaasDirectory.com Most Popular CRM solution

Choosing your “Voice”

Formal

Friendly

Provocative



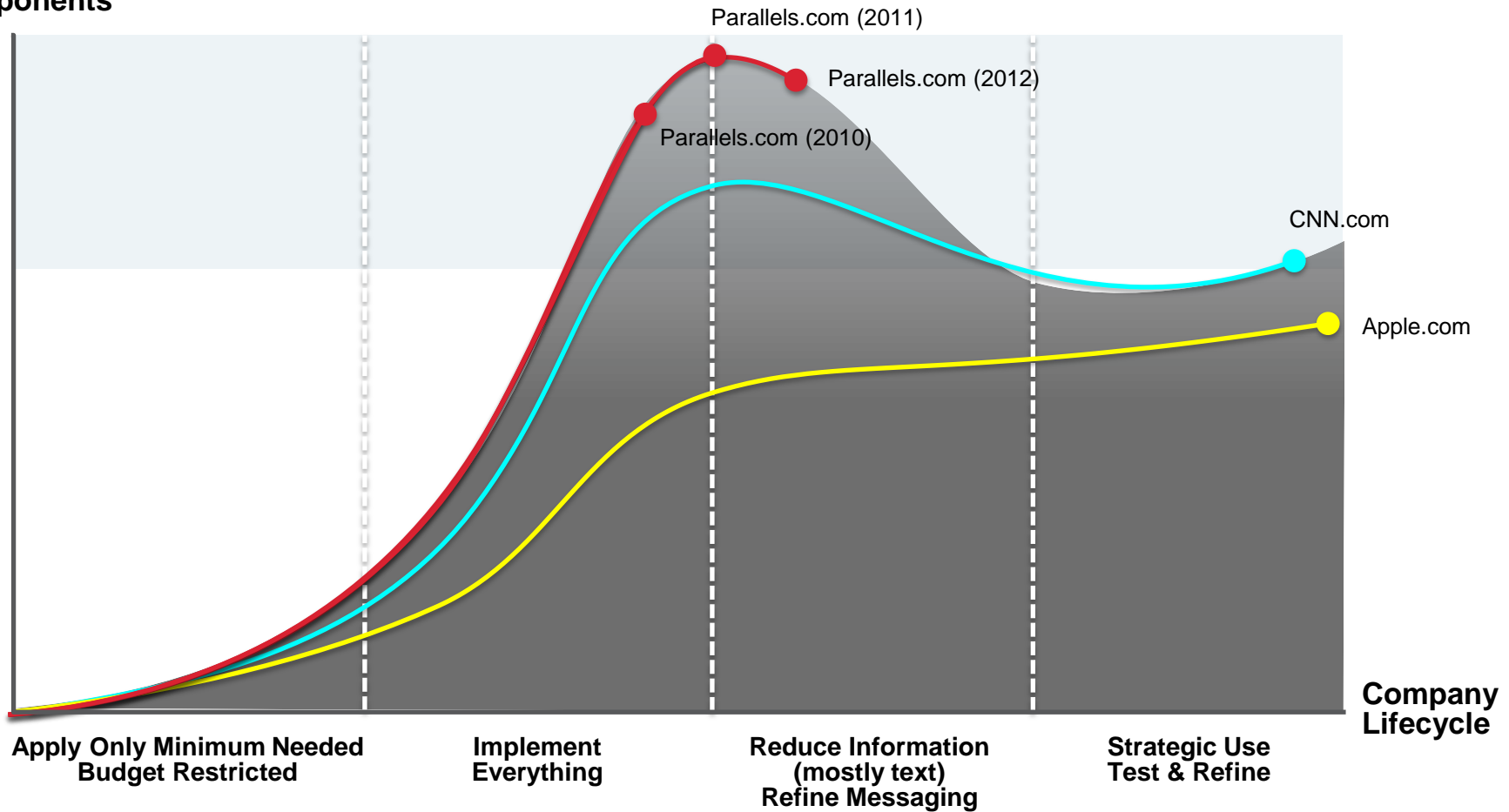
And of course, Go Daddy!



Design Philosophy

- Compared to Company Lifecycle

Level of Website Components

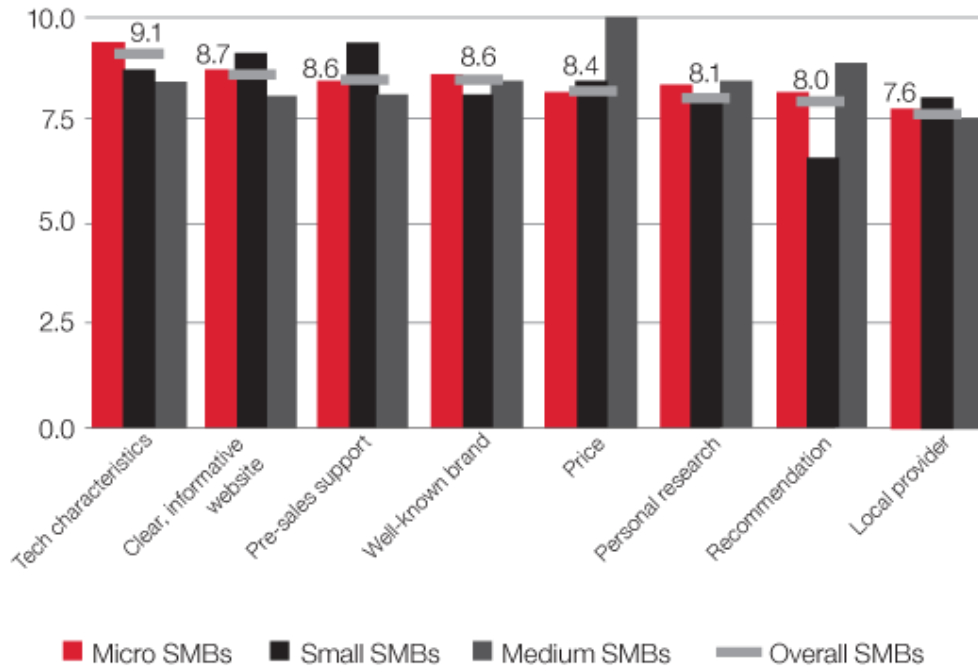


Cloud Insights

- Customers need...



Figure 12. US SMBs' key purchase criteria for hosted PBX



Change in ranked position



Early-Stage Website Implementations

- Akin to “print” on the web
 - Not interactive, nothing is clickable
- Incomplete, disorganized, poorly laid out
- Inconsistent design identity

MALL HOURS:
MON - SAT: 9:00 - 9:00
SUN: 9:00 - 5:00
(802) 748 - 3706
ST. JOHNSBURY
VERMONT

GREEN MOUNTAIN MALL
Where shopping is made easy.

HOME • HOURS • DIRECTIONS • DIRECTORY

Welcome! Bienvenue!
Enjoy indoors shopping at:

Union Bank 24-Hour ATM **Union Bank**
(802) 748 - 2454

JCPenney **JCPenney**
(802) 748 - 6362

JCPenney catalog **JCPenney Catalog**
(802) 748 -

JCPenney salon **JCPenney Salon**
(802) 751 - 8472

maurices **Maurices**
(802) 748 -

Ocean State **JOB LOT** **Ocean State Job Lot**
(802) 748 -

OLYMPIA Sports **Olympia Sports**
(802) 748 - 7824



Experience the Northeast Kingdom - Vermont's most undiscovered mountain region - while Shopping at the Green Mountain Mall.

On Route 5 in St. Johnsbury, the Green Mountain Mall is a popular indoor shopping mall offering a variety of shops and department stores with something for everyone.

The mall is a great place to spend your time and mall walkers are delighted.

EASTER SPECIALS

*Visit Our Stores
for all your*

“Start-up” Website Example

- Simple, direct messages
- Limited information
- Buy and Try links
- Social media

The image shows a screenshot of the Trophy Cupcakes and Party website. The website has a dark brown background with a light blue decorative border. At the top, there are navigation links for "LOCATIONS / HOURS", "CONTACT · PRESS / LINKS", and a central logo for "Trophy CUPCAKES AND PARTY". A red heart icon says "WE DELIVER!". A blue speech bubble says "Now re-open in Pacific Place!". Below the navigation, there are three images of cupcakes: one with white frosting and a cartoon bee, one with dark chocolate frosting and raspberries, and one with white frosting and a heart. The main text reads: "Your Valentines All Deserve a Trophy!". Below this, there are three lines of promotional text: "SO TREAT THEM TO THE SWEETEST TROPHY AROUND, OUR BELGIAN DARK CHOCOLATE RASPBERRY CUPCAKE!", "NOTHING SAYS TRUE LOVE LIKE TROPHY'S HEART STOPPING FLAVORS! TELL ALL OF YOUR SWEETIES THAT THEY ARE THE BEE'S KNEES WITH A TROPHY... OR TWO!", and "DROP IN TO ANY OF OUR LOCATIONS TO PICK UP SWEET TREATS FOR ALL OF YOUR VALENTINES. ORDER IN ADVANCE FOR QUICK AND EASY PICK UP. OR, HAVE US DELIVER CUPCAKES DIRECTLY TO YOUR TRUE LOVE'S DOOR!". At the bottom, there are social media icons for Facebook, Twitter, and YouTube, a newsletter sign-up box, and a quote: "'UTTERLY DELICIOUS!' - Martha Stewart". The phone number "208-832-7020" is also displayed. The footer includes the Google+ icon, the address "Wallingford Center", "University Village", "The Bravern", and the copyright notice "©2007 - 2011 Trophy Cupcakes".

Expansion and Expenditures

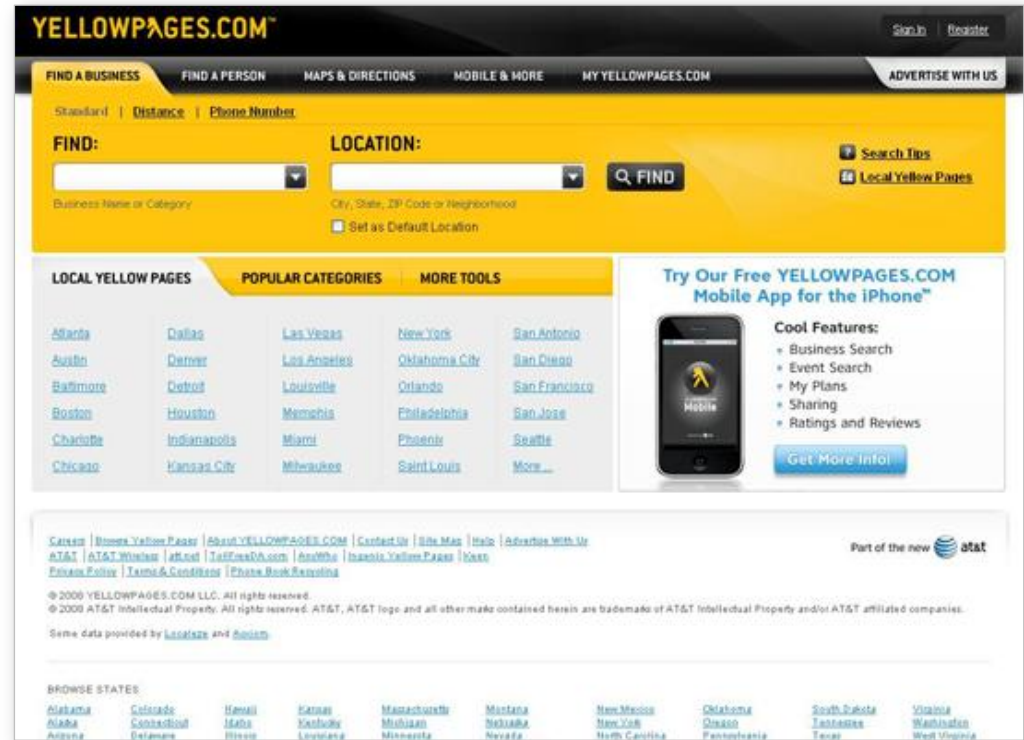
- Young but sophisticated
- Deeper messages and more defined brand voice and identity
- Scenario-based information
- More options in e-store



The image shows two overlapping website screenshots. The top screenshot is the Vimeo homepage, featuring a blue header with the Vimeo logo, navigation links (Join, Log In, Explore, Help), and a search bar. The main content area includes a welcome message, a video player for 'Liquid Skies', and a list of recommended videos like 'The Real McCoy', 'Matthew Dear - "In The N Jonny Pierce of The Dru"', and 'Need4Speed: Insight'. The bottom screenshot is the PUBLIC website, which has a white background and a blue header with the 'PUBLIC' logo. It features a navigation menu with 'BUY BIKES' and 'BUY GEAR', and a main section for 'PUBLIC Bikes' with a large image of a light blue bicycle. Below the image are five product categories: 'STANDARD' (\$550 - \$650), 'CLASSIC' (\$850 - \$995), 'NEW COLORS' (\$650), 'SPECIAL EDITION' (\$750 - \$1350), and 'SALE' (Bike of the Week, Save \$250 on M3 3-Speed Internal Hub, Save \$199 on M8 Chartreuse & D8 Chartreuse or Blue).

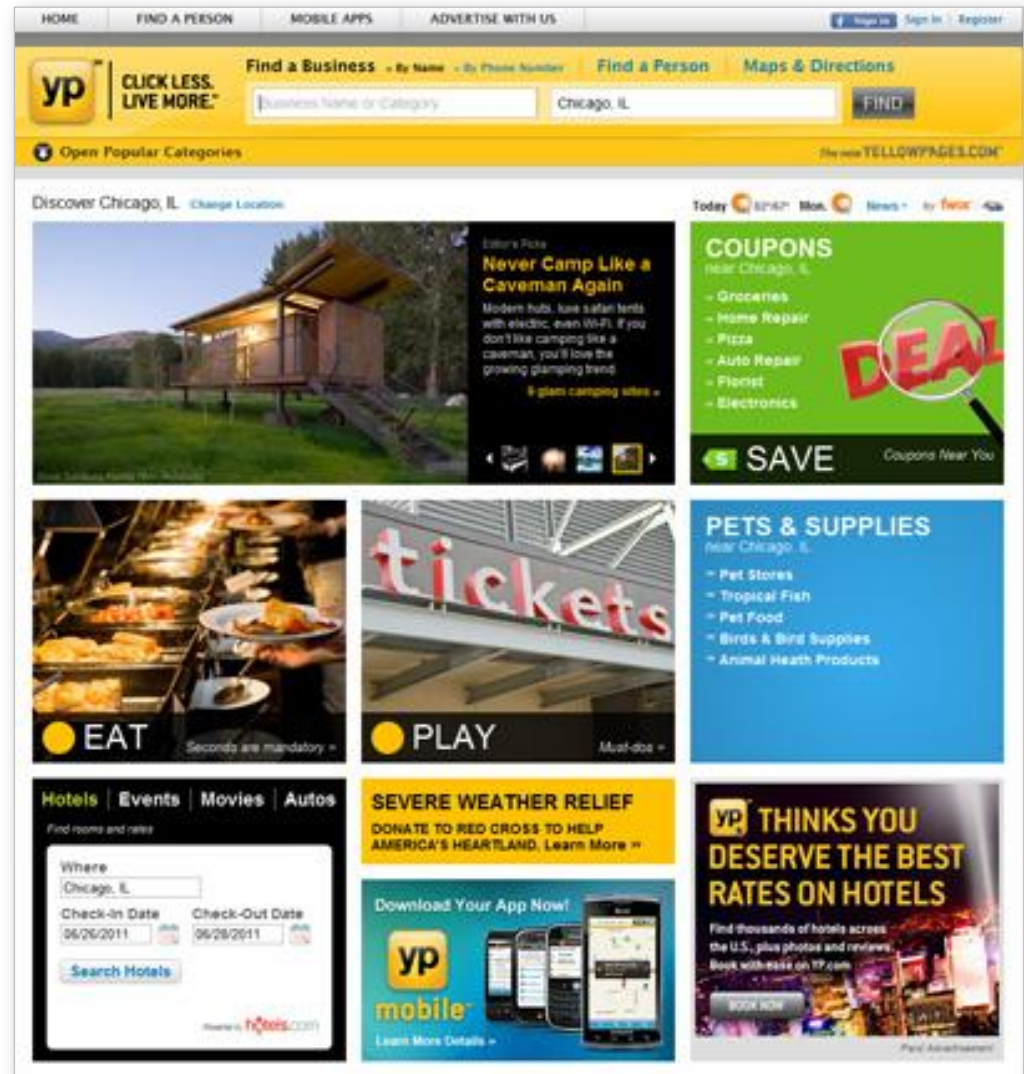
Early-Stage Website Implementation

- Yellow Pages directory translated from print to online?
- Keeps simple structure
- Tons of info; multiple tabs and lots of stuff
- Utilitarian, but limited



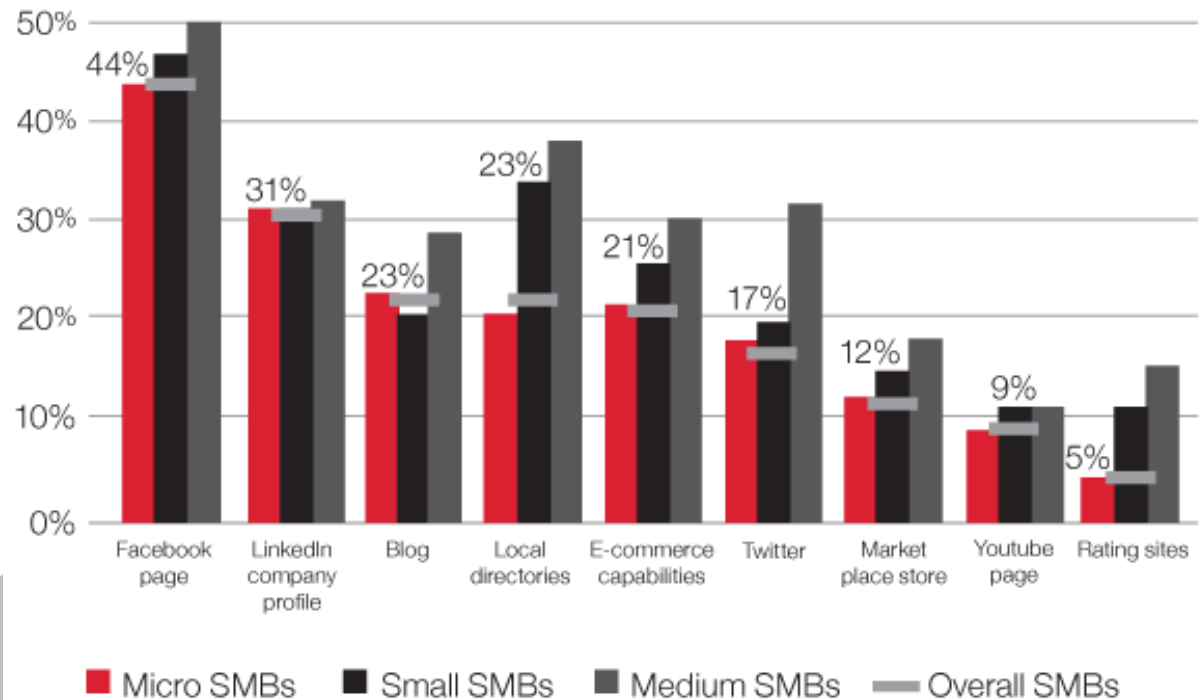
Evolving/Maturing Web Design

- Truly a digital presentation of content
 - Versus “printed” directory
- Strong visuals
 - Still a lot of options; even *more* options
 - But presented in visually appealing and compelling ways



Cloud Insights: Offering the Right Services

Figure 7. Use of online presence among US SMBs



“Currently, some 50% of US SMBs design their websites in-house. By offering website design tools, service providers can help these SMBs create more sophisticated websites in-house without a significant outlay of cash.”

Parallels Facebook Presence

- Service Provider – dedicated presence

facebook 1 4 26 Search

Parallels Cloud
Computers/Technology

Feb. 14-16
Orlando, Florida

Complimentary
registration code

G99BBFB

Parallels Summit 2012
Profit from the Cloud™

Share: Post Photo Link Video

Write something...

Parallels Cloud
Can you believe that we're only a few days away from Summit? We're looking forward to seeing everyone in Orlando. Take a look at the pretty pics on the blog and see the bagels with Birger winners as well. Let's try this again with the link this time.

Parallels - Cloud Service Provider Blog - Our Contests Have Ended and Summit 2012 is Only 6 Days Away
blogs.parallels.com

In case you missed it, our CEO, Birger Steen, agreed to sit down for bagels, Lox, and cream cheese with a select group of individuals. The winners were chosen through several different contests that were held across Twitter, LinkedIn, our Blog, email, and YouTube. The breakfast with Birger Steen w...

Parallels Facebook Presence

- Desktop Virtualization business

The screenshot shows the Parallels Facebook page. The top navigation bar includes the Facebook logo, search, and user icons. The page header features the Parallels logo and the name 'Parallels' with the category 'Product/Service'. Below the header is a row of five images: a MacBook Air, a man speaking, a trade show booth, another trade show booth, and a computer monitor. The 'Wall' section shows a post from Parallels with the text: 'Continuing our Parallels Tips series this week celebrating the launching of our new Support Tab, check out this great video about the integration between Windows and Mac OS X Lion within Parallels Desktop 7...'. The post includes a video player and the title 'Parallels Tips- Integration between Windows and OS X. Parallels ow.ly'. Below the post, it says 'Like - Comment - Share - 5 hours ago via HootSuite' and '3 people like this.'. A comment from Jason Brooks asks: 'Any chance you can convert your videos for better compatibility without the use of flash? So I can watch Tom my iPad / iPhone please?'. The page also shows '11,941 like this' and '528 talking about this'. The left sidebar contains a navigation menu with options: Wall, Info, Friend Activity, Support, Buy Parallels, RSS/Blog, Twitter, Photos, Videos, and Questions. At the bottom of the page, there is a partial view of another post from Parallels: 'We've been announced as a Finalist for the WTIA's Industry Achievement Awards for Best Consumer Product! We're so lucky to have our company'.

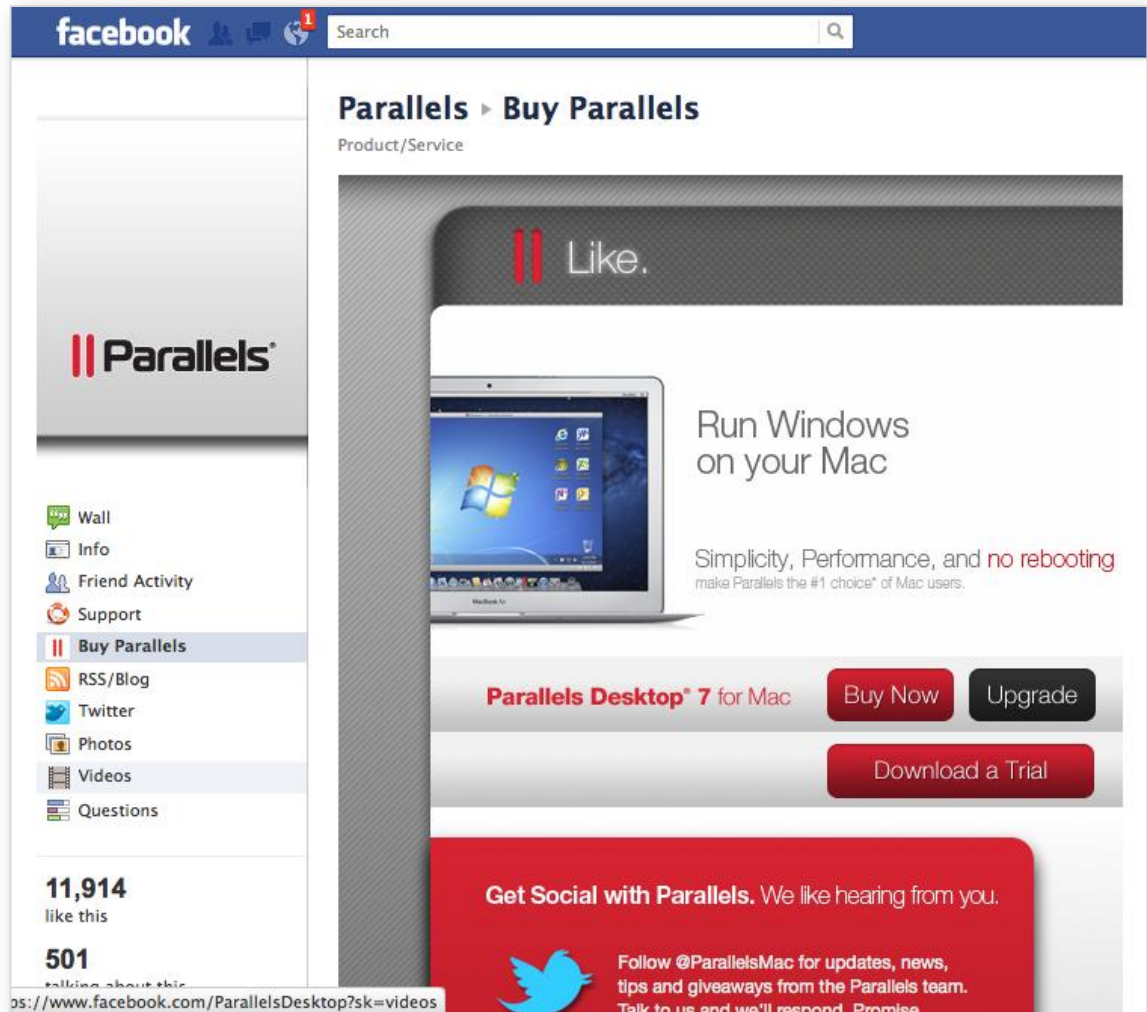
Parallels Facebook Presence

- **NEW!**
Support tab
launched
early February

The screenshot shows the Parallels Facebook page with the 'Support' tab selected. The page features a navigation menu on the left with options like Wall, Info, Friend Activity, Support (highlighted), Buy Parallels, RSS/Blog, Twitter, Photos, Videos, and Questions. The main content area includes a 'Support' section with a lifebuoy icon and text: 'Support Find our various self-support resources below to assist you with your issue. Visit Troubleshooter >'. Below this is a 'Knowledge Base' section with a monitor icon and text: 'Knowledge Base Search our database of articles for known solutions and issues. Visit the Knowledge Base >'. To the right, there are buttons for 'Visit the Forums' and 'For questions: @ParallelsCares'. At the bottom right is a 'Ticket Request Form' with fields for Name, Product, and Email, and a note: 'Need more help? Please complete this form with a detailed description of your issue.' The page also shows 11,914 likes and 501 people talking about this.

Parallels Facebook Presence

- ‘Skate to the puck’
 - Unproven ecommerce on Facebook
- ‘Buy’/ ‘Trial’ functionality enabled (for Desktop Virtualization business)



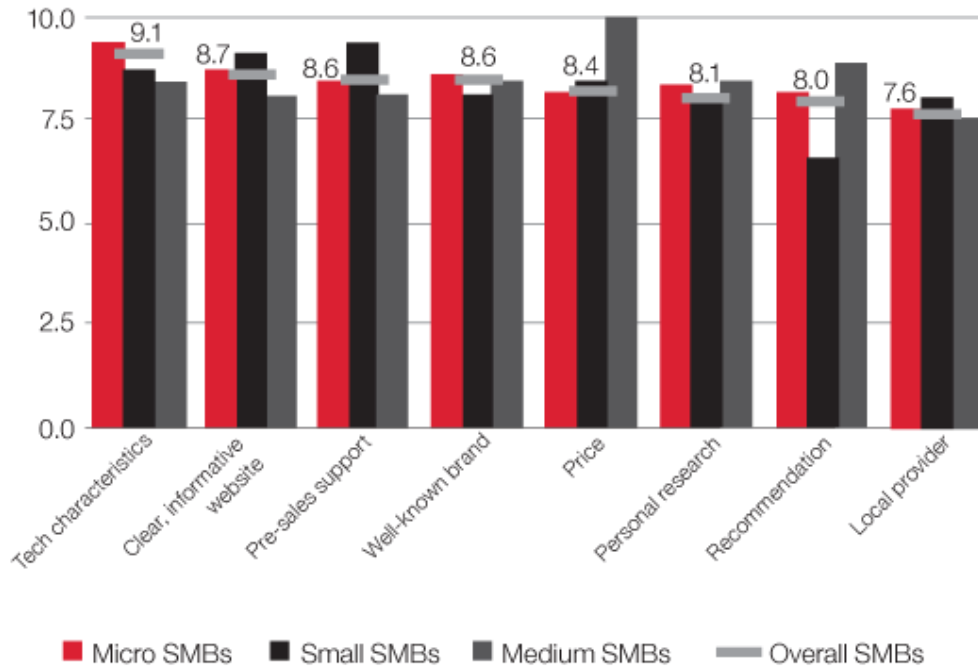
The screenshot shows the Facebook interface for the Parallels page. The top navigation bar includes the Facebook logo, a search bar, and a notification icon. The main content area features a large advertisement for Parallels Desktop 7 for Mac. The ad includes the Parallels logo, the text 'Like.', an image of a laptop displaying a Windows desktop, and the headline 'Run Windows on your Mac'. Below the headline, it states 'Simplicity, Performance, and no rebooting make Parallels the #1 choice* of Mac users.' The ad contains three buttons: 'Buy Now', 'Upgrade', and 'Download a Trial'. To the left of the ad is a sidebar with navigation links: Wall, Info, Friend Activity, Support, Buy Parallels (highlighted), RSS/Blog, Twitter, Photos, Videos, and Questions. Below the sidebar, it shows '11,914 like this' and '501 talking about this'. At the bottom of the ad, there is a red section with the text 'Get Social with Parallels. We like hearing from you.' and a Twitter icon with the text 'Follow @ParallelsMac for updates, news, tips and giveaways from the Parallels team. Talk to us and we'll respond. Promise.'

Cloud Insights

- Customers need...



Figure 12. US SMBs' key purchase criteria for hosted PBX



Change in ranked position

+1

+2

-

+3

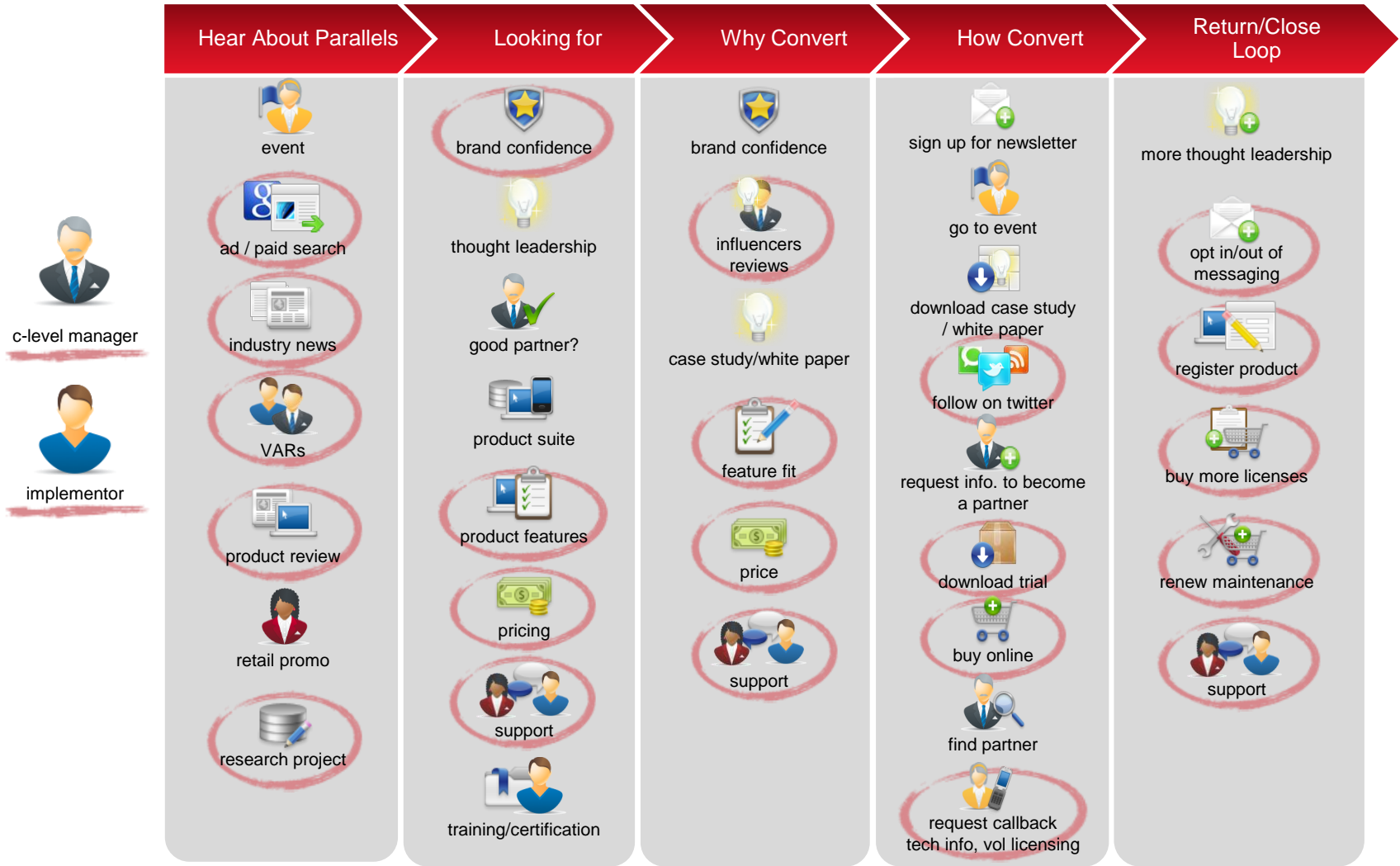
-4

-1

-1

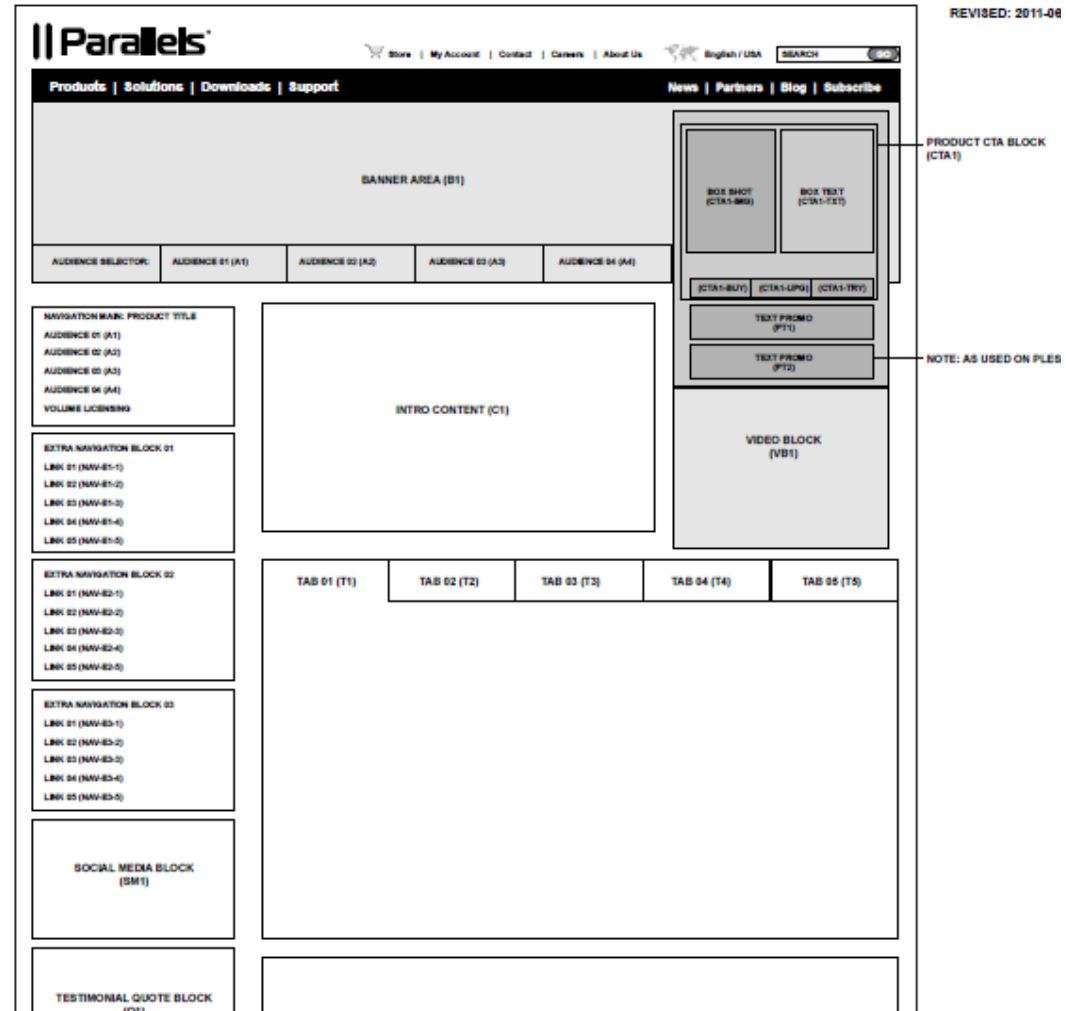
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Parallels.com SMB Journey Discovery



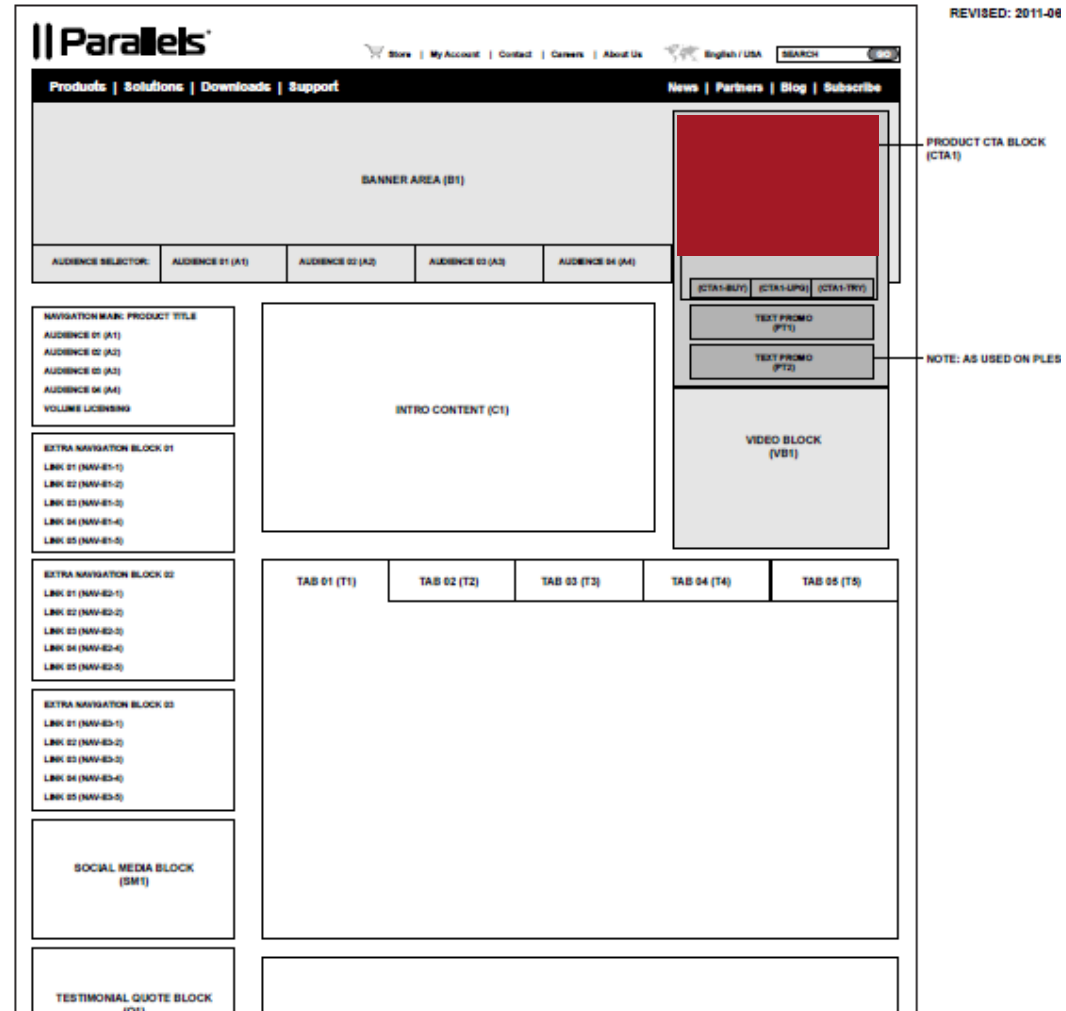
Parallels.com: Redesign Strategy

- ✓ Hierarchy of components
 1. CTA (Call to Action)
 2. Benefits statements
 3. Videos
 4. Testimonials / Quotes
 5. Social links
- ✓ Banner/header enables flexibility to showcase components
- ✓ Maintain adherence to brand identity and elements, while evolving
- ✓ Coded upfront for metrics



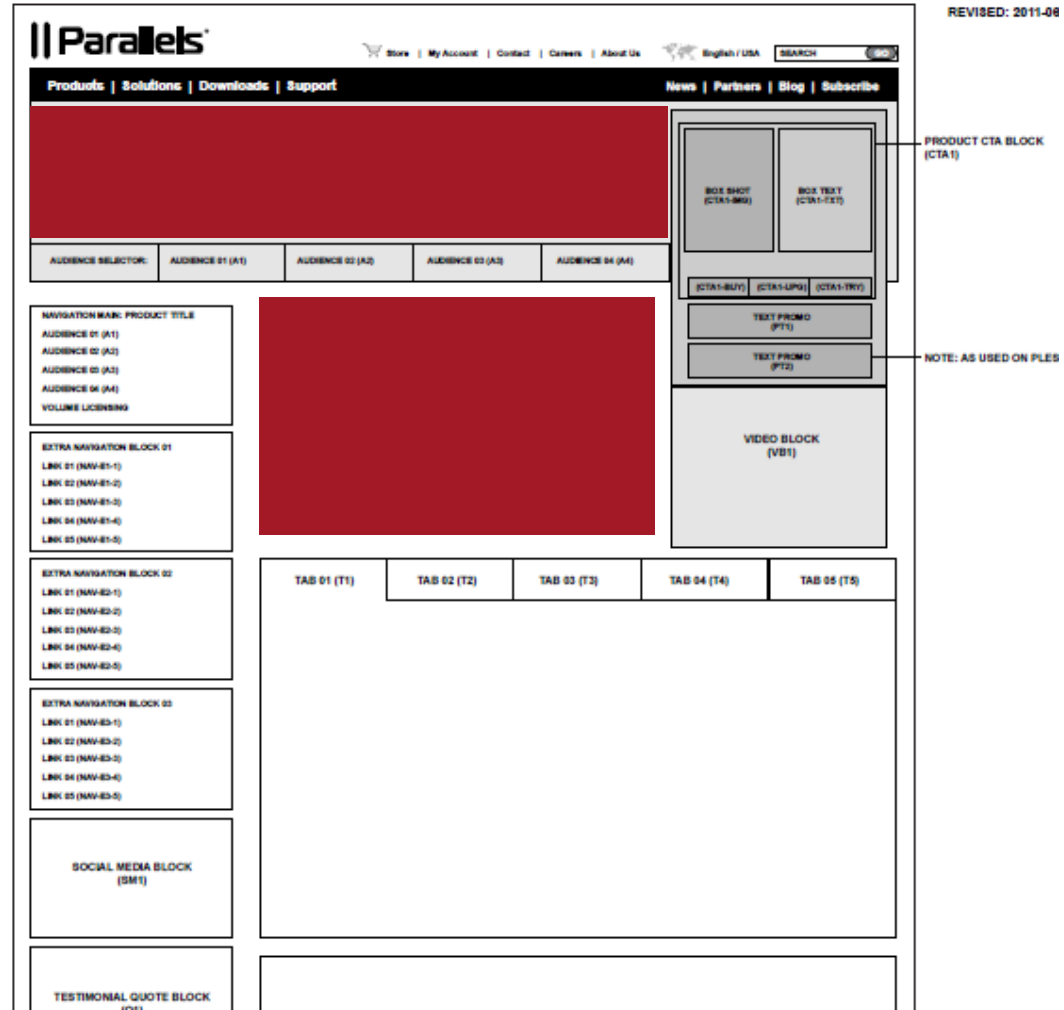
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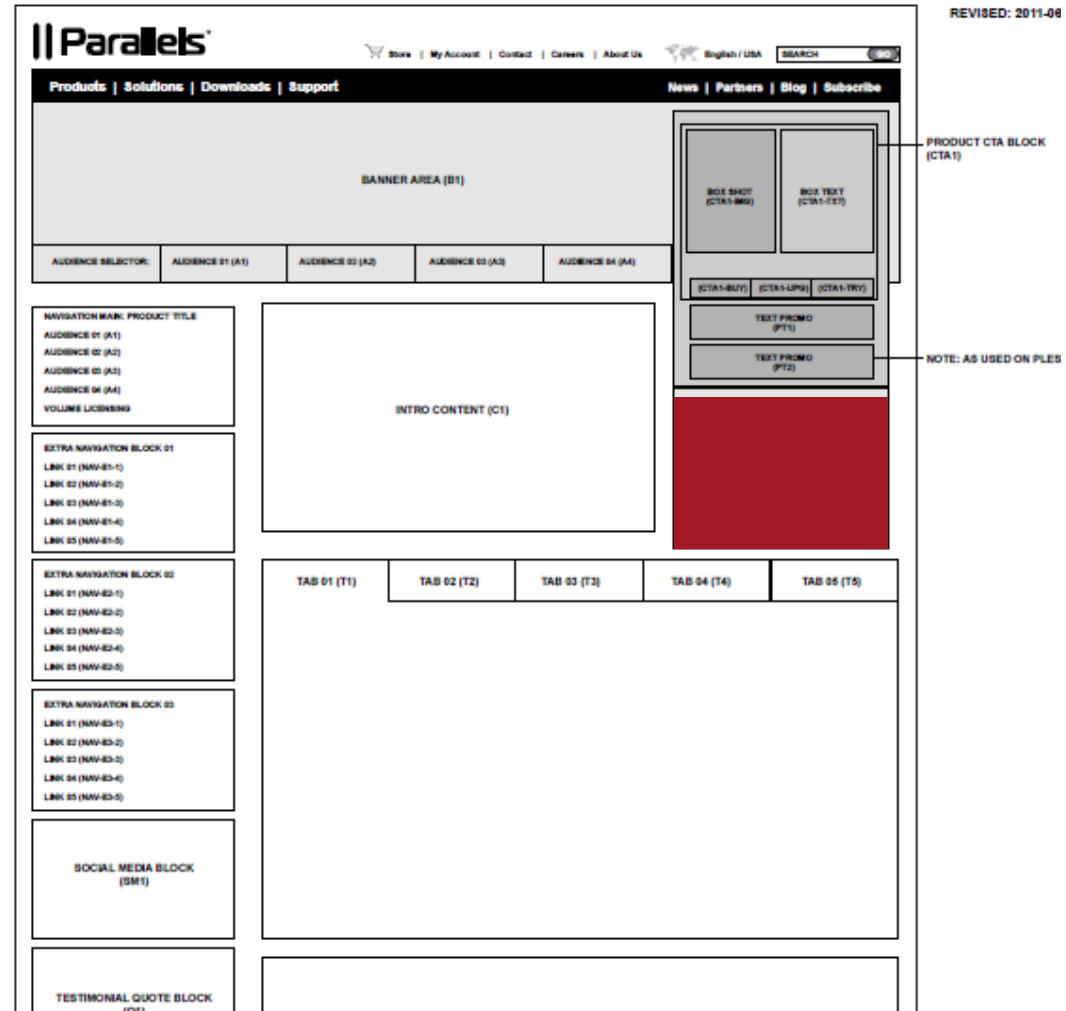
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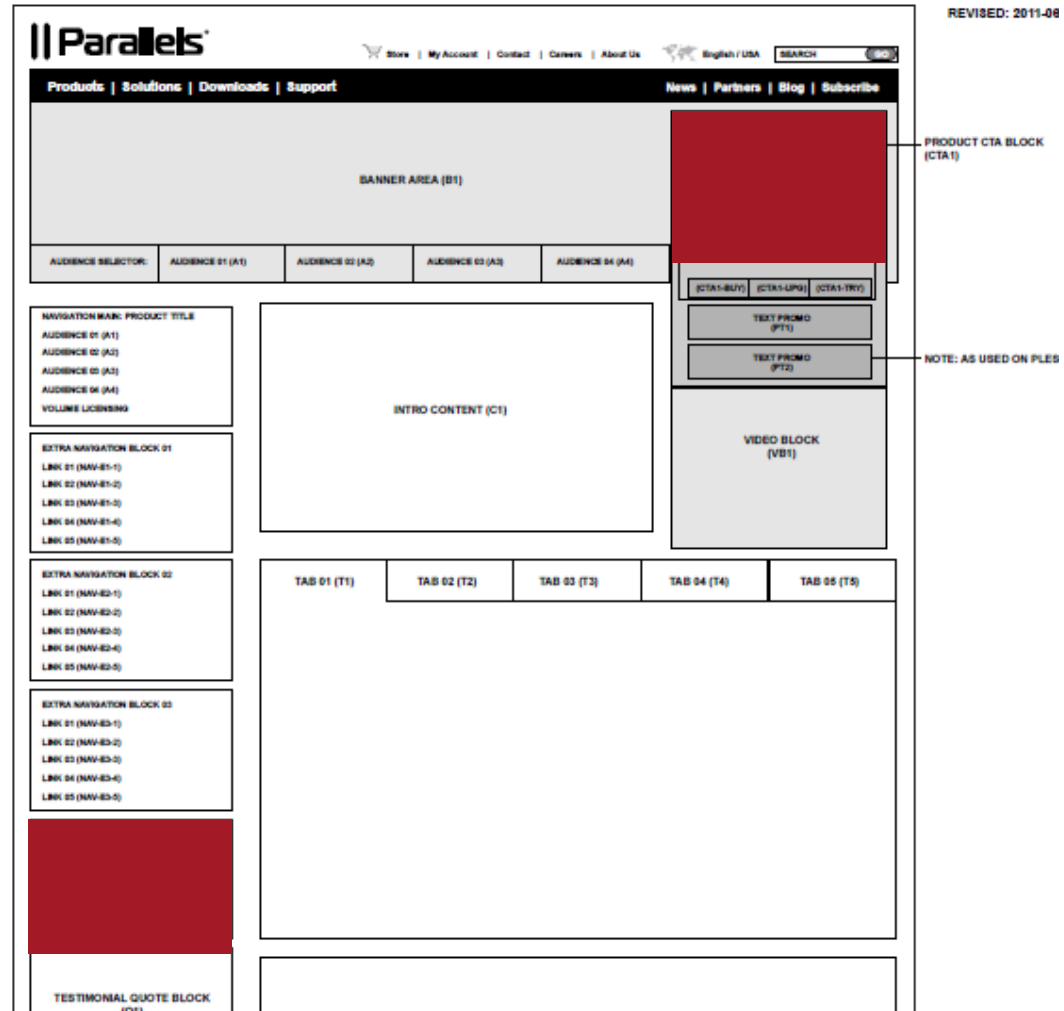
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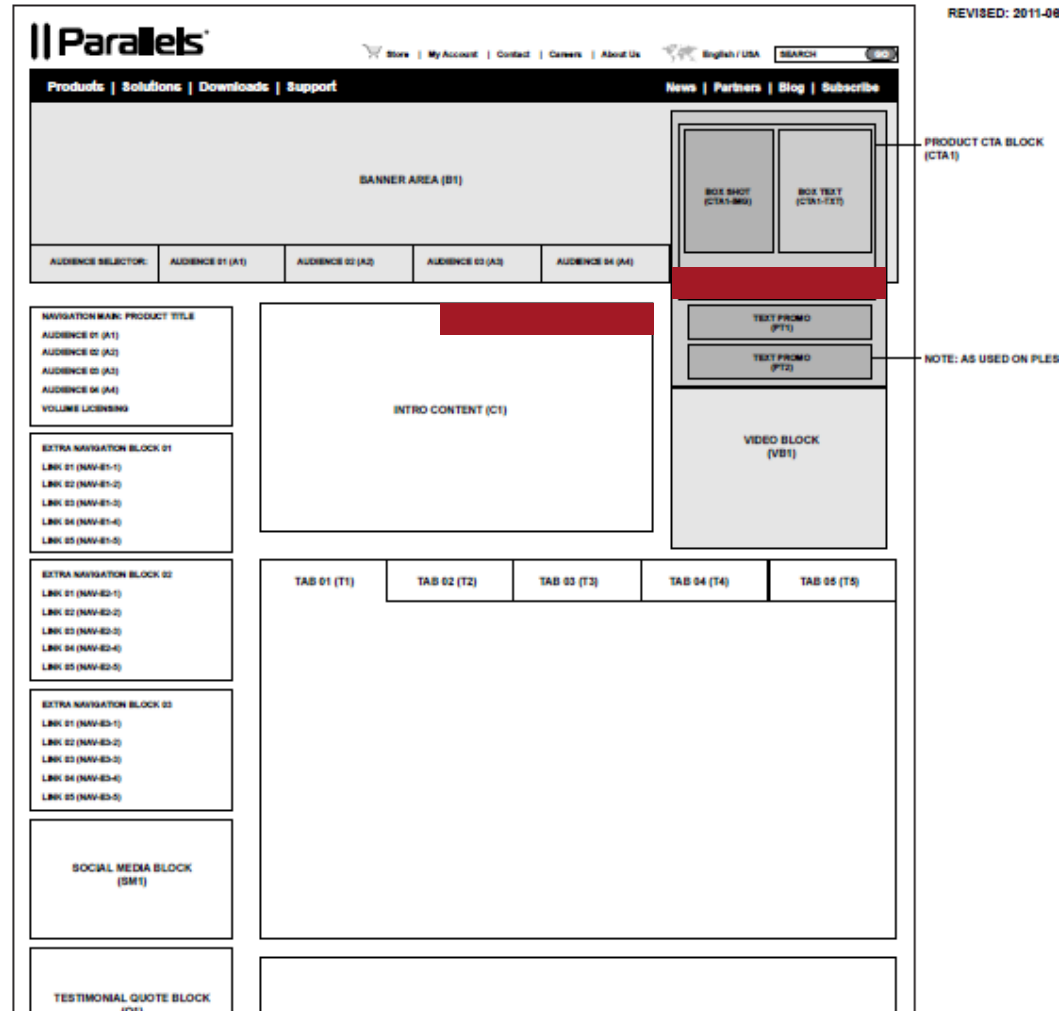
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Parallels.com: Redesign Strategy

✓ Hierarchy of components

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5. Social links

The screenshot displays the Parallels.com website for Parallels Workstation 6 Extreme. The page features a navigation bar with links for Products, Solutions, Downloads, and Support. A main banner image shows a person sitting at a desk with multiple monitors, with the headline "Stop waiting, start creating" and the subtext "Design and render simultaneously on the same workstation with Parallels Workstation Extreme." Below the banner, there is a "Parallels Workstation 6 Extreme" section with a "Virtualize don't compromise!" sub-headline. This section includes a list of features such as "Single user, multi OS" and "Running 32-bit legacy apps in a 64-bit environment." There is also an "Additional Information" section with links for Maintenance, Download, Request Information, Volume Licensing, and Product Support & Documentation. A testimonial section titled "What people are saying..." is present. On the right side, there is a sidebar with a "Parallels Workstation Extreme" product card, a "Watch: Parallels Parker Hannifin interview" video player, and a "Resources" section with links to "Download Datasheet", "Talisman case study", and "HP whitepaper". At the bottom, there are navigation buttons for "Discover", "Partners", "Press Kit", and "System Requirements".

Parallels.com: Redesign Strategy

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The screenshot displays the Parallels.com website for the Parallels Workstation 6 Extreme product. The page features a dark red header with navigation links for Products, Solutions, Downloads, and Support. A main banner image shows a person sitting at a desk with multiple monitors, arms raised in a celebratory gesture. The headline reads "Stop waiting, start creating" and "Design and render simultaneously on the same workstation with Parallels Workstation Extreme." Below the banner, there are social media sharing options for Twitter (4 tweets) and Facebook (15 likes). The product description highlights its capabilities for virtualizing multiple operating systems and running high-performance applications. A sidebar on the left provides additional information, including maintenance, download, and request information links. A bottom navigation bar includes links for Discover, Partners, Press Kit, and System Requirements.

Parallels.com: Redesign Strategy

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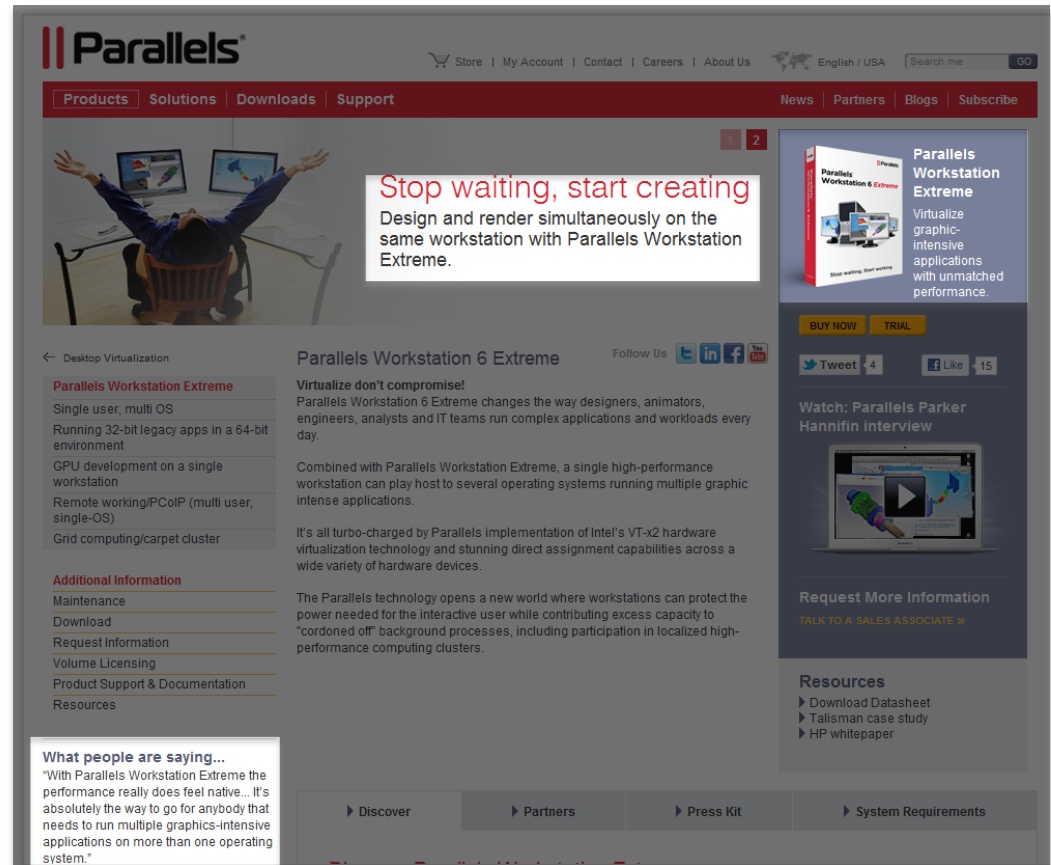
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The screenshot displays the Parallels.com website for the Parallels Workstation 6 Extreme product. The page features a dark theme with a prominent header and navigation menu. The main content area includes a large banner with the headline "Stop waiting, start creating" and a sub-headline "Design and render simultaneously on the same workstation with Parallels Workstation Extreme." Below the banner, there is a section titled "Parallels Workstation 6 Extreme" with a "Virtualize don't compromise!" sub-headline. This section describes the product's capabilities for designers, animators, and IT teams. To the right of the main content, there is a sidebar with a "Parallels Workstation Extreme" product image, a "BUY NOW" button, and a "TRIAL" button. Below this, there is a "Watch: Parallels Parker Hannifin interview" section with a video player. At the bottom of the page, there are several navigation buttons: "Discover", "Partners", "Press Kit", and "System Requirements".

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Parallels.com: Redesign Strategy

✓ Banner/header enables flexibility to showcase components

- Primary marketing messages
- Audience benefit statements
- CTAs
- Quotes / testimonials

The screenshot displays the Parallels.com website. At the top, there is a navigation bar with the Parallels logo, a search bar, and links for Store, My Account, Contact, Careers, and About Us. Below this is a secondary navigation bar with links for Products, Solutions, Downloads, Support, News, Partners, Blogs, and Subscribe. The main banner features a person sitting at a desk with two monitors, arms raised in a 'V' shape, with the text "Stop waiting, start creating" and "Design and render simultaneously on the same workstation with Parallels Workstation Extreme." Below the banner, the page is divided into several sections: "Desktop Virtualization" with a sub-section for "Parallels Workstation Extreme" listing features like "Single user, multi OS" and "GPU development on a single workstation"; "Additional Information" with links for Maintenance, Download, Request Information, Volume Licensing, and Product Support & Documentation; "What people are saying..." with a testimonial; "Parallels Workstation 6 Extreme" with a "Virtualize don't compromise!" section and a "Request More Information" button; and "Resources" with links for Download Datasheet, Talisman case study, and HP whitepaper. At the bottom, there are buttons for Discover, Partners, Press Kit, and System Requirements.

Parallels.com: Redesign Strategy

✓ Maintain adherence to brand identity and elements, while evolving

- Large white spaces
- Red as accent retains brand association
- Secondary colors and icons complement and soften the white
- Photos with softer tones

The screenshot displays the Parallels.com website interface. At the top, the Parallels logo is on the left, and navigation links for Store, My Account, Contact, Careers, and About Us are on the right. A search bar is also present. Below the header, a red navigation bar contains links for Products, Solutions, Downloads, and Support. The main content area features a large hero image of a person sitting at a desk with multiple monitors, arms raised in a celebratory gesture. To the right of the image is the headline "Stop waiting, start creating" and a sub-headline "Design and render simultaneously on the same workstation with Parallels Workstation Extreme." Below this, there is a section for "Parallels Workstation 6 Extreme" with a "Virtualize don't compromise!" sub-headline. This section includes a list of features such as "Single user, multi OS", "Running 32-bit legacy apps in a 64-bit environment", "GPU development on a single workstation", "Remote working/PCoIP (multi user, single-OS)", and "Grid computing/carpet cluster". There is also an "Additional Information" section with links for Maintenance, Download, Request Information, Volume Licensing, and Product Support & Documentation Resources. A "What people are saying..." section contains a quote: "With Parallels Workstation Extreme the performance really does feel native... It's absolutely the way to go for anybody that needs to run multiple graphics-intensive applications on more than one operating system." To the right of the main content, there is a sidebar with a product image of the Parallels Workstation 6 Extreme box, a "BUY NOW" and "TRIAL" button, social media sharing options (Tweet 4, Like 15), a "Watch: Parallels Parker Hannifin interview" video player, and a "Request More Information" section with a "TALK TO A SALES ASSOCIATE" link. At the bottom of the page, there is a navigation bar with links for Discover, Partners, Press Kit, and System Requirements.

Home Page

Complications:

- Serving total story
- Multiple customer and prospect types
- Products and news

Objective:

- Keep brand elements
- Enable visitor to get to desired destination easily and *fast!*

The screenshot shows the Parallels website home page. At the top, there is a navigation bar with links for Products, Solutions, Downloads, Support, News, Partners, Blogs, and Subscribe. Below this is a hero section featuring a woman looking at a laptop, with the headline "Run the Software You Need on the Hardware You Want". To the right of the hero section, there are social media follow buttons for Twitter, LinkedIn, and Facebook, along with a "Follow Us" link. Below the hero section, there are three main product highlights: "Desktop Virtualization", "Hosting & Cloud Services Enablement", and "Parallels Desktop 7 for Mac". Each highlight includes a brief description and a "Learn More" link. The "Desktop Virtualization" section lists several products with their respective percentages: Parallels Desktop for Mac (0.3%), Parallels Desktop for Mac Enterprise Edition (1.1%), Parallels Workstation Extreme (1.3%), Parallels Workstation (0.6%), and Parallels Server for Mac mini (0.6%). The "Hosting & Cloud Services Enablement" section lists: Parallels Plesk Panel Suite (2.0%), Parallels Business Automation Standard (0.5%), and New - Parallels Virtuozzo Containers (0.6%). The "Parallels Desktop 7 for Mac" section features a product image and text: "#1 choice to run Windows on your Mac", "LEARN MORE", "BUY NOW", "TRIAL", and "UPGRADE". Below this, there are social media buttons for Tweet (4,418), Like, and +1. A note states "Upgrades for PD 5 and above." Below the product highlights, there is a "Guest Blog" section titled "How to Bring the Cloud to the SMB Marketplace". This section includes a "Cloud Service Provider Blog" with a link to a "Summit Preview and 2012: The year of the PaaS" and a "News & Press Releases" section with links to "Feb 2, 2012 - Press Release: Parallels Announces Finalists for its Third Annual Partner Awards" and "Jan 23, 2012 - Press Release: Technology Experts Deliver Keynote on the Impact of Cloud at Parallels Summit 2012". There is also a "Consumer Tech Blog" section with a link to "Converting a VMware Fusion VM to Parallels Desktop 7 (Guest Blog, Pt 2)". To the right of the "Guest Blog" section, there is a "Parallels Summit 2012" banner for February 14-16 in Orlando, Florida, with a "Learn More" link. Below the banner, there is a quote from Mike Zobitz, Director of Sales for SingleHop, stating "Parallels Plesk Panel is a must have for any IaaS provider working in the SMB segment, because customers demand it. We've provided Plesk for years to our clients, and from a partner perspective, they've always been great to work with." Below the quote, there are two sections: "Looking for Web Hosting?" with a link to "SEARCH FOR A PARTNER" and "Parallels Business Consulting Services" with a link to "LEARN MORE".

Best Practices for Cart Optimization

There is no silver bullet – Cart optimization is a process – Keep testing

Original Cart

The screenshot shows the original Parallels shopping cart interface. At the top, there is a navigation bar with three steps: 'Shopping Cart' (active), 'Secure Checkout', and 'FINISH'. The Parallels logo is on the left, and security badges for VeriSign Secured and McAfee SECURE are on the right. Below the navigation bar, the page title is 'Your Cart' with a 'Show prices in: US Dollar' dropdown menu. The main content area features a table with columns: Pos., Product Name, Delivery, Unit Price, Qty., and Price. The table lists two items: 'Parallels Desktop 5 for Mac, EN [#300356005]' and 'Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months)'. Below the table, there is an 'Update' button and a '<< Continue Shopping' link. The total price is displayed as 'TOTAL: USD 86.98' with a 'Checkout' button. At the bottom, there is a footer with legal notices and copyright information.

Pos.	Product Name	Delivery	Unit Price	Qty.	Price
1.	Parallels Desktop 5 for Mac, EN [#300356005]	electronic	USD 79.99	<input type="text" value="1"/>	USD 79.99
<input type="checkbox"/> Backup CD/DVD: Order product for a fee in addition to download version [Info]					
2.	Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months) [Info]	electronic	USD 6.99	1	USD 6.99

[<< Continue Shopping](#) Update

TOTAL: USD 86.98 Checkout

Digital River GmbH (element 5) is the seller of the products in your shopping cart and your contractual partner.
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Best Practices for Cart Optimization

There is no silver bullet – Cart optimization is a process – Keep testing

Test 1

The screenshot shows the Parallels shopping cart interface. At the top, there are three progress indicators: 'Shopping Cart' (active), 'Secure Checkout', and 'FINISH'. Below this is the 'Your Cart' section. A 'Show prices in: US Dollar' dropdown is visible. A red circle highlights a 'Checkout' button located above the product table. The product table contains two items:

Pos.	Product Name	Delivery	Unit Price	Qty.	Price
1.	Parallels Desktop 5 for Mac, EN [#300356005]	electronic	USD 79.99	1	USD 79.99
	<input type="checkbox"/> Backup CD/DVD: Order product for a fee in addition to download version [Info]				
2.	Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months) [Info]	electronic	USD 6.99	1	USD 6.99

Below the table are links for '<< Continue Shopping', an 'Update' button, and the 'TOTAL: USD 86.98'. A 'Checkout' button is located at the bottom right of the cart area. At the very bottom of the page, there is a footer with copyright information and links for 'License Agreement' and 'Site Map'.

Placing one additional checkout button on top increased our conversion rate by **1.85%**

Best Practices for Cart Optimization

There is no silver bullet – Cart optimization is a process – Keep testing

Test 2

Parallels

VeriSign SECURE McAfee SECURE

Shopping Cart Renew Cart Finish

Your Cart

Show prices in: US Dollar

Checkout

Pos.	Product Name	Delivery	Unit Price	Qty.	Price
1.	Parallels Desktop 5 for Mac, EN [#300356005]	electronic	USD 79.99	1	USD 79.99
<input type="checkbox"/> Backup CD/DVD: Order product for a fee in addition to download version. [Info]					
2.	Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months) [Info]	electronic	USD 6.99	1	USD 6.99

Update

Continue Shopping

TOTAL: USD 86.98

Visa Mastercard American Express Discover PayPal

Checkout

Digital River GmbH (element 5) is the seller of the products in your shopping cart and your contractual partner.
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Placing payment option icons increased our conversion by **3.8%**

Best Practices for Cart Optimization

There is no silver bullet – Cart optimization is a process – Keep testing

Test 4 – Yes we tested the button color too!

The screenshot shows the Parallels shopping cart interface. At the top, there's a navigation bar with 'Shopping Cart' selected. Below it, the 'Your Cart' section displays a table of items. The table has columns for 'Pos.', 'Product Name', 'Delivery', 'Unit Price', 'Qty.', and 'Price'. The first item is 'Parallels Desktop 5 for Mac, EN' priced at USD 79.99. The second item is 'Extended Download for Parallels Desktop 5 for Mac, EN (12 months)' priced at USD 6.99. A 'Checkout' button is visible at the top right of the cart area. Below the table, there's an 'Update' button and a 'TOTAL: USD 86.98' section with payment icons for Visa, Mastercard, and others. A second 'Checkout' button is located below the payment icons. A red arrow points from a text box on the right to the top 'Checkout' button.

Pos.	Product Name	Delivery	Unit Price	Qty.	Price
1	Parallels Desktop 5 for Mac, EN [#300356005]	electronic	USD 79.99	1	USD 79.99
2	Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months) [Info]	electronic	USD 6.99	1	USD 6.99

Having GREEN buttons instead of RED increased our conversion rate by another 1.3%

Best Practices for Cart Optimization

There is no silver bullet – Cart optimization is a process – Keep testing

Test 5 – Featuring 30-day money back guarantee

The screenshot shows the Parallels shopping cart interface. At the top, there are navigation links for 'Shopping Cart', 'Screen Checkout', and 'ENTER'. The main heading is 'Your Cart' with a 'Show prices in: US Dollar' dropdown. A 'Checkout' button is visible. The cart contains two items:

Pos.	Product Name	Delivery	Unit Price	Qty.	Price
1.	Parallels Desktop 5 for Mac, EN [#300356005]	electronic	USD 79.99	1	USD 79.99
2.	Extended Download for Parallels Desktop 5 for Mac, EN [300356005] (12 months) [Info]	electronic	USD 6.99	1	USD 6.99

Below the items, there is an 'Update' button and a '30-day money back GUARANTEE' badge. The total price is 'TOTAL: USD 86.98'. Payment options for Visa, MasterCard, American Express, Discover, and PayPal are shown. A 'Checkout' button is at the bottom. The footer includes '© 1999-2009 Parallels, Inc. All rights reserved.' and 'License Agreement | Site Map'.

Featuring a 30-day money back guarantee increased our conversion rate by another 4%

Best Practices for Cart Optimization

- Increasing your Average Order Value (AOV) with upsells

The screenshot displays a shopping cart interface for Parallels. At the top, there's a navigation bar with 'Billing' (selected), 'Verify Order', and 'Order Completed'. Below this is the 'Shopping Cart' section with a 'Checkout' button. The cart contains one item: 'Parallels Desktop 7 for Mac, EN (Details)' with a quantity of 1, delivered electronically for \$79.99. A red box highlights a 'We also recommend:' section containing two items: 'Microsoft Windows 7 Home Premium' for \$199.99 and 'Order a Backup Disc' for \$14.95, both with 'Add' buttons. Below the recommendations is a 'Promo Code' field and an 'Apply' button. The total is \$79.99. Payment options for Visa, Mastercard, American Express, and Discover are shown. A '30-day money back GUARANTEE' badge is present. At the bottom, there's a copyright notice: '© 1999-2011 Parallels, Inc. All rights reserved.'

Adding upsells during the checkout process increased our AOV by 9%

Best Practices for Cart Optimization

In testing: Quick Cart checkout

The screenshot shows a shopping cart with a total of \$79.99. The cart contains one item: Parallels Desktop 7 for Mac, EN. Below the cart, there are recommendations for Microsoft Windows 7 Home Premium and a Backup Disc. A '90-day money back GUARANTEE' badge is visible. The checkout process is streamlined, with a 'Checkout' button prominently displayed. The page includes a progress bar at the top with 'Billing' selected, and a 'Verify Order' link. A '30-day money back GUARANTEE' badge is also present at the bottom left.

versus

The screenshot shows a shopping cart with a total of \$86.90. The cart contains two items: Parallels Desktop 7 for Mac, EN and Extended Download Service. Below the cart, there are recommendations for Microsoft Windows 7 Home Premium and a Backup Disc. The checkout process is more complex, with a 'Billing Information' section containing fields for First Name, Last Name, Company Name, Address, Apartment/Suite, City, State/Province, Zip/Postal Code, Country, Phone Number, and Email Address. There is also an 'Additional Information' section with a checkbox for email notifications. The 'Payment Information' section includes options for Credit Card, Check, PayPal, and Wire Transfer. The checkout process is more detailed and takes longer to complete.

Best Practice: Leverage Plesk Features to Increase Stickiness

Web Presence Builder

- Easy, flexible sites for SMBs
- Integrate external services
- Social sharing
- Publish sites to Facebook
 - Web Presence Builder In Action

For Hosters

- Self-branding
- Trial acquisition scenario

The screenshot displays the Parallels Web Presence Builder interface. At the top left, there is a placeholder for a logo labeled "YOUR LOGO HERE". The main heading is "Select Your Website Topic". On the right, there is a button for "Import site from SiteBuilder 4.5." and a search bar labeled "Search a topic" with the placeholder text "Enter keywords for search." The interface is divided into three main sections:

- 1. Select a category:** A list of categories with their respective counts: Services (9), Construction & Housing (11), Retail Businesses (4), Organizations (9), Entertainment & Leisure (5), Arts & Design Services (11), Health & Sport (6), Education Services (4), Fan & Hobby (8), Personal (5), and Other (1).
- 2. Select a topic:** A grid of topic options, each with a radio button and an icon:
 - Seminar/Convention/Trade Show:** Icon of two people at a table.
 - Café/Bar:** Icon of two wine glasses.
 - Nightclub:** Icon of a cocktail glass.
 - Hotel/Accommodations:** Icon of a bed in a room.
 - Restaurant:** Icon of a plate with a cherry on top.
 - Travel Agency:** Icon of a globe and an airplane. This option is highlighted with a green background. Description: "Describe destinations, tours and places to visit, invite your customers to the voyage of discovery."
 - Artist's Website:** Icon of an easel.
 - Band Website:** Icon of a guitar.
- 3. Provide information for your site:** A section for finalizing the site creation:
 - Site name: My website
 - Site language: English, United States
 - A green "Create Site" button with a checkmark icon.

Recommended Action Checklist

- Answer key questions:
 - Who are you and who do you want to be?
- Create a foundation using some simple templates
 - Messaging template
 - Voice template
- Make a plan to build out your website
 - Define web presence in the context of who you are and who you want to be
 - Component adoption
 - Customer engagement
- Run some cart optimization tests
- Proactively manage your website using metrics
 - Keep it simple

Evolve, Evolve, Evolve

Questions?

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SUMMIT

Thank you!

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